

# Two awareness rising exhibitions on marine litter developed and installed in 8 coastal cities of the cross-border area

WP3 – Activity 3.1 – Marine litter exhibitions development and instalment

## DELIVERABLE D3.1.1

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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

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## 1 PROJECT PRESENTATION

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### 1.1 *Project description*

The ML-REPAIR project (REducing and Preventing, an Integrated Approach to Marine Litter Management in the Adriatic Sea) started on 01.01.2018 and lasted 21 months, ending on 30 September 2019. The general objective of the ML – REPAIR project was to prevent and reduce the input of waste in the Adriatic Sea through the involvement of the main stakeholders. The Adriatic Sea is a semi-closed basin with slow streams, making it vulnerable to pollution. Marine Litter (ML) is defined as any solid, manufactured or processed solid material discarded, disposed of or abandoned into the marine and coastal environment. It is a growing cause of concern for the degradation of the marine and coastal ecosystems, potentially endangering the functionality of the ecosystem itself and reducing the quality of coastal waters for fishing and tourism. Sea cross-border issues due to their cross-border effects require common approaches from different countries and their joint efforts. Within the ML-REPAIR project, activities have been carried out in Croatia and Italy, and the main focus of the project was to involve the target groups – fishermen and fishing associations/cooperatives, local communities and the younger population, the tourism sector, public administration bodies and the FLAG – (Fisheries Local Action Groups in Croatia and Italy) and LAGs (Local Action Groups). The project leader was Ca' Foscari University of Venice, and partners were the Italian National Institute for Environmental Protection and Research (ISPRA), the cooperatives M.A.R.E. and LIMOSA for Italy and the Institute of Oceanography and Fisheries (IZOR), Public Institution RERA S.D. for the coordination and development of the Split-Dalmatia County and the Association for Nature, Environment and Sustainable Development (Sunce), for Croatia

### 1.2 *WP 3 - raising awareness and knowledge transfer about marine litter issues to target groups*

The objective of the WP3 was to capitalize the DeFishGear project (DFG) by educating and raising awareness on marine litter problems and solutions within main target groups that are both sources of the problem and affected by the problem – local communities, tourists, fishermen. A comprehensive cross-border campaign was developed and implemented by a series of tools and activities such as exhibitions, workshops, video, posters, leaflets and work with the media. The campaign was built on WP2 communication strategy. WP3 activities have been coordinated and implemented by Croatian and Italian partners PP6 Sunce and PP3 Limosa experienced in environmental education and awareness-raising. PP1 ISPRA, PP4 IZOR and PP2 MARE implemented activity 3.4 especially targeted to fishermen. Other partners were involved by providing inputs on main DFG documents, recommendations and other outputs that needed to be communicated. They also provided inputs and feedback on educational and awareness rising messages; support in identifying contacts, distribution channels and participated in some of the WP3 events (exhibition openings, work with the media). All partners provided support in distributing produced material through their social networks, internet pages and networks of contacts, therefore

increasing visibility, relevance, impact and ownership over project deliverables and outputs. Main outputs have been used by institutional representatives of target groups (schools, museums, tourism agencies, marinas, fishermen cooperatives, media, relevant ministries and agencies, etc.), as well as by partners. Target groups representatives have been consulted at the very early stage of producing educational and communication material and activities to have deliverables that were relevant for each specific target group and could be easily distributed/implemented.

## **2 ACTIVITY 3.1. - MARINE LITTER EXHIBITIONS DEVELOPMENT AND INSTALLMENT**

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### **2.1 Activity description**

Two pilot marine litter exhibitions, “Plastica(mente)” (IT) and “fish market litter exhibition” (HR) were successfully developed under the DFG project. Project refreshed their content and installed them along the cross-border area. “Plastica(mente)” consisted of panels and interactive games conceived for children. “Fish market litter exhibition” is an open area exhibition formed of litter collected on the beach, with information on litter statistics. It was installed in or nearby fish markets. Exhibited litter items were collected during a one-day beach cleaning in Italy and Croatia. Exhibitions travelled from one city to another.

### **2.2 Achievement of Deliverable 3.1.1. (Two awareness rising exhibitions on marine litter developed and installed in 8 coastal cities of the cross-border area) in Croatia**

During the 2<sup>nd</sup> reporting period, the Croatian version of the exhibition “Plastica(mente)” was produced (panels, interactive games and other exhibition elements) and installed in City Center One in Split (29 October - 18 November 2018). The exhibition was a great success since this shopping mall has an average monthly visitation of 550.000 people and the exhibition was installed nearby the main entrance. In other three cities, “Plastica(mente)” was installed during the 3<sup>rd</sup> reporting period. Exhibition in Zadar was installed in the shopping mall City Galleria Zadar (22 January –5 February 2019), in Rijeka in the Natural History Museum (11 – 22 March 2019) and in Dubrovnik in the Natural History Museum (08 April – 27 May 2019). Additionally, the exhibition was installed in Komiža – Cultural Center Vitic in cooperation with CSO GeoPark (island of Vis) in the period from 30 May – 11 June 2019 (Figure 1-Figure 5).

The “Fish market litter exhibition“ was prepared during the cleaning actions organized during the 2<sup>nd</sup> reporting period on the island of Vis, and it was installed in 4 coastal cities during the 3<sup>rd</sup> reporting period (Rijeka - 22 March 2019, Zadar – 29 March 2019, Dubrovnik – 26 April 2019 and Split – 10 May 2019). Additionally, this exhibition was installed during the FLAG Festival (Fishery and sustainable development) on the island of Brač (10 May 2019) by project partners IZOR and during the Cleaning action day organized by the Fishery Association Tribunj (16 May 2019) (Figure 6-Figure 11). Every exhibition was very attractive to the media; therefore, a lot of media coverage is connected to this activity.

**2.3 Photos of the exhibition *Plastica(mente)* installed in Split, Zadar, Rijeka, Dubrovnik and Komiža (Croatia)**



Figure 1 - Exhibition *Plastica(mente)* in Split



Figure 2 - Exhibition *Plastica(mente)* in Zadar



Figure 3 - Exhibition Plastica(mente) in Rijeka



Figure 4 - Exhibition Plastica(mente) in Dubrovnik



Figure 5 - Exhibition Plastica(mente) in Komiža

**2.4 Photos of the “Fish market litter exhibition” installed in Rijeka, Zadar, Dubrovnik, Split, Brač and Tribunj (Croatia)**



Figure 6 – “Fish market litter exhibition” in Rijeka



Figure 7 -“Fish market litter exhibition” in Zadar



Figure 8 -“Fish market litter exhibition” in Dubrovnik



Figure 9 - "Fish market litter exhibition" in Split



Figure 10 - "Fish market litter exhibition" on the island of Brač



Figure 11 - “Fish market litter exhibition” in Tribunj

### **2.5 Achievement of Deliverable 3.1.1. (Two awareness rising exhibitions on marine litter developed and installed in 8 coastal cities of the cross-border area) in Italy**

The Italian version of the exhibition “Plastica(mente)” was installed by PP3 (LIMOSA) in Cavallino (30 June to 12 July 2018, Figure 12) as well as in Chioggia (17 – 29 July 2018) (Figure 13). The exhibition was installed on the beach of Sottomarina (Chioggia, Figure 14) during an animation event to raise awareness about marine litter on July the 31<sup>st</sup> and in the beach of Cavallino Treporti on the 1<sup>st</sup> of August.

The “Fish market litter exhibition” was prepared by LIMOSA in Marghera (Venice) during a school exhibition on 4<sup>th</sup> June 2019, which can be seen in Figure 17. The “Fish market litter exhibition” was also shown during Plastica(mente) exhibitions in Cavallino and Chioggia.

PP2, M.A.R.E. Soc. Coop. a r.l., organised other 4 exhibitions: 2 Plastica(mente) exhibitions and 2 “Fish market litter exhibitions”. The towns involved were Cattolica and Molfetta. Plastica(mente) in Cattolica took place in a room of the Cattolica Aquarium (21 July - 4 August 2018), open every day from 17 – 22 pm. One expert was in the room to show the exhibition, to explain to children how the different experiments worked and to answer people questions. 365 persons came to visit the exhibition: the large majority of them were tourists that, after a day on the beach, before going to the hotel, stopped in Cattolica Aquarium to visit this exhibition. Also, many citizens of Cattolica town came to visit it (Figure 15). Plastica(mente) was held again on 25 August 2018 in an open beach of Cattolica Municipality thanks to the collaboration of Circolo Nautico Cattolica and Altamarea beach. The event was also a kind of animation event as many children came to play.

Concerning the “Fish market litter exhibition”, it was installed in the Rimini Fish Market (18 May 2019). It consisted of beach litter items collected during the beach cleaning of Monte San Bartolo Park (20 April 2019) and some statistics about marine litter were reported. It was open from 9 – 12 am. A lot of people stopped to see the exhibition to know more about this important problem (Figure 16).

The other coastal town where two exhibitions were installed was Molfetta. *Plastica(mente)* lasted from 11-27 of September 2018 (Figure 16). It was located in the church “Chiesa della Morte” and it was open both in the morning (10 am to 1 pm) and in the afternoon (from 6 pm until 9 pm). The “Fish market litter exhibition” took place on the 25th of September in Molfetta (Figure 19).

The “Fish market litter exhibition” was also installed by PP1 ISPRA on the 20th of September 2019 in the Town Hall of Chioggia during an awareness-raising public event in the framework of the Italian initiative “ScienzaInsieme” (Figure 20). Moreover, on the 27th of September, ISPRA staff organized, together with the fishermen participating in the FFL activities, a pro-bono scientific dinner at the “Villaregia Missionary community” in Porto Viro (RO) during which a scientific corner was installed presenting the ML-REPAIR project and the “Fish market litter exhibition” in the framework of the European Researchers’ Night (Figure 21).

## **2.6 Photos of exhibition *Plastica(mente)* installed in Cavallino, Chioggia, Cattolica and Molfetta (Italy)**



Figure 12 - Exhibition *Plastica(mente)* in Cavallino



Figure 13 - Exhibition Plastica(mente) in Chioggia



Figure 14 - Exhibition Plastica(mente) in Sottomarina beach (Municipality of Chioggia)



Figure 15 - Exhibition Plastica(mente) in Cattolica



Figure 16 - Exhibition Plastica(mente) in Molfetta

**2.7 Photos of exhibition „Fish market litter exhibition“ installed in Marghera (Venice), Molfetta and Rimini (Italy)**



Figure 17 - “Fish market litter exhibition” in Marghera



Figure 18 - “Fish market litter exhibition” in Rimini



Figure 19 - “Fish market litter exhibition” in Molfetta



Figure 20 - “Fish market litter exhibition” in Chioggia Town Hall



Figure 21 - “Fish market litter exhibition” during a pro-bono dinner in Porto Vito