

Cross border campaign for rising tourists' awareness on marine litter problem reaching 400000 tourists in Croatia and 200000 in Italy

WP3 – Activity 3.3 – Marine litter awareness raising campaign for tourists

DELIVERABLE D3.3.1.

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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

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 to 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 3.3. - MARINE LITTER AWARENESS RAISING CAMPAIGN FOR TOURISTS

2.1 Activity description

The campaign was focused on raising awareness of tourists visiting the cross-border area on their contribution to the marine litter issue and how they can help to solve it. It was built based on the communication strategy developed in WP2. Communication material was produced with short and easy to understand messages and distributed on points most frequently visited by tourists, such as beaches, ports, ferries, marinas, tourism agencies, bus/train stops. One unique cross border campaign was designed taking into account the specificities of each country, primarily in terms of identifying the most appropriate communication channels and tools to be used. In order to reach a wider audience and promote reduce/reuse/recycle principle, we put focus on using as much as possible useful gadgets that are less likely to be thrown away and digital tools instead of paper communication tools. In collaboration with marketing experts' innovative approaches were explored and already set advertising spaces were used.

2.2 Achievement of Deliverable 3.3.1.(3.3.1 Cross border campaign for rising tourists' awareness on marine litter problem composed of below listed elements reaching 400000 tourists in Croatia and 200000 in Italy:

Cross border campaign for raising tourists' awareness on marine litter problem is composed of the following communication materials - video, poster, ashtray, stickers, radio jingle.

Video (<https://www.youtube.com/watch?v=IJALyw4e41E>, Figure 3) was distributed to 4 tickets offices with 28000 of broadcasting in this period (in total they sell cca 6.5 million tickets), 6 speed boats line with 640 broadcastings in total (in total 427.977 sold tickets on these lines) and 10 ferry lines with 4320 broadcastings. During the period of the campaign these 10 lines had in total 3.877.185 passengers. Posters (Figure 3) were distributed on 3 Croatian ferry lines with cca 1.5 million passengers during summer months) and 3 ferry lines connecting Italy and Croatia (134.066 passengers during summer months).

During the development of gadgets, Association Sunce asked the designer to propose 3 possible gadgets which could potentially reflect one problem connected to marine litter. The designer proposed the following: hand fan, bookmark and ashtray.

Sunce chose the ashtrays as they reflect the problem of the cigarette butts which are one of the most frequent items on the beaches. In total 4500 pieces were produced. Ashtrays (Figure 4) were shared during public event on Split promenade as a start of campaign and distributed to members of Dalmatia Green program (a program that Association Sunce has for private accommodation providers who comply with sustainable tourism criteria). These materials were sent to Italian partners Mare cop. as well for further distribution. Also, since the ashtrays became widely known through our campaign, we distributed them in pockets of changing cabins on beaches made by PP5 (RERA) two times, during festivals in Croatia, beach bars etc.

In total, 5000 stickers (Figure 4ed) were produced. Stickers were shared during public events (Coast Day, public event on Split promenade as a start of campaign) and distributed to members of the above-mentioned Dalmatia Green program. Through this program, we managed to reach tourists with ashtrays and stickers and share our message. These materials were also given to Croatian partner - Institute for fishery Split for further distribution during International Fisheries Fair CROFish. Also, they were shared in pockets of changing cabins together with ashtrays.

A radio jingle was aired on three radio stations (Radio Brač, Radio Ultra and Radio Sunce) for one month (August 2018), in total the jingle was aired cca 900 times.

The campaign was officially launched with the public event „Let’s beach about it” held on Split promenade, organized on July 12nd 2018 in collaboration with PP5 (RERA). Sunce staff developed an installation of beach and sea made from plastic to attract local tourists and inform them about marine litter issues and project goals and activities. Tourists could get linen bags by sharing the event on their Facebook and Instagram pages by using #let’s beach about it! #beaching and #ML-REPAIR which increased the reach on an international level (Figure 1 and 2). Association Sunce also shared the event on above mentioned pages.

2.3 Photos of cross border campaign for raising tourists awareness on marine litter within

ML – REPAIR project



Figure 1 - Tourist taking a photo on the “beach” and sharing the event on Facebook and Instagram



Figure 2 - Linen bags for sharing the event, project and the start of the campaign



Figure 3 - Let's beach about it! poster and video on ferries



Figure 4 - Ashtray and sticker