

In Italy animation on the beach for the clients of campsites/touristic villages/bathing establishments

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

DELIVERABLE D3.3.6.

Partner in Charge: PR6

Partners involved: All

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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 for a total of 21 months. The general objective of the ML – REPAIR project is to prevent and reduce the incineration and spraying of waste in the Adriatic Sea. The Adriatic Sea is a semi-closed pool with slow streams, making it vulnerable to pollution. Marine Litter (ML) is defined as any solid, manufactured or processed solid material discharged 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 already have cross-border effects, so wastewater issues require common approaches from different countries and their joint efforts to find the right and appropriate solution and approach. Within the ML-REPAIR project, activities are being carried out in Croatia and Italy, and the main focus of the project is 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 is CA 'Foscari Faculty, University of Venice, and partners are the Italian National Institute for Environmental Protection and Research (ISPRA), the Association of M.A.R.E. and LIMOSA from Italy and the Institute of Oceanography and Fisheries, 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, Split.

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

Campaign focused on raising awareness of tourists visiting cross border area, to their contribution to the marine litter issue and how they can help solving it. It was built based on activity WP2 communication strategy. Communication material was produced with short, 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 but also respecting specificities of each country, primarily in terms of most appropriate communication channels and tools used. In order to reach 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 expert innovative approaches were explored and already set advertising spaces were used.

2.2 Achievement of Deliverable 3.3.6.(3.3.6. In Italy animation on the beach for the clients of campsites/touristic villages/bathing establishments:

As part of raising awareness of tourist about marine litter Italian partners were responsible of developing and making animations on the beaches. It was done in mostly by Limosa (attendance of ISPRA in Chioggia) in 3 coastal cities (Cavallino Treporti – Chioggia – Cattolica). Ten Limosa operators, with adequate professional and linguistic skills, entertained, involved and informed foreign and Italian tourists all day long with entertainment, games, workshops, distribution of questionnaires and gadgets. Particular attention and dedicated activities were addressed to children.

Animation on the beach had a particular methodology and additional values such as creating excellent relationship between the time spent in the activity and number of people involved which leads to one-to-one people involvement, making tourists and local people closer to the aims and goals of the project (such as leaving the beach clean). People involved, directly and indirectly, were: 1.000 Cavallino - 900 Chioggia – 1.100 Cattolica – 500 Molfetta) Animation, coaching skills and teamwork were used for successful results. A particularly successful collaboration between Limosa and M.A.R.E. for transfer/exchange of skills which was later used for extra animation days performed by M.A.R.E. (training activity made by Limosa to M.A.R.E. during the animation on the beach on the 3 August) 2018 and with that training they had another beach animation day in Cattolica (25 August 2018) and an animation day in Molfetta (25 september 2018).

There had to be a use and enhancement of all materials created for the project such as gadgets, questionnaires, flags, gazebos, Plasticamente exhibition panels). In all locations there was a different approach needed since the animation was held on different places with a variety of ages, target groups and nationalities.

- Chioggia – 31 July 2018 (Figure 1)
- Cavallino – 01 August 2018 (Figure 2)
- Cattolica – 03 August 2018, 25 August 2018 (Figures 3-4)
- Molfetta – 25 September 2018 (Figure 5)

On 25th August in open beach of Cattolica Municipality one-day Plasticamente exhibition took place, 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. Also, one animation day in Molfetta on 25 of September

2.3 Photos of animations on the beaches for the clients of campsites/touristic villages/bathing establishments (Chioggia, Cavallino, Cattolica, Molfetta)



Figure 1 - Beach animation day in Chioggia (31 July 2018)

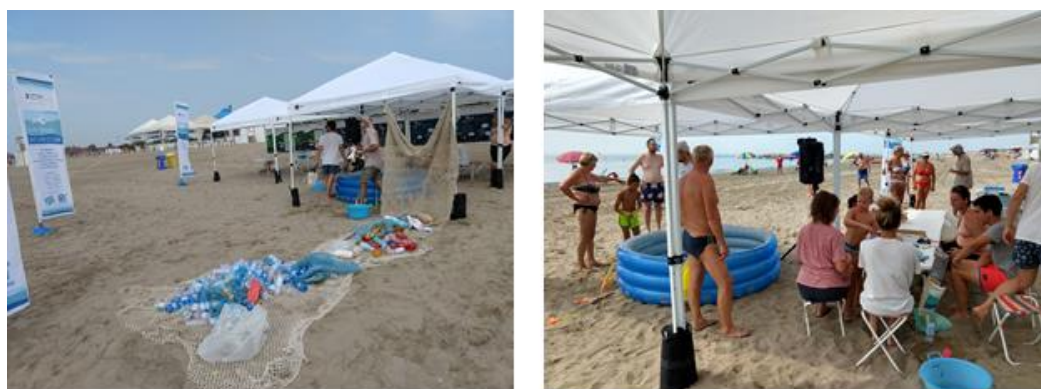


Figure 2 - beach animation day in Cavallino (01 August 2018)



Figure 3 - beach animation day in Cattolica (03 August 2018)



Figure 4 - beach animation day in Cattolica (25 August 2018)



Figure 5 - one-day animation in Molfetta (25 September 2018)