

# In Italy training activities for the animators

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

## DELIVERABLE D3.3.7

Partner in Charge: PR6

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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 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**

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### **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 3.3.7.(3.3.7. In Italy training activities for the animators):**

As part of raising awareness of tourist about marine litter Italian partners were responsible of training activities for the animators. In this activity it was crucial to have good previous relations with the territories the project is being delivered. This activity was done in by PP3 (Limosa). The project included an action concerning the training of beach animators, so that they could in turn give correct information to tourists. Thanks to the widespread network of relations with the tourist facilities, many actors were involved in this activity (especially in the Province of Venice): reception and front office of campsites, hotels and bathing establishments, Tourist Information Offices, other facilities for tourists like bike and boat rentals, farm holidays, guides, other stakeholders (business networks, local administrations, etc ...).

In both the locations and during the whole period of preparation of the exhibition Plasticamente (Cavallino Treporti from June 30th to July 12th and Chioggia from July 17th to July 29th), one person was completely dedicated, outside the opening hours of the exhibition, to involvement of the receptions and animators of the accommodation facilities and bathing establishments, involvement and exchange of good practices with local associations, as well as posting posters in the points of major passage of tourists, distribution of communication material and gadgets at bathing establishments, campsites, hotels and tourist information offices, in direct contact with tourists and their involvement in the completion of questionnaires and in-depth information.

The direct contacts were as follows: Cavallino - about 500 people of associations, tourism enterprises, shops and 11 accommodation facilities and campsites, Chioggia – 35 bathing establishments, 11 campsites, 19 restaurants and other tourism enterprises.

The structures with which we came into contact at Cavallino have very different characteristics:

- large campsites, more than 10.000 guests: camping Marina di Venezia, Camping Union
- campsites and medium sized structures, 2.000-5.000 guests: Camping dei Fiori, Ca'Savio, Europa, Marina di Cortellazzo
- holiday villages and hotels: Falkenstein, Il Certosino, Ca' di Valle, Villaggio San Paolo
- farmhouses and other structures: La Barena farmhouse, Canciani Piove di Sacco bakery, Library of Cavallino, schools of Lido di Venezia, Nordic Walking Association, Madre Terra farm

In Chioggia the typology has been more homogeneous: medium size campsites and bathing establishments. In Figures 1-3 it can be seen animators in the training activities.



Figure 1 - animators from different tourist facilities involved in ML-REPAIR project