# MARINE LITTER COMMUNICATION STRATEGY

## WP2 – Activity 2.2 - Marine Litter Communication Strategy (MLCS) Development

## DELIVERABLE D2.2.1

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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

**SUMMARY**

## 1    ML-REPAIR COMMUNICATION STRATEGY

The ML-REPAIR communication strategy was developed with the aim of promoting the Project and its results and raising the awareness of all target groups on the marine litter issue and the importance of its solution. The strategy contains a brief situation analysis and determines the goals that the communication is to achieve. Additionally, the Strategy defines key public (target groups) that have specific communication requirements, as well as communication channels and tactics for them.

- The communication strategy does not include creative ideas or media plans but is necessary for their development
- The communication strategy is based on a situation analysis and desired communication goals and tells how, to whom and at what time we should speak to achieve these goals
- The common parts of communication strategies are:
  o analysis and definition of the product/project itself
  o definition of the problem to be solved by communication
  o definition of the target groups that we want to influence, the communication messages, the communication channels and the goal that we want to achieve.

In order to achieve a high level of understanding of the of the ML-REPAIR project among wide range of different target groups, the most effective communication approaches and tools are proposed to meet the needs of the target groups and affect their knowledge and perception and encourage mutual understanding among all stakeholders.

The communication strategy is based on general principles such as:
- efficient and transparent communication
- accuracy and timeliness of information
- reliable source, which implies that data sources and conclusions can be verified
- clear and easy to understand communication
- neutrality, independence and apolitical approach.

The communication strategy thus defines activities targeted at all target groups, which will increase the project's recognition, as well as disseminate desired messages about the importance of environmental and nature protection in general, with emphasis on sea protection and reduction of marine litter.

Communication is a process that assists in expanding strategic goals, recognizes the support of different groups and key publics and, at the same time, affects the behaviour of the

communication holder as well as its target groups. Every communication is specific because every public has different communication needs.

## 1.1 Purpose of the communication strategy

The purpose of the Marine Litter communication strategy is to raise awareness of stakeholders and general public about the marine litter issue and to disseminate best practices that can be put in place by different actors (citizens, tourists, fishermen etc.) to reach a positive solution of this hot issue. The realization of these objectives will allow keeping the commitments foreseen in the project vision and in the established strategic objectives. In other words, the communication strategy needs to:

- ensure quality presentation and visibility of the Project among different target groups; information about the Project need to be available to all stakeholders and general public
- raise awareness of marine litter issues in the Adriatic Sea and its impact on the environment
- point to the importance to successfully reach the Project goals
- promote the Project and all activities carried out within it; to inform the public about the role and effects of the ML-REPAIR project
- improve the knowledge and skills of the internal and external target groups[1] and encourage them to be actively involved in the activities carried out within the Project
- ensure ongoing transparency of Project implementation
- ensure access to information, through various communication tools
- establish cooperation and dialogue between the target groups
- promote participation and activation of the general public in Project development processes.

## 1.2 Communications strategy approach

This strategy covers a period of one year and in this period different activities will be carried out with the aim of building the image and recognisability of the Project and its goals among all target groups. It covers various informative and educational activities based on the principles:

- **Awareness-raising**: Informing and improving understanding of all target audience about the need of one such Project and the importance of environment and nature protection
- **Participation**: Encouraging participation of (local) residents, the general public and the productive sector (e.g. fishermen, fishery cooperatives, tourism operators) in the activities of the project,
- **Informing**: Scientific-based Information will have a key role in presenting the Project and achieving its goals

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[1] Internal and external target groups are defined later in this document

- **Implementation**: In line with the above principles, the Strategy envisages to implement key communication approaches and activities. The strategy is flexible and will be adapted and supplemented throughout the year, according to circumstances.

## 1.3  Communication strategy goals

**The overall goal** of the communication strategy is to disseminate information and to raise awareness and understanding of all target groups on marine litter issues and the importance of achieving the goals of the ML-REPAIR Project and to enable identified target groups to understand the purpose, vision and priorities of the Project.

**Specific goals** are to:
- raise awareness of the Project and marine litter issues among all target groups and make them aware on the importance of their contribution to solve the marine litter problem
- promote the importance of preserving clean sea and reducing marine litter through prevention and cleaning-up activities in collaboration with the target groups (Beach clean-up, Fishing for Litter etc.)
- establish an equipped and qualified network of communicators
- achieve understanding of the values and services of healthy ecosystems
- raise awareness of target groups on the role of the partners of the Project.

The goals will be realized through implementation of defined communication activities and will be changing according to the stage of implementation of the Project.

## 2 ABOUT THE ML-REPAIR PROJECT: REDUCING AND PREVENTING, AN INTEGRATED APPROACH TO MARINE LITTER MANAGEMENT IN THE ADRIATIC SEA

Cross-border effects are already known in marine litter, with a mass of waste that travels across the seas, regardless of the state / administrative boundaries of a country. Therefore, marine litter issues require a common approach of different countries and their joint efforts to find a proper and appropriate solution and approach.

The ML-REPAIR project is a continuation of *DeFishGear-Derelict Fishing Gear Management System project in the Adriatic Region* – a project co-funded by the European Union under the IPA Adriatic CBC Programme, ended in November 2016. As identified in the DFG project, although local communities, coastal tourism and the fisheries sector contribute to the problem of marine litter, they can also be part of the solution. The fishing sector has great potential in solving the marine litter issues, both in terms of prevention and awareness-raising about the proper disposal of outdated fishing gear and of removing the existing amount of marine litter on the sea floor by participating in initiatives called ' 'fishing for litter' (FFL).

Within the ML-REPAIR project, activities are carried out in Croatia and Italy and the core of them concerns the involvement of predefined target groups, which will be subsequently specified through the implementation of project's tasks related to:
1. investigating new educational tools to encourage positive change in attitudes and behaviour towards marine litter and generally pollution among future generations in the local community/among the younger population and in fishing communities/professional associations / cooperatives;
2. raising the awareness of tourists on coastal areas, thus stimulating the sustainable growth of the tourism sector;
3. redacting a first and comprehensive map of the actual state of the FFL activities implementation at Regional and local level in the main fishing ports of the Adriatic Sea in the two countries, through a specific questionnaire submitted by phone or in person to representatives of local and regional governments
4. reducing marine litter through consolidating the Fishing for Litter initiatives and improving the participation of the fisheries sector;
5. improving cooperation between science and fisheries-related organizations, including the Fisheries Local Action Groups (FLAGs);
6. consolidating cross-border co-operation, exchanging knowledge and reducing the gap between different approaches to marine litter issues;
7. monitoring of the situation in Natura 2000 sites in terms of the presence of marine litter and its impacts;
8. providing additional information to evaluate recycling feasibility of marine plastic litter and to assess the potential risk of microplastics formation;
9. to set fruitful cooperation with others EU projects

## 2.1 Project specific objectives:

- ➢ **Project specific objective 1**: To educate and raise awareness of target groups on ML, spreading the adoption of good practices
- ➢ **Project specific objective 2**: To reduce ML on Adriatic seabed by involving the fisheries sector and FLAG's
- ➢ **Project specific objective 3**: To provide innovative tools that will support implementation of FFL practice and data collection

**Project Duration**: 01/01/2018 - 30/06/2019

**Project partners**:
1. CA' Foscari, University of Venice  (IT) – lead partner
2. Italian National Institute for Environmental Protection and Research ISPRA (IT)
3. M.A.R.E. Cooperative S.C.A.R.L. (IT)
4. LIMOSA Cooperative Society (IT)
5. Institute of Oceanography and Fisheries IZOR (CRO)
6. Public Institution RERA SD for Coordination and Development of Split Dalmatia County (CRO)
7. Association for Nature, Environment and Sustainable Development Sunce (CRO)

> **Marine litter issue has been identified as one of the major threats to marine ecosystems in the Mediterranean, due to its ecological, economic, safety and health impact (UNEP, 2009)**

## 2.2 Project's slogan proposal

- **All Together for a Cleaner Adriatic**

## 2.3 Mission

To combine a series of activities that will result in communication achievements that will increase awareness and adaptability of the Project's goals and contribute to the emergence of persistent positive changes in attitudes and behaviour towards marine litter issues.

## 2.4 Vision

The solution of the marine litter issues has been recognized by stakeholders and the general public as a national value and platform that provides an opportunity for local, regional and national sustainable development, and the Republic of Croatia and Italy become countries with developed awareness of the importance of preserving their natural wealth.

## 3 RELEVANT LEGISLATION

**Legislation at the EU and global level:**

- Port facilities for ship-generated waste and cargo residues Directive (2000/59/CE)
- Waste Framework Directive (2008/98/EC) Marine Strategy Framework Directive (Directive 2008/56/EC)
- Regional Plan on Marine Litter Management in the Mediterranean
- Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean and its Protocols

It has been mentioned earlier that marine litter issues cannot be solved within national boundaries, but it is a problem that needs to be addressed globally. In 2008, the European Union adopted the Marine Strategy Framework Directive (Directive 2008/56/EC), which aims to establish a common approach and objectives for the prevention, protection and preservation of the marine environment against harmful human activities and requires from the EU countries the development of strategies in order to achieve a "good state of the environment"[2] (GES)[3] by 2020. In order to ensure a GES, it is necessary for EU countries to cooperate with their neighbours in the marine regions when defining and implementing their sea strategies.

Another important framework is the Regional Plan on Marine Litter Management in the Mediterranean, which entered into force on 8 July 2014. The Contracting Parties (21 Mediterranean countries and the EU) have agreed to take the necessary financial, legal and administrative measures and other measures to ensure the implementation of this Regional Plan. UN Environment Assembly UNEP (2014) welcomed the acceptance of the Regional Plan by the Contracting Parties.

**Relevant legislation in Croatia:**

- Maritime Code
- Law on Sustainable Waste Management; Waste Management Plan
- Maritime Law and Sea Ports
- Decree on the Conditions to be met by ports
- Decree on Arrangement and Protection of the Protected Coastal Sea
- Decree on Drafting and Implementing Management Strategy Documents of the marine environment and the coastal area

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[2] It refers to ecologically diverse and dynamic oceans and seas that are clean, healthy and productive; the goal is to ensure that the marine environment is preserved for present and future generations.
[3] Fishing for Litter, one of the core action of the ML-REPAIR project, was recently indicated as a mitigation measure for reaching the Good Environmental State both in Italy and Croatia

According to the Waste Management Plan of the Republic of Croatia, marine litter is defined as a special category of waste and one of the objectives of waste management by 2022 is to improve the management system for special categories of waste, precisely to establish a marine litter management system. The Law on Sustainable Waste Management stipulates that the local communal service authority is in charge for the removal of decommissioned waste into the environment. However, the specific jurisdiction for marine litter located on the sea surface, the seawater column and the seabed are insufficiently regulated.

**Relevant legislation in Italy:**

➢ Legislative Decree 182/2003
➢ Legislative Decree 152/2006

In Italy, the collection and disposal of waste is regulated by Legislative Decree 152/2006, which deals with "Environmental Regulations". In the fourth part of the decree, called "Rules on waste management and reclamation of polluted sites", all aspects relating to the disposal of urban and industrial waste are treated. However, only waste collected at the beach or in harbours is fully regulated, while marine litter is not mentioned. The legislative decree 182/2003 regulates port reception facilities for ship-generated waste and cargo residues. This decree, however, does not explicitly mention marine litter accidentally collected by fishermen during their daily activities, but it establishes that fishermen do not pay any fee for marine litter disposal in ports. In this legal framework, therefore, the marine litter is not recognized as a category and must be treated as special waste, requiring a special path to be disposed on land.

> **It is estimated that 80% of marine litter comes from landfills and land activities, while about 20% of waste ends in the sea as a result of maritime-related activities.**
>
> **According to the United Nations Environment Program (UNEP), only 15% of the marine litter floats on the sea surface; additional 15% remains in the water column, and 70% sink at the sea bottom.**

## 4    SITUATION ANALYSIS[4]

Beach monitoring activities performed during DeFishGear for 31 sites in the Adriatic and Ionian region, revealed an average litter density from 0.22–2.9 items/m$^2$. The majority of litter items was made out of artificial/anthropogenic polymer materials (91%); litter items from shoreline, tourism and recreational activities accounted for 33.4% of total litter items collected[5]
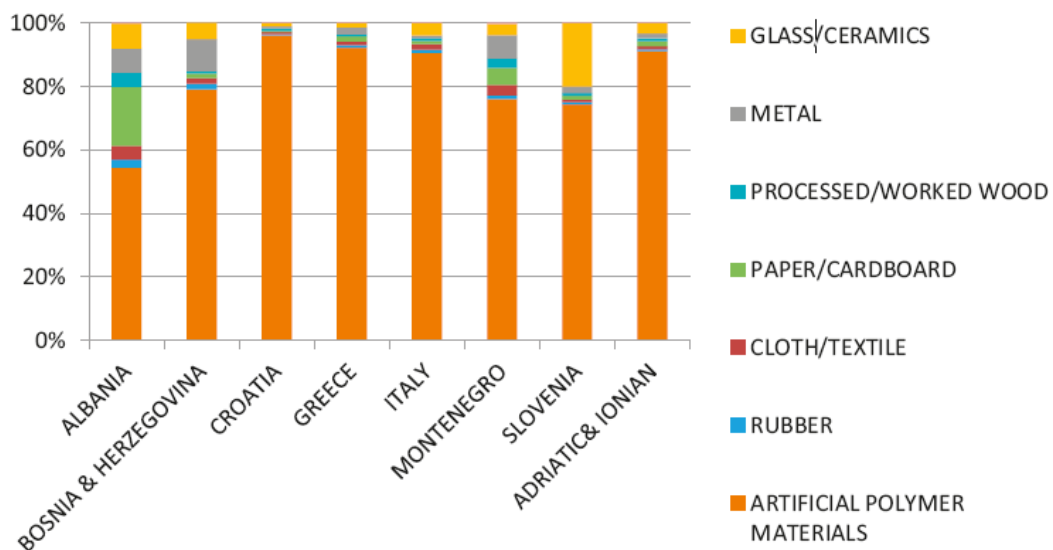


*Composition of the marine litter collected on the beach during DeFishGear monitoring activities in seven countries and in total (last column)*

Between September 2014 and August 2016, six DeFishGear partners in five countries carried out FFL pilot activities across the Adriatic and Ionian region in 15 ports, overall involving 124 fishing vessels, and a sample was analysed to collect information about marine litter laying on the seafloor. 122 tons of marine litter were removed from the seafloor and disposed on land: plastic was the main material collected in terms of weight (54%), followed by metal (17%) and rubber (11%).

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[4] Based on the results of the DeFishGear project
[5] https://doi.org/10.1016/j.marpolbul.2018.05.006
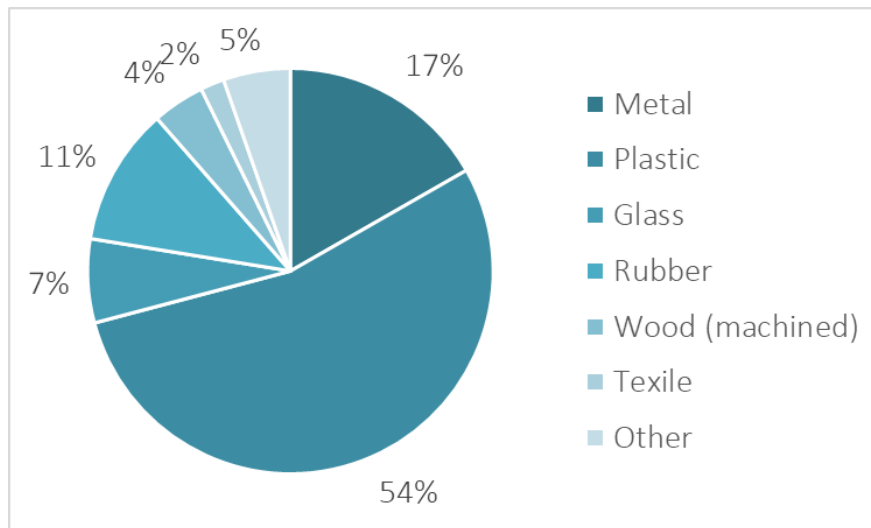
*Average percentage of the different materials (in weight) from FFL catches in 15 ports in the Adriatic and Ionian Sea during DeFishGear*

**Solving the marine litter issue**[6]

Although marine litter is only one of the most detrimental effects on the health of the marine environment, it is becoming an increasingly big problem - and this is a problem that goes beyond borders. Stuffing and long durability of plastic in nature aggravates the whole problem.

Therefore, the resolution of marine litter issues can be seen in three steps:

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[6] https://www.eea.europa.eu/hr/signals/signali-2014/zatvoriti/smece-u-nasim-morima

**1. Start with Prevention**

Similar to overall waste management, prevention is the starting point for dealing with marine litter. Therefore it is necessary to ask ourselves: how can we prevent the emergence of litter? Do we need plastic bags every time we go shopping? Can some of our products and production processes be designed so that they do not contain or do not create micro-plastics? The answer to the last question is positive.

**2. Act on land**

In order to reduce the amount of the litter in the sea, it is necessary to reduce the amount of landfill waste. Therefore, it is necessary to improve waste management, reduce packaging waste and increase recycling rates (especially plastics), improve wastewater treatment more and generally use resources more efficiently.

**3. Engage as many volunteers and fishermen as possible to clean the existing marine litter**

And last but not least, it is necessary to start reducing existing quantities of the litter on the coast and in the sea, which is possible only by launching actions and involving as many volunteers and fishing associations as possible in the cleaning actions*.

*these actions will not reduce the amount of microplastic but will have an impact on raising awareness of the general public / all target groups on marine litter issues, which will indirectly lead to a reduction in the amount of waste in general.*

### 4.1 Communication challenges

In this case, the following communication challenges are identified:

- **The complexity of the project** (the existence of numerous activities and tasks carried out by several partners in two countries) - it is necessary to make it clear to all target groups that it is not just a one-off project, but it is a complete and well-designed / planned long-term project that will result in decreasing of the marine litter quantities in the Adriatic Sea and in the long run have positive effects on the personal behaviour of tourists and citizens, sustaining the economic growth of local communities;
- **Different timing of project implementation in individual components** - imposes the need for targeted communication of each project component individually, in order to avoid generalizing project results before it is complete;
- **Numerous target groups, goals, and messages** - although the umbrella message is unique and the ultimate goal of the Project is simple, in its multifaceted and long-term implementation, ways in which individual groups will be address in any given time needs to be taken into account;
- **There are a numerous other parallel initiatives / projects related to marine litter**: there are several continuous initiatives in Croatia and Italy that are relate to marine litter (ie. TerraHub - Out to Sea exhibition, Greenpeace, green purifiers throughout Croatia, CleanSea Life poject, SKY Ocean Rescue, activities carried out by EU members of Parliament and similar). Thus, it is necessary to achieve partnership cooperation with these organizations and gain support for the project, while the ML-REPAIR project needs to be distinguished from others due to its specifics (international cooperation, long-lasting, different target groups, scientific approach to solving problems etc.).

## *4.2 SWOT analysis*

**SWOT analysis** is a strategic planning technique used to help a person or organization identify the *Strengths*, *Weaknesses*, *Opportunities* and *Threats* related to business competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favourable and unfavourable to achieving those objectives.

Strengths and Weakness are frequently internally-related, while Opportunities and Threats commonly focus on environmental placement.

| Strengths | *internal* | Weaknesses |
|---|---|---|
| - Project partners have extensive experience in the field of environmental / nature conservation, marine litter issues and cross-border cooperation | | - Low level of awareness on marine litter issues (among target groups) |
| - All project partners are experts in their | | - Most citizens, according to public opinion polls, do not |

respective fields

- Project implementation partners have been perceived by all targeted groups as reliable marine litter experts
- Project partners have good connections with stakeholders in their countries
- Internal stakeholders provide adequate resources and recognize the importance of communication activities for successful implementation of the project
- The project is co-financed by the EU, which gives it the "weight" among target publics
- Cross-border cooperation that provides solving the problems from multiple sides
- Almost 75% of the citizens of the Republic of Croatia see preserved nature as the country's highest value
- Recognition of the importance and positive impact of tourism on the overall economic development of Croatia

separate waste because they do not have the necessary waste bins, and there is no confidence that after selective collection the waste will ultimately not be placed in the same place or mix

- Facing marine litter problems is currently on the individual activities of local communities and NGO's; there is no strategically set up program to address marine litter issues
- Insufficient communal infrastructure for waste disposal in coastal areas
- Inefficient waste management processes at national levels

**Opportunities**          *external*

- Numerous NGO's are dedicated to environmental concerns, raising awareness of the importance of nature and biodiversity conservation
- The responsible waste management is one of the leading topics in Croatia and Italy; the media are interested in positive stories from this segment
- Strengthening awareness among citizens of the importance of dealing with waste in more sufficient way
- Rapid response to the waste management process at national level due to the

*Threats*

- The trend of increasing the number of tourists (lower paying power); Encouragement of the mass tourism by legislative authorities
- Inadequate coordination of various systems in the creation of public policies regarding waste management and nature and environment protection
- Project implementation

overtaken EU obligations
- Obligation to implement waste management legislation within the framework of the circular economy package, where concrete measures for the reduction of waste in the sea are proposed
- The growing trend of so-called "eco-tourism" (it is "cool to be green")

delay / delay of project activities due to late project contracting

## 5   TARGET GROUPS

The target group of the project are the organizations or individuals directly affected by the project and who, directly or indirectly, are involved in the implementation phase of the project. The method of inclusion depends on the goals and the content of a particular project, but most often involves workshops, educational programs such as training, implementing various campaigns, analyses and studies or simply incorporation into different local and regional initiatives. Most importantly, the target group representatives are directly involved in the project, are benefiting from the project, and that benefits are measurable and tangible.

That is why when planning a project, it is extremely important to accurately determine who belongs to the target group of the project according to a feature that is of importance to the project.

For the purposes of the effective implementation of the ML-REPAIR project, the following target publics are defined:

| Internal target public | External target publics I |
|---|---|
| **Project team members** | **Children and young people** (preschool and school age) |
| | **Local communities** |
| | **Domestic and foreign tourists** |
| | **Media** / information providers<br>  - local media<br>  - national media<br>  - business media<br>  - professional and specialized media |
| | **External target publics II** |
| | **Fishermen and Fisheries Associations / Cooperatives** |
| | **Public Administration Bodies** (national / regional / local) whose scope of work includes marine litter issues and other decision-makers |
| | **FLAG's** (Fishery Local Action Groups in Croatia and Italy) |
| | **LAG's** (Local Action Groups) |

## 6   DESIRED OUTCOMES

### i. Introducing the internal publics with all the specifics of the Project

The success of communication will depend on how stakeholders (project partners) understand all aspects of the marine litter issues and recognize the importance and objectives of the Project. Their full understanding will make every individual from the system to become a "multiplier" of communication. The internal public is (in the good part) constantly in the field and in direct communication with the citizens who trust them because they know them. Confidence is built most intensively through personal communication, so well-informed and trained internal stakeholders can become one of the foundations of external communication.

### ii. Ensuring support of the local population from the (near) coastal area

For the success of this project it is crucial to provide support of the inhabitants of the Adriatic counties/regions in both countries. The increment of their understanding is an absolute priority among all communication activities. Therefore, special communication tactics based on desired outcomes will be developed towards the inhabitants of coastal areas, and communication activities will focus on informing, educating and changing the awareness of the local population on marine litter issues.

### iii. Creating a concept of personal responsibility for marine litter issues among all target groups

Residual waste and waste management is generally perceived as a problem, but many people think that somebody else will take care of their waste. In their opinion, the waste management is the obligation of the utility companies, municipal or city authorities, while the concept of personal responsibility is completely undeveloped.

Therefore, in coordination with public bodies at local and national levels as well as with NGO's that already carry out campaigns that communicate a complete waste management system, it is necessary to work on the development of personal responsibility of each individual for the production of waste in general as well as on the sea shore.

Citizens, tourists and all target groups need to be introduced to the fact that a sustainable waste management is based on the order of priority contained in the "reverse pyramid" or "waste management hierarchy" that begins by reducing waste, and is continued by reuse and recycling, while disposal on the field is on the last place.

Over 80% of the mix municipal waste is thrown at landfills in Croatia. In Italy the situation is better: it is estimated that about 90% of the inhabitants regularly carry out separate collection and therefore contribute to the implementation of the waste management plan.

However, every citizen needs to be aware of how and how much he/she creates the waste and primarily tries to reduce his generation and recycle existing waste and, when it is already in existence, to separate what is useful and to deploy in the foreseen containers.

### iv. Use of all relevant information channels

For the successful implementation of the campaign, it is necessary to identify all the channels through which all target groups can be informed about the project and establish positive cooperation with them. In this sense, information channels include all electronic media (audiovisual programs - TV, radio programs, electronic publications - internet portals and the like), printed media (newspapers, magazines), billboards and citylights, social networks and other specific community-specific channels. Behind every channel there are people (owners, journalists, etc.) with which it is necessary to establish positive co-operation through specific communication activities (from media buying and joint productions to other tools explained below) because they are a key mediator in transferring information to end users / target groups.

## 7    COMMUNICATION GOALS AND PRINCIPLES

The overall goal of the ML-REPAIR project is to contribute to environmentally sustainability of tourism and fishing activities in the Adriatic Sea by providing an effective approach and measures that can reduce and control marine litter in the Adriatic Sea, thereby improving the quality of the environment in the medium and long term. Reduction of marine litter, through personalized education activities and raising awareness, is expected by waste reduction at landfills, whose source is the tourism sector (tourism, tourists). The common communication goal of all planned activities is: information, education and raising awareness of marine litter issues among all target groups that are the source of the problem but at the same time are affected by this problem. It is necessary to encourage the adoption of good practices of (marine) waste management and reducing its impact on the environment (and the sea) among all target groups.

This communication strategy encompasses communication support for the achievement of the ML-REPAIR general goals regarding:

- information, education and raising awareness of all target groups on marine litter issues and
- how to address this and implement these activities.

All activities planned and implemented with the aim of achieving the set goals will be based on the principles of effective communication:
- all communication will be simple and understandable to all target groups
- key communication messages will be consistent and in line with the communication of other stakeholders in the waste management segment
- communication will be maximally tailored to specific target groups (through key communication messages and selected communication tools)
- the effects of communication will be regularly monitored to adapt communication as needed in order to meet the objectives more effectively

The realization of this strategy, as well as the goals of the Project, will be hierarchically and timely divided into two phases:
    a) internal communication

    b) external communication

**Three project specific objectives** are:
- To educate and raise awareness of target groups on marine litter, spreading the adoption of good practices
- To reduce ML on Adriatic Sea by involving the fisheries sector and FLAGs
- To provide innovative tools that will support the implementation of the FfL practice and data collection

From these objectives the communication goals have been set for each target group.

| Internal target public | Communication goals: | Communication activities: |
|---|---|---|
| **Project team members** | ➢ NOTE: internal communication goals will be defined by the internal communication strategy | ➢ internal communication strategy |

| External target public I | Communication goals: | Communication activities: |
|---|---|---|
| **Children and young people** (preschool and school age) | ➢ To educate school-age children on marine litter issues and to inform them about the importance of preventing waste generation<br>➢ introduce them to the 4R model (reduce; reuse; recycle; recover)<br>➢ Through children to raise their parents' awareness of marine litter issues | ➢ Marine litter educational programme<br>➢ Exhibition Plastica(mente)<br>➢ Engagement on social networks and partners websites<br>➢ first public event |
| **Local communities** | ➢ inform, educate and raise awareness of the local community about the issue of marine litter and its (negative) impact on the local economy<br>➢ to raise the awareness of the local community on their contribution to the issues and the resolution of marine litter issues<br>➢ encourage the local community to reduce waste / responsible disposal of waste in order to contribute to the reduction of marine litter | ➢ Exhibitions Fish Market Litter and Plastica(mente)<br>➢ Promotional leaflet<br>➢ Project brochure<br>➢ Engagement on social networks and partners websites<br>➢ Media activities<br>➢ first public event<br>➢ questionnaires |
| **Domestic and foreign tourists** | ➢ raising the awareness of tourists about the ways they can contribute to the reduction of marine litter<br>➢ promoting the trend of "green tourist / tourism" | ➢ Marine litter awareness raising campaign for tourists (informative video, B1 posters, promotional materials / gadgets, labels, radio spots) |

| | | |
|---|---|---|
| | | ➤ first public event<br>➤ questionnaires<br>➤ animation on the beach<br>➤ training for local associations and animators |
| **Media / information providers** | ➤ All target media/ media selected for the specific purpose should be informed of the Project's implementation and its outcomes, in order to reach as large a number of coastal population as possible through media coverage and thus have an impact on raising their awareness of marine litter issues and the importance of its reduction | ➤ Publicity campaigns (press releases)<br>➤ Story placements<br>➤ Interviews…<br>➤ first public event and national events |
| **External target public II** | **Communication goals:** | **Communication activities:** |
| **Fishermen and Fisheries Associations / Cooperatives** | ➤ Raising awareness and promoting good practices on marine litter within the fishery sector<br>➤ Promotion of the Fishing for Litter activities | ➤ Interactive workshops<br>➤ Engagement on social networks and partners websites<br>➤ Media activities |
| **Public Administration Bodies and other decision-makers** | ➤ inform the public administration bodies about the Project<br>➤ involving public administration bodies in solving marine litter issues | ➤ Project brochure<br>➤ Media activities<br>➤ first public event and national events |
| **FLAGs and LAGs** | ➤ inform FLAGS about the Project<br>➤ Provide support for Fishing for Litter or source reduction project calls | ➤ participation to meetings<br>➤ Participation in events organized by FLAGs<br>➤ Information sharing |
| Note: All communication materials will include, along with the logo of the project and its partners, visibility requirements related to EU funding, and according to the instructions of the Client. | | |

# 8    INTERNAL COMMUNICATION

Internal communication ensures that the stakeholders directly responsible for the implementation of the ML-REPAIR Project, as well as all those who will join it at some stage of the implementation as partners (eg fisheries associations, LAGs etc.), are fully committed to achieving projects goals. This is only possible if the internal public fully understands the importance of communication and shares the convictions, behaviours and culture of the Project.

Usually, partners have a better understanding of the Project than the average citizen and positioning of the project among them will be easier, and the key for communicating with them remains systematic and detailed information and dialogue. However, it is necessary to equalize the communication of all partners in the implementation of the Project, in order for them to communicate the same / key communication messages. People are, in fact, the main holder of the Project, so good internal communication is also a prerequisite for the Project's success. Internal communication of the Project therefore needs to be seen at from two aspects - information and motivation.

## *8.1    Communication activities*

### a. Internal communication strategy

Within the Project, an internal communication strategy will define the protocols for internal communication and sharing of information between project partners as well as internal communication activities. The goal of the strategy is to make all partners fully acquainted with the Project at any time and the activities that some partners carry out at a certain point in time.

### b. Regular progress report on the Project

In order for all internal stakeholders to be fully acquainted with the progress of the Project, it is necessary to systematically inform them about the realized and planned activities. Therefore, it is necessary to prepare and regularly forward internal reports on the project progress. Reports would be sent via email to a pre-defined mailing list.

## 9   EXTERNAL COMMUNICATION

Adequate communication with relevant external target groups, including the general public, is key to raising awareness of the Project and the importance of intensive engagement to address marine litter issues. Therefore, apart from direct communication with stakeholders, effective relationships with the media, due to their impact on people's attitudes and perceptions, is a key for successful implementation of the project. Communicating with the media is an immediate way to reach the general public, which is extremely important for the ML-REPAIR Project and its partners. In addition, it is crucial to implement various communication activities specifically designed for specific target groups. When communication would not effectively reach the target groups, the recipients would not receive all relevant information and the environmental protection measures would, ultimately, receive less support, and co-operation with the local community could be made more difficult. Earlier in this Strategy, target groups and communication goals and activities for each of them were defined.

The common goal of all these activities is to raise awareness and to transfer knowledge about marine litter to the target groups. For these purposes, activities such as exhibitions, workshops, video materials, posters, brochures and media cooperation will be implemented. 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.

### 9.1   How to communicate with different external target groups?7

Understanding societal perceptions and evaluating communication and engagement with different stakeholder groups is critical in order to:
-   develop better strategies
-   improve understanding about the marine litter issues and solutions
-   influence behavioural change.

Many attempts to communicate with stakeholders regarding environmental issues rely on presenting the 'facts' or increasing knowledge about the problem. Whilst this is important, alone it is often not sufficient to influence behavioural change.

Research undertaken by psychologists and other social scientists show us that people need to understand the issue, feel concerned, responsible, motivated and able to take action and perceive that others are working toward a similar goal.

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[7] http://www.marlisco.eu/tl_files/marlisco/Downloadables/WP%202/Annex1_Final_Guide.pdf

Individuals will approach the issue with different levels of experience and understanding, different concerns and motivations, and different perspectives on the actions required to facilitate solutions. Therefore, it is vital to understand the perceptions of those who have some interest, or responsibility for, marine litter (i.e., the stakeholders) in order to choose some effective communication activities which will contribute to the behavioural change.

Despite differences between individuals or between stakeholder groups, the common for all of them is that humans have a strong visual system, they often take mental shortcuts rather than deeply analyse communications, they are influenced by other people around them etc. Therefore, it is important to provide visual information, simple messages and make a link to other social groups.

If people are aware and concerned about marine litter, they are more likely to appreciate the need for action and engage in pro-environmental behaviour.

Therefore, several issues are important for communicating marine litter to different (external) target groups:

- **Avoid overwhelming your audience;** If problem awareness and concern about an issue are very high, without feeling able to help, then there is a chance that people may feel overwhelmed which can lead to inaction. People also have a limited capacity for how many issues they can worry about at once. So, as worry about one particular issue increases, worry about other issues may decrease.
  - o **Recommendations**:
    - Try to frame the problem as a current threat, not just a future one
    - Be cautious about the level of worry you produce
    - Synchronize activities with similar initiatives / projects
- **Bringing the message closer to home & relating threats to actions:** Emotional appeals are often used when communicating environmental issues. In the case of marine litter, such appeals tend to be used to illustrate threats but there is not always an obvious or clear link between the negative impacts and our actions – both in terms of the actions that lead to, and the actions that can be taken to prevent such negative effects. When we communicate threats (to the marine environment, coast, human health, tourism, and fishing), it is important that we also provide guidance on how to reduce these threats, and how our actions will have direct or indirect influence.
  - o **Recommendations:**
    - Beware the use of overly-emotional appeals – they may be good for short term engagement in the issue, but it can be hard to retain that level of interest.
    - Communicate how marine litter has direct consequences also for people, not just the marine environment, and consider referring to

different impacts of marine litter to communicate the issue to different audiences so that it is more relevant and is more closely aligned with the actions they can take.

- Consider people's personal experience of the problem – people who visit the coast/beach and witness marine litter more often are more likely to be concerned about marine litter and be more willing to engage in solutions.

- **Seeing the unseen:** Marine litter can be a highly visible problem if you visit a beach and witness it first hand; however, one challenge in communicating the scale of the problem is that the majority of people are not going to witness marine litter on the seabed or floating on the surface out at sea, or when it is so small it is less visible (microplastics).
  - o **Recommendations:**
    - Interpret media reports with a critical eye, and look up the sources of the information yourself to ensure accuracy
    - Scientists and researchers can help simplify information, communicate uncertainties, and try dispel any myths and inaccuracies as they arise in order to preserve accuracy
    - Take care to communicate scientific information – avoid the temptation to exaggerate or oversimplify scientific findings

### 9.1.1 Communication towards tourists[8]:

Coastal tourism is a very important and rapidly growing sector in both countries that offers important social and economic benefits. However, due to the very fragile characteristics of the marine environment, tourism development in coastal areas can result in negative environmental impacts, both locally and to the coastal and marine ecosystems on which this industry depends. It is thus imperative that these impacts are managed so that the environmental integrity of marine ecosystems are maintained, to ensure that we do not 'kill the golden goose' which supports the tourism industry in the first place.

Some of the key environmental concerns about tourism include: habitat degradation; environmental impacts of leisure activities (fishing, diving, boating); increase in waste generation and pollution (from both solid wastes/litter and wastewater); and overexploitation of natural resources (including water, energy and seafood) -- all of which can severely impact ecosystem integrity and biodiversity.

Specific issues and messages to be targeted via communication and awareness raising actions include:

- **Problem**: marine litter negatively affects coastal and marine ecosystems, and the increase in the number of tourists contributes significantly to increasing the amount of

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[8] http://www.perseus-net.eu/assets/media/PDF/deliverables/4085.8_v1.pdf

waste on the shore / beaches that later enter the sea as well as to the increase of waste directly in the sea.

- o **Key Message**: Become a part of the solution of marine litter problem and take action to reduce it, in order to contribute to the conservation of the (clean) Adriatic Sea.
- **Problem**: Habitat alteration and coastal degradation in ecological value areas due to siting of infrastructures and mass tourism concentration. Habitat degradation can cause the reduction or loss of sensitive coastal systems that offer key ecological services.
  - o **Key Message**: Minimize habitat threats in coastal areas will preserve the environment you are enjoying now for future generations
- **Problem**: Leisure activities such as diving, boating and fishing can also cause negative impacts on ecosystems at local level, affecting living organisms and causing habitat destruction. Boating and diving can introduce underwater noise and cause physical damage to seabed ecosystems by the use of anchors in sensitive areas or inappropriate diving techniques. Fishing can also result in physical damage by breaking valuable seabed structures (e.g. corals) or capturing sensitive/endangered species, and discarded fishing gear can take its toll on underwater habitats and marine life, including coastal species such as seabirds. Boat collisions with surface swimming marine animals such as turtles and marine mammals can injure or kill.
  - o **Key Message**: Enjoy the marine and coastal environment responsibly and reduce environmental impacts of recreational activities is a priority for all responsible tourists.

### 9.1.2 Communication towards the local population (including children and youth):

Marine litter itself is a specific issue that involves a societal challenge, as it concerns both organizational and management frameworks in recycling and waste disposal, and the conscience and behaviour of every single person. Actions need to be taken at different levels to change environmental behaviour and education is of high importance, as information and responsibility is the best environmental protection.

We all contribute to generate the marine litter, so it is important to trigger local actions which involves all of us in reduction of their presence in the Adriatic Sea waters.

- **Problem**: Litter left behind by beachgoers; To reduce the amount of litter left behind by beach users, it is necessary to educate beach users directly – both tourists and local citizens.

- o **Key Message**: 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.
- o 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.
- **Problem**: waste produced in the household; in order to reduce the amount of waste produced in the household, it is necessary to directly educate the local population on the issue.
  - o **Key message**: 80 % of marine litter comes from the mainland and changing our behaviour, reducing the amount of used plastic and increasing the amount of properly disposed waste is the first step towards reducing marine litter in generally.
- **Problem**: Marine litter that has been washed ashore and lay on the beach is unsightly for landscape perception and recreational activities and hazardous to wildlife. Concerted efforts should be undertaken on a regular basis to clean up beaches by removing litter that has been washed ashore.
  - o **Key Message**: Coastal communities count on coastal and marine tourism. Reduce inputs of marine litter will help sustain local communities and jobs.
  - o Encourage citizens to participate actively in beach clean-up campaigns and join local groups who are part of major networks
  - o Apart from organized actions, citizens can contribute to the reduction of marine litter through the collection of waste that they encounter in nature and its disposal in the right way.
- **Problem**: Litter from recreational boats; Due to the high number of recreational pleasure boats in the Adriatic, litter from recreational boats is another source of marine litter that needs to be addressed.
  - o **Key Message**: The contribution in preserving a pristine sea is on the main interest of those living by the sea and their future generations

**Message House (tourists, local population, children and youth and the media)**

In order to encourage local and foreign tourists to take part in solving marine litter issues, the aim is to initiate the *#beaching* movement through numerous communication activities, which would encourage tourists to get at least three pieces of waste away from the beach and disposal it properly in the tanks. The main communication message would be Let's beach about it > All Together for a Cleaner Adriatic " The key hashtag of the campaign would be *#beaching*, which can be associated with popular #plogging (collection of waste during recreational running). Thus, all gadgets (with a focus on bio-degradable bags) would carry this message.

Let's Beach about it > All Together for a Cleaner Adriatic **#beaching;**
**Enjoy the Beach but leave it clean***

**Each of us has to take part in solving marine litter issues  - enjoy the beach, but leave it clean; pick up garbage (produced by you and others)**

| | | |
|---|---|---|
| **Marine litter is produced by human activities and we are the only ones who can solve the problem!** | **Prevention is crucial to address marine litter issues** | **Only through joint actions we can positively impact the reduction of marine litter and the preservation of the environment** |

- We are all part of the marine litter problem - we influence its emergence; marine litter affects our lives and we have to work together to reduce its amounts
- In order to effectively reduce the amount of the marine litter, it is necessary to reduce landfill waste generation; 80% of marine litter comes from the mainland, while the rest comes from ships / sea
- Marine litter has direct negative impact on people and coastal communities, not just the marine environment
- The problem of marine litter needs to be solved today, because tomorrow may already be late
- Only through joint work and personal contribution to each of us we can make important

### 9.1.3   Communication toward Fishermen and Fisheries Associations:

In addition to the reduction of marine litter production, further efforts must be made to remove existing waste in the sea. Therefore, local fishermen will be involved in the project - because the fishery sector is part of the problem - like all human activities - causing marine waste, but also largely affected by the problem: marine litter directly affects the catches and damages fishing gears. Fishermen can be part of the problem solving (through FfL activities).

- **Problem**:  Most of marine litter that accumulates on the seabed is originated from land-related activities; fishery vessels – especially trawl vessels - passively suffer the consequences of litter laying on the seafloor because they collect litter items during their daily fishing activities, leading to waste of time to separate litter from commercial fish, together with possible damages to the gears and a general reduction of their income.
- Data collected by fishermen are essential to scientists to locate ML sinking or accumulation sites and evaluate ML amount on seabed
  - **Key Messages:** The fishery sector can provide a crucial and unique service to the community by actively remove marine litter from the bottom of the sea, reaching a goal that no other target group can (specific removal campaigns would be unaffordable)
  - We are aware that this activity requires an extra work for the crew and that this work should somehow be compensated: we are bringing this issue to the attention of policy makers
  - The society and the media will recognize and reward this commitment (press conference, articles, events etc.)
  - Fishermen will test an innovative app to record data about marine litter on board
  - Data collected by fishermen during FfL activity will allow to evaluate status of Adriatic Sea about marine litter presence
- **Problem:** Lost or accidentally discarded fishing gear and equipment; marine animals suffer interactions with accidentally lost and/or discarded fishing gear and equipment (including hooks, various nets, lobster traps and other fishing gear such as long-lines, etc.). Such tools continue to encroach and catch many marine organisms (fish, dolphins, sea turtles, sharks and other forms of life in the sea) for decades, a problem called "ghost fishing". It is therefore necessary to encourage fishermen to responsibly dispose their old and unnecessary fishing gears and equipment providing them with adequate opportunities to do so;
  - **Key message:** A clear sea is a key prerequisite for your business; therefore, act responsibly towards the sea and guard it for future generations (fishermen).

### 9.1.4   Communication towards Public Administrations, FLAGs and LAGs:

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. They must be aware of the need for a more intensive engagement of decision-makers in the establishment of a responsible waste management system, which would be based on the prevention of waste generation, and on reducing the quantities of marine litter. It is their

responsibility 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.

- Problem: in coastal areas, especially in ports used by fishermen, there is no adequate infrastructures for proper disposal and separation of fished waste, making it difficult for fishermen to contribute to the reduction of marine litter. Fishermen are aware of the problem of marine litter and are willing to contribute in solving it, but it is necessary to provide them with adequate infrastructure to avoid additional costs.
- There is a gap in the knowledge of the FFL implementation status and feasibility both in Italy and Croatia.
    - o **Key message**: clean sea is a key prerequisite for the development of coastal areas; therefore, efforts must be made to reduce the amount of marine litter, in order to ensure sustainable development of both - tourism and local entrepreneurship.
    - o Coordinated and continuous engagement of all responsible actors is needed to create the preconditions for effective resolution of marine litter issues.
    - o 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

**Message House (Fishermen, Local Government Bodies, FLAGs and LAGs):**

**LET'S INSURE NEEDED INFRASTRUCTURE (AND OTHER NECESSARY) FOR A CLEANER ADRIATIC SEA**

**A cleaner Adriatic Sea is a prerequisite for the economic development of coastal regions - only joint action can contribute to the preservation of the Adriatic Sea and the fulfilment of the objectives of sustainable development**

| | | |
|---|---|---|
| **Marine litter is produced by human activities and we are the only ones who can solve the problem** | **The fishery sector can provide a decisive and unique service to the community by actively removing marine litter from the bottom of the sea** | **The duty of (local) public administration bodies and FLAGs is to provide fishermen with an infrastructure for proper disposal of collected waste** |

- Marine litter has direct negative impact on people, not just the marine environment
- The problem of marine litter needs to be solved today, because tomorrow may already be late
- We are all part of the marine litter problem - we influence its emergence; marine litter affects our lives and we have to work together to reduce its amounts
- In order to effectively reduce the amount of the marine litter, it is necessary to reduce landfill waste generation; 80% of marine litter comes from the mainland, while the rest comes from ships / sea
- FFL is the only way to remove waste already present on the sea bottom (70% of the marine litter is on the sea bottom)

### 9.2    Communication activities – defined by the project

A successful implementation of a complete communication campaign starts from a preparation, from each project partner, of the institutions, societies, NGO's, media, etc., i.e. all those who can assist in dissemination of the ML-REPAIR information (either through the publication on its communication channels, either through the sharing of produced materials, etc.).

The address book should follow GDPR[9] regulations and list:
- partner institutions and decision-makers / influencers
- local celebrities
- partner organizations from earlier or other projects dealing with environmental issues or other topics of public interest
- media with which partners in project implementation have good co-operation and who may be interested in sharing news about the project (especially announcements of activities etc.)
- local tourist boards
- private marines
- harbours in smaller places
- local kindergartens and schools
- local caterers etc.

## a) Brochure for fishermen, decision makers, LAGs and FLAGs (WP2)

In order to make decision-makers, professional associations and fishermen acquainted with the project, and the role they may have in addressing the marine litter problem, a special brochure will be produced in three languages (CRO, IT, EN).

The brochure content will be:
- **about the ML-REPAIR Project**: basic information, including implementation period and total amount
- **about Fishing for Litter activity**: examples of good practice from other projects and how fishermen through this activity can contribute to addressing marine litter issues
- **the legislative framework**: examples of good practice from the EU countries on the legislative framework that effectively contributes to addressing marine litter issues.

The brochure will be shared with all target groups at events that will be carried out within the project (first public event, all meetings with representatives of fishermen/fisheries associations, decision makers etc.). It is desirable to define the key representatives of these target groups who will not necessarily participate in any of the events or meetings that are crucial to the implementation of the project and may be provided with the brochure separately.

The brochure will be produced in 1,200 copies, in three languages (Croatian, English and Italian) and will have up to 30/40 pages (text and photos).

## b) Leaflet for tourists and local community (WP2)

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[9] https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679

In order to familiarize the local community and tourists with the project and the marine litter issue, an informative leaflet will be prepared. The emphasis of the leaflet will be on marine litter issue and how these target groups can participate in its resolution.  The leaflet would be dissembled on all public events (exhibitions, national events, etc.).

The leaflet will be produced in 1,600 copies and will be bilingual (HR / EN and IT / EN).

### c) Articles in scientific/popular magazines (WP2)

Within the project, a total of 5 articles on marine litter will be prepared and published through defined communication channels (Internet and Facebook page of the Project and partner pages as well as targeted professional and general media). Two articles will be prepared and distributed in Croatia, while the other three will be distributed in Italy. The articles will, depending on the topic, be prepared by the project team members / partners' representatives. In Croatia one article will be prepared on the subject of marine litter and published in the Yachts magazine (and distributed to other media; SUNCE), while another article will be prepared on the FfL theme and published in the magazine MORE (and distributed to other media; IZOR).
NOTE: Articles that will be published in Italy will be defined afterwards.

### d) National public events (WP2)

At the end of the project, and in order to familiarize the general public with its results, national public events will be organized in CRO (March 2019) and IT (April 2019). Along with the general public, representatives of local self-government units, decision-makers, fishermen and fisheries associations and all other stakeholders which will, during the implementation of the project, be defined as crucial for the resolution of marine litter issues will be invited to participate in the event.

The event will be communicated through media (announcement campaigns, post-event publications, interviewing and reportage etc.) and social networks as well as through other so-called owned channels of the partners in project implementation.

### e) First public event (WP2)

In order to familiarize all target audiences, with a focus on the media and the general (local) public, with the launch of the ML-REPAIR project and its goals, in early summer 2018 the first public event for the media, project partners and the local community will be organized. The event will also serve to promote the visual identity of the project to all target groups as well as to present all the activities that will be implemented within the project in order to address the

problem of marine issue. The event will be communicated through media (invitation, post-event publications, interviewing and reportage etc) and social networks as well as through other so-called owned channels of the partners in project implementation.

It is desirable to invite several locally / nationally-known people (so called celebrities) to get involved in the project as influencers / project ambassadors, who would, through their social networks, inform "followers" about the ML-REPAIR project and invite them to engage in marine litter cleaning activities / the emergence of new waste.

### f) International event / conference (WP2)

In order for all target groups, with emphasis on decision-makers, fishermen, FLAGs and LAGs as well as the general public, to get acquainted with the results of the ML-REPAIR project, at the end of the implementation of the project, a final international conference will be held in Venice.

### g) CRO & IT: Marine litter exhibition (WP3)

During the earlier project (DFG), two exhibitions were developed:

1. *Plastica(mente)*: this is an exhibition consisting of panels and interactive games conceived for children; it will be installed in museums, exhibition areas etc. The exhibition will be open to the public and promoted in schools. It is planned that the aforementioned exhibition will travel from city to city and that will be exposed in each city for 2-3 weeks. Exhibits should be placed on easily accessible and exceptionally busy closed locations (e.g. large shopping malls etc.). Instalments produced by children within other project activities will be also exposed as exhibitions.

2. *Fish market litter exhibition*: is an open area exhibition formed of litter collected on the beach, with information on litter statistics. It will be installed in or nearby fish markets. Exhibited litter items will be collected during a one-day beach cleaning in Italy and Croatia. Exhibition will travel from one city to another and would last for one day.

A total of 16 exhibitions will be organized in 8 coastal cities; the exhibitions will be accompanied by a minimum of 80 media articles / contributions / reportage, and at least 100,000 representatives of the target groups will be reached.

The aforesaid exhibitions will be used to inform the general public - in the cities where they will be set up - about marine litter issues and what each of us can do to reduce the amount of

waste. Each exhibition will be set up in 4 cities in Italy and 4 in Croatia (Rijeka, Zadar, Split and Dubrovnik).

Exhibitions will be accompanied by:
- announcements / announcements on partner's communication channels and in (local) media
- interviews and statements of Project representatives in local media
- posters and other promotional materials (in schools and in public areas)
- online banners on targeted web portals
- invitations to target groups

To promote the exhibition, it is necessary to connect with partner organizations and invite them to share information about the exhibitions through their channels. In addition, regarding the *Pastica(mente)* exhibition, it is desirable to connect with local schools and to send them a special letter inviting them to bring the children to the exhibition, and to encourage them to participate in interactive educational games.

Additionally, this activity can include celebrities / project ambassadors who would participate in it by inviting their "followers" to come to the exhibition and thus participate in the dissemination of awareness of target groups on marine litter issues.

### h) CRO and IT: Marine Litter Education Programs (WP3)

Educational program for local children will be developed to raise their awareness level and understanding of this issue, and through this program we will indirectly communicate with their parents as well. The program will be composed of thematic workshops that will combine classroom, field and practical work. During the lesson, children will learn about marine litter, through field work they will learn how to carry out simple monitoring to understand the amount and composition of marine litter, through practical work they will propose their own solutions and reflect on what they have learned. The workshops will be tailored for kindergarten children, but also for elementary and secondary school students.

In Croatia, about 540 children and 20 kindergarten teachers will be educated through the following activities:
- 4 half-day workshops on marine litter implemented in 4 coastal cities; along with exhibition opening;
- three-day workshops including theory, field work and small projects (in Split);
- competition on the best marine litter project for 12 classes in Split, with field trip as a reward;

- One-day workshop for 15 kindergarten teachers that will be trained on how to implement marine litter workshops for kindergarten children and implementation of at least one workshop with children (engaging 20 children).

In Italy, about 1,800 children (from childhood to lower secondary education) and 130 teachers will be educated through following activities:
- 4h laboratories, educating to the marine litter issues and stimulating the autonomous work of the students, implemented for 30 groups of students in every one of the 4 Comprehensive institute / schools.
- an exhibition of the elaborates made by students, open to parents (5,000) and the public.

### i) CRO and IT: Communication Campaign for Tourists (WP3)

For tourists in both countries, a special communication campaign will be set up to inform them how they can contribute to the reduction of marine litter. Within the communication campaign, materials will be produced to raise awareness of tourists about how they contribute to the problem of marine litter and what they can do to reduce or minimize this impact. As a part of the campaign various informational and educational materials will be produced and distributed to tourists in the most frequented places (beaches, ports, ferries, marinas, tourist agencies, bus stations, etc.).

### i. CRO and IT: Informative video on marine waste
As a part of the campaign, the informative video on marine litter will be produced. The video will be developed in a way that will be applicable in multiple languages with a clear communication message and will be used to raise the awareness of foreign and domestic tourists about marine litter issues. Basic version of the video, that will be used for advertisings / on Jadrolinija ferries and beaches, will be 15'' long, and longer version of the video will be produced for other purposes (for social networks and other online channels, social advertising etc.).

### ii. CRO: Educational-informative B1 poster
The poster will be used on frequent locations (ferries, bus stations, etc.) to catch the attention and to stimulate a reflexion of different target groups about the of marine litter issues. The poster will be designed in multiple languages (Croatian, English, Italian, German) and will be printed at least 300 copies, to ensure the effectiveness of a communication campaign.

### iii. CRO: Promotional materials (so-called gadgets) for tourists
As part of the campaign, a sufficient quantity (1,500 pcs) of the one useful promotional material for tourists, which is related to the theme of marine litter, will be produced. The gadget will meet the following criteria: its use improves the reduction of waste

generated by tourists, can be reused and recycled, is easy to distribute, preferably biodegradable (biodegradable reusable bag with key communication message used by tourists to collect waste at the beach in Croatia and gadget for tourists as well as residents and students who will complete the questionnaire in Italy). When creating a gadget, it is necessary to take care of the co-called eco-tourist social trend and take advantage of the gadget to help tourists "to be green and cool".

Produced gadgets can also be shared with celebrities / so-called ambassadors of the project.

iv. **CRO: Stickers for tourists with messages for reducing marine litter**
For the purpose of transmitting messages about marine litter issues and the importance of reducing its quantity (in the Adriatic Sea) promotional stickers with key communication messages will be produced and shared to tourists at frequent locations. The stickers will be waterproof and interestingly designed to encourage tourists to stick them into a place they often see, so that they can be continuously reminded of the marine litter issues and its impact.

v. **CRO: Radio advertising / jingle**
For the purposes of informing those tourists who are on the move / in the vehicle, radio jingle with key communication messages regarding marine litter will be produced and distributed (used for the advertising) though key radio stations. The messages will communicate the importance of preserving the purity of the Adriatic Sea and how tourists can contribute.

vi. **CRO and IT: Short articles on marine litter issues**
In order to bring marine litter issues closer to all target groups, 40 short articles (20 in CRO and 20 in IT) will be produced through the project, intended for distribution to targeted media (tourism related magazines, TV and radio shows) and publication on the Project's Internet and Facebook page.

vii. **IT: Animation on the beach**
A day of animation at the beach is planned in each of the locations involved in the Adriatic coast. The 4 days of animation, made respectively in Cavallino (VE) - Chioggia (VE) - Cattolica (RN) and Molfetta (BA), will take place between the end July and early August in the free beaches adjacent to the bathing establishments. In each location it is planned to set up points of interest with gazebos dedicated to promoting the knowledge of Marine Litter through the "Plasticamente" exhibition and the management of educational experiences involving children and adults together. During the day will be activated games on the theme of plastic at sea and on the separate collection of waste on the sand.

**viii.    IT: Training activities for animators**
The Repair project intends to promote actions on marine litter awareness that can become the patrimony of the host communities. In the target areas, contacts were made with local associations and tourism sector operators who will be involved as observers during the project period and to whom training days will be dedicated.

The goal of the cross-border campaign for rising tourist's awareness on marine litter problem composed of above listed elements is to reach 400,000 tourists in Croatia and 200,000 in Italy and to raise their awareness of marine litter issues and how they can contribute to the effective resolution of this issue.

j)   **CRO and IT: Raising awareness and promoting good practices on marine litter within the fishery sector (WP3)**

This activity will raise awareness within the fishery sector about the adoption of good practices restated to marine liner (e.g. FFL, and ALDFG management). Act. 3.4 will capitalize guidelines and reports made by the DFG project, by producing targeted communication material. Most efficient materials and distribution channels (leaflets, poster — fishery markets, personal contact etc.) will be produced and identified with the active commitment of a small group of motivated fishermen during at least 2 informal workgroups, one in Italy and one in Croatia. Documents and tools produced as a result of this cooperation will be (i) printed and distributed in the agreed distribution channels (ii) sent by email to relevant stakeholders along the whole coastlines of Italy and Croatia for further dissemination, as a basis to advocate policy changes and concrete actions.

Activities:
- at least two interactive workshops (one in Italy, one in Croatia) involving fishery sector
- representatives for the identification of the most efficient materials and distribution channels of the DFG outputs. Every working group will involve at least 5 fishermen
- materials produced and distributed through the channels identified during the workshops with estimated minimum of 100 fishermen reached in total for both countries
- digital format of the produced material sent to relevant stakeholders along the whole coastlines of the two countries for further dissemination: minimum 40 mails per country

*9.3   External communication - additional communication activities*

a)   **CRO and IT: Social networks engagement**

Knowing that 64% of Croatian citizens over the age of 15 use the internet on the daily basis and that there are 1.9 million registered Facebook users in Croatia and over 1 million Instagram users, the ML-REPAIR project should be intensively represented on the most important social

networks - Facebook and Instagram (via available profiles / pages of the partners of the Project).

Through the presence on the social networks, awareness about the Project and the marine litter issues will be raised among the external target groups that use these platforms. Nature-and-sea-related content and their beauties are extremely popular on the most important social networks, so they need to be utilized to present the project and marine litter issues to the target audience.

In order to make the Project's communication more visible on the social networks, it is necessary to visually separate it from other communications, so all photo and video material that will be relevant to the Project will be clearly marked (the so-called Watermark logo or a specially framed photo frame). In addition to photos, and in order to enhance communication, video materials (created within the Project but also prepared otherwise) should be used for project promotion. Videos should be simple, composed of existing or newly-made material, with subtitles that clarify the Project.

Project communication needs to be intensified on Instagram, using the hashtag that will also be the main slogan of the project. It is also desirable to use Instagram Stories - a tool for creating dynamic, interactive content that users love and consume.

Partners will participate in this activity by sharing and publishing their own posts on their pages in accordance with the Project's topics.

### b) CRO and IT: Media relations

Relationships with the media are key tools for transmitting key messages about the Project to the general public - especially the local population as well as decision-makers. Therefore, various media activities will be carried out within the Project, in order to ensure that the desired message reaches as many as possible people.

### i. CRO and IT: Publicity campaigns (press release)
Publicity campaigns comprise press release production, preparation of the list of the target media and journalists and press release distribution, including follow-up activities. The most important thing is that press releases have news value and capture essence of the story. It is also very significant to take into account what is a target media of the press release. They should be always modified to each of the media outlet – local media, national media and specialist media – because the angle that interest the readers of a specialist magazine will be very different to those that read the local newspaper.

### ii. CRO and IT: Story placement

In order to assess public understanding and acceptance of the importance of the Project for the economic growth, targeted information about the importance of the project should be stepped up in the form of regular press releases distribution as well as with article placement. This would benefit the public debate and help defuse existing conflicts and also help prevent other conflicts from arising.

### iii. CRO and IT: Interviews

Interviews with project representatives will also be an important tool in communication strategy, since they would be used to present values, the positive effects and the relevant benefits of the project. Experts working on the Project are best acquainted with its characteristics and because of field work they know best what the main interest groups are and what their views on the Project are, so they can effectively present the project's values and positive effects through the interview as well as anticipate potential problems and address responses to them

### c) CRO* and IT: Participation to conferences

Project partners will disseminate the project goals and activities in local / national scientific and or popular conferences whenever possible.

*TBC for Croatia

## 9.4 Additional communication activities

### a) Cooperation with leading marinas

Since Croatia is recognized (and promoted) as the leading nautical destination, along with Jadrolinija, it is recommended to arrange cooperation on the promotion of the project and its goals with leading Croatian marinas (ACI, D-Marine and others), as they are visited by a large number of tourists / sailors; main communication messages about marine litter can be communicated to marinas users through so-called "simple" information materials - posters, leaflets, useful gadgets, etc. Sailors as the target group are, in fact, extremely important because they affect marine litter both – from the sea and from the mainland so it would be desirable to pay special attention to them.

### b) Cooperation with port authorities

The sailors can be also reached through the co-operation with port authorities, which are the first contact point for sailors after they lands in the country. Therefore, it would be desirable to arrange cooperation on the promotion of the project and its goals with the port authorities in which ships are registered when entering the country, to inform tourists/sailors about the importance of responsible waste management and marine conservation.

### c) OOH (out of home) advertising campaign

Another channel that can be used for the communication with domestic and foreign tourists is OOH campaign – placement of the so-called jumbo posters on frequent locations – border crossings, airports and main highways (e.g. in Croatia tunnels Sv. Rok, Mala kapela, Sv. Ilija, Učka). Since these are locations that tourists need to pass by on their way to the sea, this is a good way of raising their awareness about the importance of responsible waste management and marine conservation, that they can contribute during their stay/holiday.

### d) Activities with local caterers

I order to additionally involve local community in the process of raising awareness of the marine litter issues, it is desirable to arrange cooperation with the leading local caterers on well visited beaches that would encourage tourists to collect and properly dispose (their own) waste from the beach, and in return they would get free coffee / ice cream or similar.

### 9.5 Guidelines for effective communication and successful dissemination of the key messages

Since (most of the) communication activities are predefined by the project application, it is necessary to invest additional efforts and to use all so-called owned media channels for the dissemination of the key messages to all / wider (target) publics.

In communication, the media are, in fact, divided into three types: paid, earned, and owned.
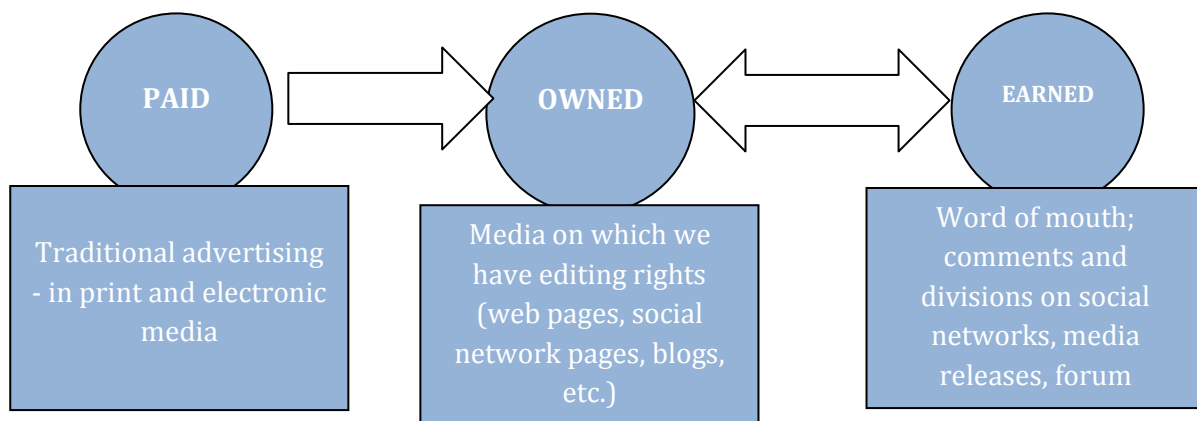


For the ML-REPAIR project the most important are so-called owned media, that have to be maximally used for the dissemination of the key messages. And in order to make the campaign on owned media as effective as possible, it is necessary that all partners participate equally in the creation of content and its distribution.

Therefore, all information on project progress or activities implemented within the project should be published on the project website and uploaded on the project's Facebook page and on the social networks of project partners (where possible). In addition, project implementation

partners need to create content on project activities for their social networks themselves, which can then be adapted and shared by other partners on their channels.

In addition, in the dissemination of project information it is necessary to include all organizations (and media) with whom the project partners have co-operation from earlier or other activities. It is therefore a proposal that the info about the project (from the first public event) should be distributed in an appropriate form (for example through a letter or similar) with the entire mailing list of project partners, i.e. those organizations, institutions, individuals and media for whom is expected that such news could be interesting and could be interested in sharing it on their channels.SUGGESTED EVALUATION

## 10   SUGGESTED EVALUATION

| Communication Activities/Tools | |
|---|---|
| **Brochure for fishermen, decision makers, LAGs and FLAGs** | - number of produced brochures<br>- number of distributed brochures |
| **Leaflet for tourists and local community** | - number of produced leaflets<br>- number of distributed leaflets |
| **Articles in scientific/popular magazines** | - number of prepared articles<br>- number of publication in target media |
| **National public events** | - number of the events<br>- number of participants by the event |
| **International event / conference** | - number of participants of the conference |
| **Marine litter exhibition** | - number of the exhibition<br>- number of visitors<br>- number of the media reports on the exhibitions<br>- number of posts and impressions on social networks |
| **Marine Litter Education Programs** | - number of workshops<br>- number of participants |

| | |
|---|---|
| **Informative video on marine waste** | - number of locations on which the video was distributed |
| | - number of persons that had an opportunity to see the video |
| **Educational-informative B1 poster** | - number of produced B1 posters |
| | - number of locations on which B1 posters were placed |
| **Promotional materials (so-called gadgets) for tourists** | - number of produced gadgets for tourists |
| | - number of distributed gadgets |
| | - number of promotional activities and other channels that were used to distribute the gadgets |
| **Stickers for tourists with messages for reducing marine litter** | - number of produced stickers |
| | - number of distributed stickers |
| | - number promotional activities and other channels that were used to distribute the stickers |
| **Radio advertising / jingle** | - number of recorded and broadcast radio jingles |
| | - radio jingles reach |
| **Short articles on marine litter issues** | - number of prepared articles |
| | - number of publication in target media |
| | - number of posts and impressions on social networks |
| **Animation on the beach** | - number of organized animations on the beach |
| | - number of participants in these animations |
| | - |
| **Training activities for animators** | - number of implemented trainings |
| | - number of participants |
| **Raising awareness and promoting good practices on marine litter within the fishery sector** | - number of workshops |
| | - number of participants in the workshops |
| | - number of produced and distributed materials |
| | - number of fisherman that decided to join the FFL activities |
| **Social networks engagement** | - number of posts about the project |

|                                         |   |                                               |
|-----------------------------------------|---|-----------------------------------------------|
|                                         | - | number of impressions (like, comments, shares)|
| **Publicity campaigns (press release)** | - | number of implemented publicity campaigns     |
|                                         | - | number of articles in target media            |
| **Story placement**                     | - | number of implemented story placements        |
|                                         | - | number of articles in target media            |
| **Interviews**                          | - | number of arranged interviews                 |