

Materials produced and distributed to fishermen of both countries

WP3 – Activity 3.4 Raising awareness and promoting
good practices on marine litter within the fishery sector

DELIVERABLE D3.4.2.

Partner in Charge: PP6

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 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 3.4. - RAISING AWARENESS AND PROMOTING GOOD PRACTICES ON MARINE LITTER WITHIN THE FISHERY SECTOR

2.1 Activity description

Activity 3.4. - Raising awareness and promoting good practices on marine litter within the fishery sector focused on the adoption of good practices related to marine litter (e.g. FFL, and ALDFG management) through capitalization of guidelines and reports made by the DFG project by producing targeted communication material. Most efficient materials and distribution channels have been produced and identified with the active commitment of a small group of motivated fishermen during informal workgroups, both in Italy and in Croatia. Documents and tools produced as a result of this co-operation were (i) distributed through the agreed distribution channels and (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.

2.2 Achievement of Deliverable (D3.4.2 Materials produced and distributed through the channels identified during the workshops with estimated minimum of 100 fishermen reached in total for both countries) in Croatia

After the workshop with the Fishing Cooperative Tribunj, fishermen, the video service provider and PP6 (Sunce) decided to produce a video for general use that would have been broadcasted on PP6's web and Facebook page, PP6's YouTube channel and also on Vimeo page of the video service provider. Over the course of two months, depending on the weather conditions, the necessary material was filmed on different locations including Tribunj, Split and in the Adriatic Sea. Fishermen Ivica Cvitan from Tribunj, Mateja Branica, manager of Fishing Cooperative Tribunj as well as PP4 (IZOR), PP5 (RERA) and PP6 (Sunce) spoke about marine litter issues from their perspective. The video maker, who attended the workshop meeting in the Tribunj, delivered the final video.

The video shooting with fisherman Ivica Cvitan was performed on his vessel where he spoke about different objects they caught in the past few years and welcomed the ML-REPAIR project as a way of dealing with marine litter problem. Mateja Branica from the Fishing Cooperative spoke about how ML-REPAIR project helps them with this issue since they have been gathering this type of litter for years and added that there should be more projects like this in the future.

IZOR staff added that fishermen, with their daily activities, indirectly help at cleaning the sea by catching the litter, which unfortunately is mostly plastic. IZOR also stated that most of the marine litter is actually made on land because of the poorly managed waste recycling system and by tourist activities. RERA emphasized the importance of the ML-REPAIR project since it combines the importance of fishermen in gathering marine litter with a functioning waste recycling management on the land. Sunce spoke about marine litter found on the beaches (which was part of the D.3.1.1.) and how people should have in mind that it is only a small part of all litter which most of remains on the sea bottom and in the water column. And the only way to solve it is to have a functioning waste recycling system on land.

Sunce staff organized the interviews for making the video with PP4 and PP5 and edited the subtitles in English so it can be distributed widely. Also, the video was presented on the workshop organized by IZOR in Tribunj (Figures 1 and 2), sent as a DVD to relevant stakeholders (Figure 3) and given directly to fishermen in other ports with the assistance of IZOR (Figure 4). It is important to state the relevance of social media so wide audience of fishermen and the general public was reached on Vimeo channel (Figure 5), official Sunce's website (Figure 6) as well as Sunce's Facebook (Figure 7).

2.3 Photos of the meetings/events in Croatia



Figure 1 – Presentation of ML-REPAIR video to the fishermen, Fishing Cooperative Tribunj and other stakeholders in Tribunj on 3rd September 2019



Figure 2 – Fishermen, Fishing Cooperative Tribunj and other stakeholders in Tribunj on 3rd September 2019

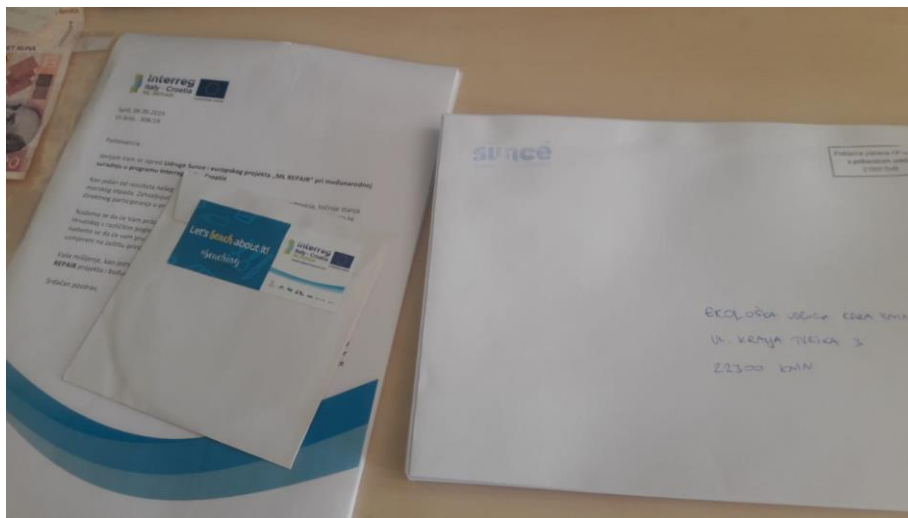


Figure 3 – Sending of the digital format of the video to relevant stakeholders in the fishing sector



Figure 4 – Distribution of digital format of the video to relevant stakeholders in the fishing sector

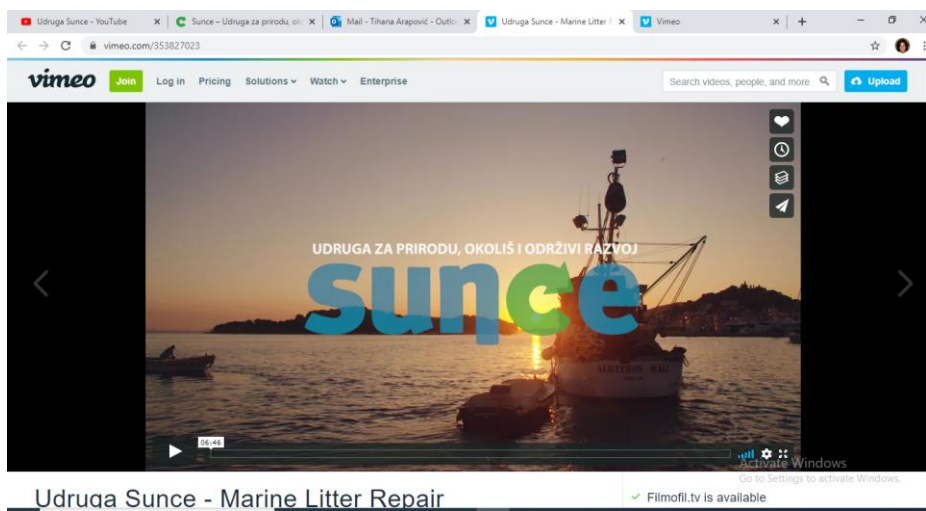


Figure 5 – The Vimeo channel where the video was uploaded for a wider dissemination

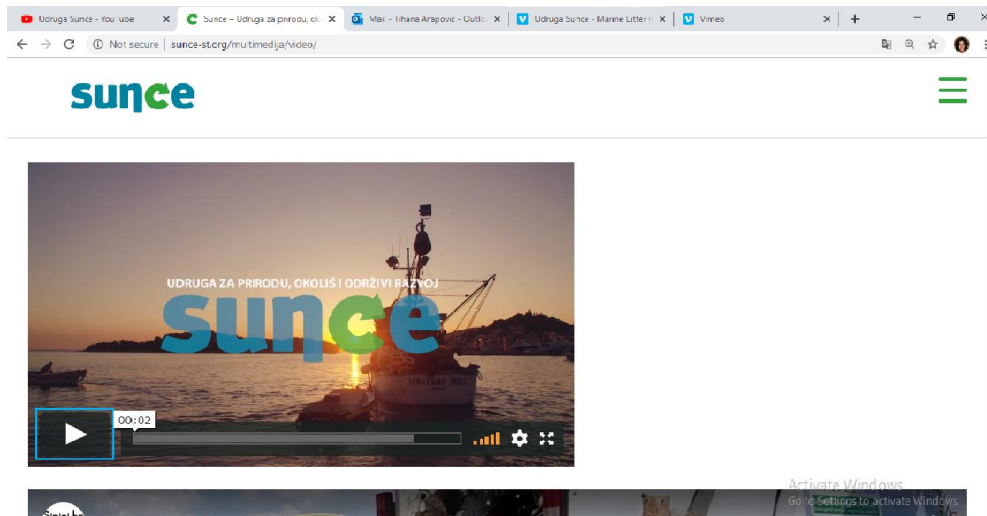


Figure 6 – Sunce’s official website where the video was uploaded

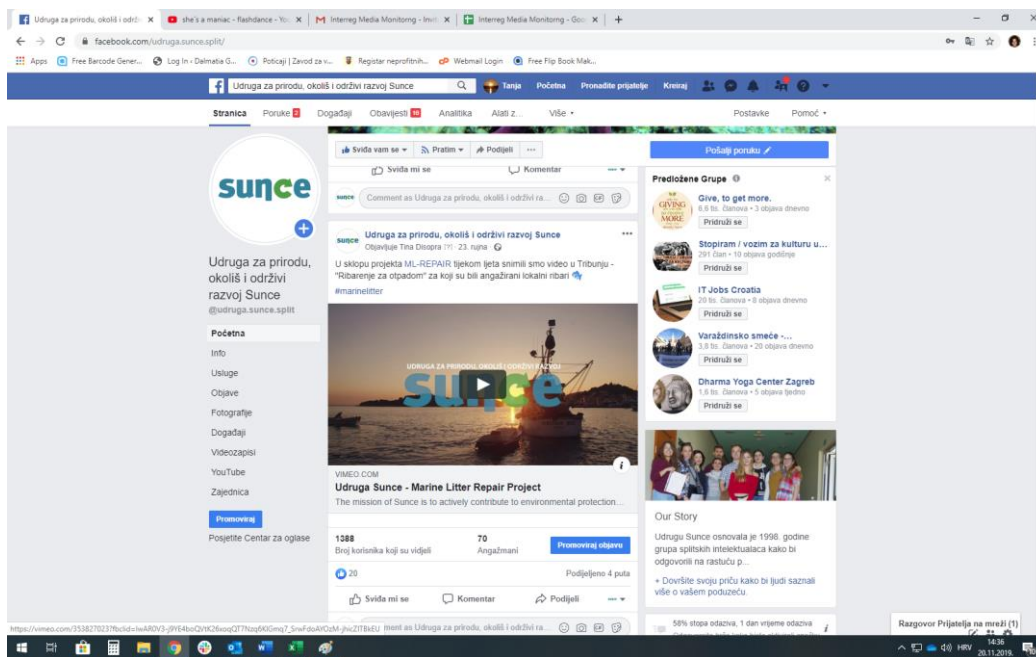


Figure 7 – Sunce’s Facebook site where the video was uploaded and reached 1388 people

2.4 Achievement of Deliverable (Materials produced and distributed through the channels identified during the workshops with estimated minimum of 100 fishermen reached in total for both countries) in Italy

After the workshops with the fishermen (see D3.4.1), M.A.R.E. (PP2) and ISPRA (PP2) jointly decided to produce, 3 short videos shot in the three ports participating to the FFL activities for “local” use, as suggested by the fishermen, and a single Italian video merging the different “voices” of fishermen from Chioggia, Cesenatico and Molfetta. It was decided that the video should not be longer than 4 minutes (local videos being even shorter) to facilitate the sharing and that no other voices apart those of the fishermen should be added, so to enhance the feeling that the message was made “by fishermen for fishermen”. PP2 M.A.R.E. contacted some videomakers companies and selected the independent movie director Alessandro Scilitani based on a comparison among the offers received. three days of shooting were organized.

On 1st August 2019, the video was shot in Chioggia: three fishermen (Giorgio Fabris, Denis Padoan and Diego Padoan) participated and told their experience within the FFL initiative and the ML-REPAIR project. The video shootings were performed onboard or near the fishermen’s vessels and they freely spoke about their work and how it has changed in the last decades, about the litter found in the nets and the commitment they made to clean the sea for a brighter future for their sons. At the end of the video, fishermen invite their colleagues to join the FFL initiative with a short sentence in the local idioms (Figures 8-11). On the 28th of June 2019, the video was shot in Cesenatico with the fishermen Andrea Tosi, while in Molfetta Luca Binetti was interviewed on 6th of August 2019 (Figures 12 and 13).

ISPRA and M.A.R.E. staff organized the logistics and successively contributed to the selection of the most significant sections of the interviews to be included in the video. Moreover, ISPRA and M.A.R.E prepared subtitles in Italian and in English for wider dissemination.

All videos were uploaded in YouTube in the ML-REPAIR channel (<https://www.youtube.com/channel/UCBeWzcggiQrH5MIT06FIPaw>; Figures 14 and 15) and sent through WhatsApp to 10 (by ISPRA – Figure 16) and 60 (by M.A.R.E. – Figures 17 and 18) fishermen which spread it to their colleagues and friends: indeed, the video on the ML-REPAIR youtube channel has approximately 300 visualizations, at present. PP2 (M.A.R.E.) shared the video on their Facebook channel (Figure 19) and Chioggia Municipality (Figure 20).

2.5 *Photos of the meetings/events in Italy*



Figure 8 – Interview with Giorgio Fabris (Chioggia, 1st August 2019)



Figure 9 – Interview with Diego Padoan (Chioggia, 1st August 2019)



Figure 10 – Interview with Denis Padoan (Chioggia, 1st August 2019)



Figure 11 – Backstage of the video interviews with the fishermen from Chioggia and ISPRA staff that took place on 1st August 2019



MEETING ATTENDANCE

Progetto ML-REPAIR "Reducing and Preventing, an integrated Approach to Marine Litter Management in the Adriatic Sea"

ID 10042541 - CUP H71I18000090006 | Programma INTERREG Italia-Croazia 2014- 2020.

Name of Institution/social subject involved	Institution or social subjects	Address of the institution/social subject	Aims of meeting
Casa del Pescatore Cesenatico	Fishermen cooperative	Via Caboto 11, Cesenatico	WP3.4 Raising awareness and promoting good practices on marine litter within the fishery sector.

N°	NAME AND SURNAME (NOME E COGNOME)	ENTITY and POSITION (IMPRESA E POSIZIONE LAVORATIVA)	SIGNATURE (FIRMA)
1	Andrea Gugnali	M.A.R.E. Soc. Coop. a r.l.	
2	Alessandro Scillitani	ARTEMIDE FILM di Alessandro Scillitani e C. S.A.S.	
3	Andrea Tosi	MAREVIVO DI TOSI ANDREA & C. SNC (MP CALIMERO SAMPÀ)	

Location of the meeting	Date
Fishermen cooperative headquarter	28/06/2019

Figure 12 – Interview with Andrea Tosi (Cesenatico, 28th June 2019) and the attendance list of the shooting day



Figure 13 – Interview with Luca Binetti (Molfetta 6th August 2019)

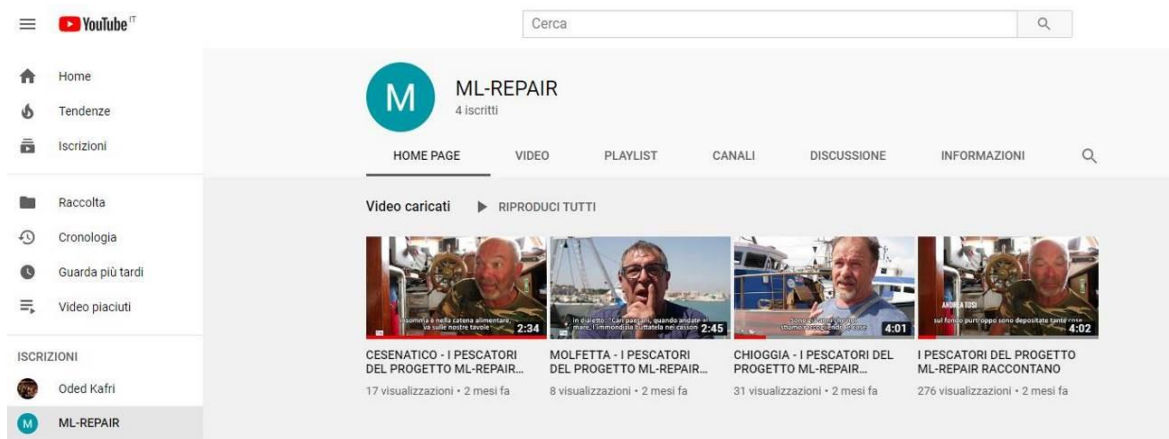


Figure 14 – The ML-REPAIR YouTube channel where the video interviews were uploaded for a broad diffusion

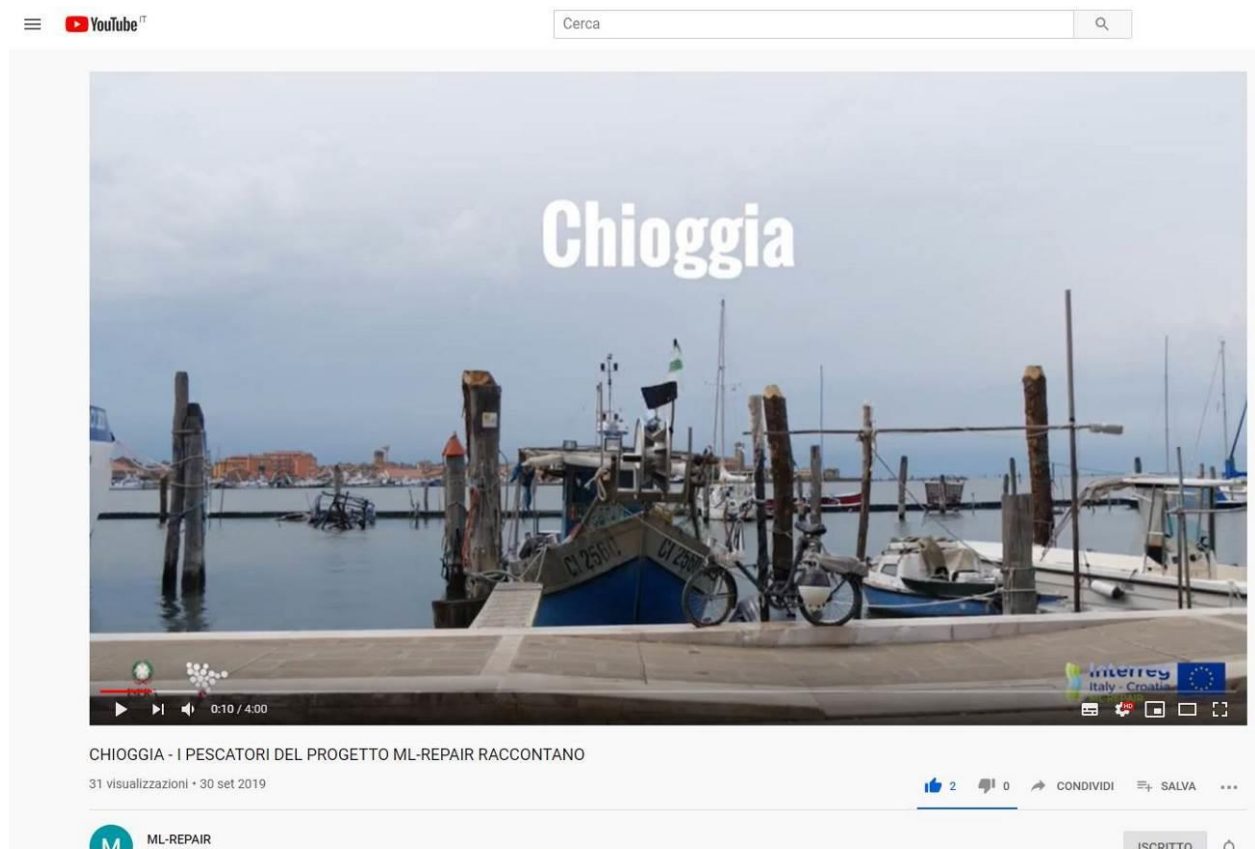


Figure 15 – Screenshot of one of the videos (Chioggia) uploaded on the official ML-REPAIR YouTube channel

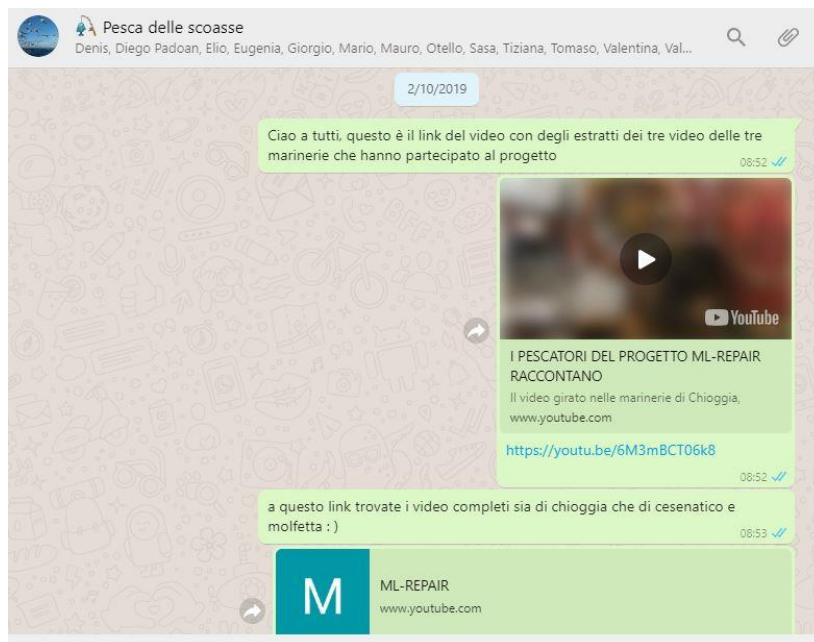


Figure 16 – The link to the video was sent by ISPRA to the WhatsApp group of the fishermen involved in the FFL activities in Chioggia



Figure 17 – The video was sent by M.A.R.E. to the WhatsApp group of the fishermen involved in the FFL activities in Cesenatico and Cattolica

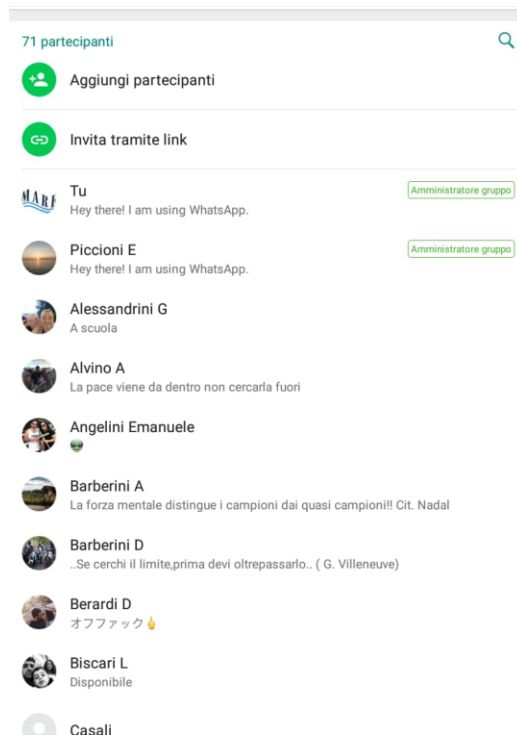


Figure 18 – The video was sent to the WhatsApp group of the fishermen involved in the FFL activities (M.A.R.E.) in Cattolica and Cesenatico



Figure 19 - The video has been shared through the Facebook channel of M.A.R.E.



Figure 20 – Screenshot of the official Facebook page of the Chioggia Municipality (ISPRA)