

MAINSTREAMING DOCUMENT

Version of 30th of June 2023

Deliverable Number D.2.4.5

Project Acronym	ARGOS
Project ID Number	10255153
Project Title	Shared Governance of Sustainable Fisheries and Aquaculture Activities as Leverage to Protect Marine Resources in the Adriatic Sea
Priority Axis	3 - Environment and cultural heritage
Specific objective	3.2 - Contribute to protect and restore biodiversity
Work Package Number	WP2
Work Package Title	Communication Activities
Activity Number	2.4
Activity Title	Media relations and Publications
Partner in Charge	PP2 – Emilia-Romagna Region
Partners involved	PP2
URL	https://www.italy-croatia.eu/web/argos
Status	Final Version
Distribution	Public
Date	30 June 2023

Report	Mainstreaming Document.
Description	Based on the guidelines defined in the Mainstreaming Strategy Document, summarizing the lessons learned within the Project and defining the guidelines to implement the results into relevant Policies. It will give attention to the transfer of Project Results outside the Project and Programme Area)
Version	V.1 Final
Author	RER – Luca Chiodini

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1. Introduction

ARGOS has set up a common framework for governance where all Institutions competent for fisheries and aquaculture in the Programme area acted in the management and protection of shared biological resources, under the best scientific guidance. So, the scientific Adriatic Advisory Council (AAC) is established for recommendations that are preparatory to final outputs from the Steering Committee (SC).

Recommendations and final outputs came from results of multidisciplinary activities as:

- Maritime Spatial Planning studies to deepen the overlaps in the use of marine spaces;
- Assessment of interactions between environmental management and social-economic impacts;
- Standardization of existing data on Adriatic biological resources;
- Running of bioeconomic models for stock assessments;
- Implementation of pilot actions;
- definition of a cross border network to share project results and define the best practices for training operators towards environmental sustainability and the adoption of responsible practices in fisheries and aquaculture.

Adriatic Advisory Council (AAC) and Steering Committee (SC) activities, as a process for governance, aimed at defining common measures for the sustainable management of fisheries and aquaculture activities, in the framework of the protection of the marine Adriatic environment.

Communication among the involved parties plays a key role for achieving objectives.

All the involved parties had been informed on the existing situation, the ideas and the expected benefits, in order to evaluate, in total, the present and the expected future matters to enable everyone to contribute for the transition to a more ideal situation.

This document on communication strategy expanded on the information contained in the section G – “Communication approach” and chapter WP2- Communication activities of the application form.

2 Background and project's objectives

The Italy-Croatia CBC Programme's overall objective is to increase the prosperity and the blue growth potential of the area by stimulating cross-border partnerships able to achieve tangible changes. The aim had been set to enhance blue innovation, to boost safety and resilience, to support and promote environment and cultural heritage, and to develop and improve environment-friendly and low-carbon transport systems with the overarching ambition to increase stakeholder involvement and cooperation intensity.

ARGOS was coherent with **EUSAIR objectives, pillars and actions**.

ARGOS' outputs (WP3, WP4), contributed to **PILLAR 1 (Blue Growth)- topic 2 (Fisheries and aquaculture)**, with scientific cooperation on fisheries and fish stock, sustainable management of fisheries, EU compliance and common standards and practices, developing skills and **topic 3 (Maritime and marine governance and services)** regarding the "Governance of maritime space" and the "Data and knowledge sharing".

It also contributed to **PILLAR 3 (Environmental Quality) - topic 1**, by tackling the issue of environmental quality and protection of marine environment.

It contributed to ensure a shared governance of marine resources, promoting the "implementation of MSP (Marine Spatial Planning) and the ICM (Integrated Coastal Management)" principles and the MFSD (Marine Strategy Framework Directive) by:

- a) active dialogue among Adriatic institutions and stakeholders (WP1, WP3, WP5);
- b) adoption of a common management oriented to the maintenance of good ecological status of Adriatic Sea (WP3, WP4);
- c) promoted the education toward sea protection (WP5-act.5.1);
- d) implemented pilot activities for the sustainable management of biological resources (WP5 - act.5.2, act.5.3).

ARGOS has been fully coherent with the objectives of the MSP (Marine Spatial Planning) process, ensuring an exhaustive approach in the whole Programme eligible maritime area for the governance of fish-related human activities by:

- 1) putting in place an active and coherent dialogue among Adriatic institutions and stakeholders (WP 5);
- 2) limiting the conflicts between fishery and aquaculture sectors with the other anthropic activities

(WP3); 3) protecting the sea environment and the maintenance of the good ecological status of Adriatic Sea as well as implementing pilot activities to prevent of the loss of marine biodiversity (WP5)

ARGOS created strong synergies with the principles of the Common Fisheries Policies (CFP) by promoting a marine resources management based on the precautionary principle that introduces for fisheries and aquaculture the adoption of environmental and economic sustainable approach, supported by policy addresses (WP3) based on the best available scientific advice. With the Adriatic Advisory Council (WP3), ARGOS moved towards a co-management of fisheries stocks able to safeguard stock vitality and in the meantime allowing a profitable industry.

The Project Result has been a more resilient aquaculture and fishery industry, both economically and ecologically, contributing to the sustainable management of renewable resources at the basin scale (GSA17 e GSA18), and exploiting its intrinsic strengths as advantages on the market. It integrated in a network with the principal innovation actors of the Blue Economy, and thus able to innovate behaviors and approaches, taking advantage of the lessons learned within the Project, but also actively producing new ideas.

2.1 Main objective

The general objective of ARGOS was to promote and apply a common integrated approach in the protection of marine resources and in the preservation of good environmental status of Adriatic Sea, built upon both institutional and operative actions oriented to reduce directly and indirectly the human pressure by fisheries and aquaculture activities on marine habitats and species.

Institutional actions provided a shared approach to common topics concerning the sustainable management of fisheries and aquaculture activities; operative actions provided the definition and the testing of shared protocols and schemes for the reduction of fish-related pressures on marine environment, in accordance with Programme and Strategic Theme Concepts.

Such an integrated approach was based on the best available scientific advice as well as by operative stakeholders for the application of common direct measures to increase the environmental and economic sustainability of fisheries and aquaculture activities.

The project idea revolved around the fact that innovation, particularly in the fishing sector, means reducing the general unsustainability, and moving towards an integrated management paradigm of the coastal marine space. **To do this, it is necessary to move from a model of competition to one of cooperation.**

As part of the planned activity, a cross-border approach has been developed, involving all the different actors responsible for the coastal strip management process, from policy makers, a scientific committee, fishermen and other interested parties (such as NGOs).

Strategies to reduce risks and exploit opportunities was, finally, be identified in collaboration with stakeholders, and will serve to strengthen scientific opinions, and improve long-term production planning and the policy-making process.

The project was oriented to set up a common framework for governance in which Adriatic Institutions competent for fisheries and aquaculture management and ARGOS partners can dialogue and act as a whole and to represent the Adriatic basin needs at European and international level.

To this purpose, project activities include an establishment and functioning of an Adriatic Advisory Committee (AAC – WP3) that coordinated and managed all project technical-scientific outputs and subsequently proposed and finally validated by the enlarged SC.

The AAC provided the possibility to Adriatic Institutions to:

- 1) have a privileged framework to dialogue and compare on best common chooses for a coordinated management of Adriatic marine resources in order to harmonise the governance process towards sustainability and balanced development of the Adriatic fisheries and aquaculture;
- 2) play together to represents and pave the way for Adriatic needs in the European and international scenario;
- 3) share common models (knowledge-based) for the further application at regional and local levels of coordinated (and therefore more efficient) interventions and management measures as well as shared schemes for the reduction of human pressures and the promotion of a sustainable management of the fisheries, both at environmental and socio-economic level, in the framework of the Common Fishery Policy.

2.2 Specific objectives

1. Establishing a common framework for the CB dialogue and governance of Adriatic marine resources:

The project was oriented to set up a common framework for governance in which Adriatic Institutions competent for fisheries and aquaculture management and ARGOS partners can dialogue and act as a whole and to represent the Adriatic basin needs at European and international level.

To this purpose, project activities include an establishment and functioning of an Adriatic Advisory Committee (**AAC – WP3**) that coordinated and managed all project technical-scientific outputs and subsequently proposed to and finally validated by the enlarged SC.

The AAC provided guidelines and information to Adriatic Institutions, as mentioned previously

2. Set up a knowledge-based and inclusive decision-making process for the protection of marine resource.

According to the main European strategies on marine and maritime management, the governance framework proposed by ARGOS is set upon a scientific and inclusive approach: indeed, within the AAC (WP3) the project intended to promote a cross-border dialogue and decision-making process supported by a continuous scientific advice (provided by PP12+PP13) and a permanent consultation with stakeholders.

At scientific level, ARGOS promoted the general harmonization in the assessment of fisheries and aquaculture data in the Adriatic area by the establishment of a common approach to fish stocks consistency and trend data, eco-biological status of marine endangered habitats and species (**WP4**), as reference common scenario to propose shared models and measure for the management of marine resources.

Moreover, all positions tackled by the AAC will be based on research findings obtained also by specific MSP studies and assessment conducted by the project itself (**WP3**).

On the other hand, the project foresees a strong inclusion and commitment by the operative stakeholders (fisheries and aquaculture operators) to guarantee the consultation of economic sector and its participation in the policy-making process supported by ARGOS and the proposal of chooses based also on economic sustainability.

3. Improvement of sectorial know-how toward environmental sustainability:

ARGOS aimed to improve the sectorial capacities and know-how to change the behaviors of Adriatic partnership area fishery and aquaculture operators towards shared environmental sustainability along the whole chain of fish products.

To grant a mutual development, partners set up a network oriented to facilitate the cross-border exchange of information and knowledge among operators for the improvement of their competences toward environmental sustainability (**WP5**). The project, moreover, is oriented to generally increase the available knowledge for the fisheries and aquaculture sector, both by developing new knowledge and by transferring the already available research findings from the scientific level to the operative one.

Operators was involved and active part on the testing of the guidelines and management protocols for fisheries and aquaculture (**pilot actions**) in order to be educated on the fields on best responsible behaviors and to promote the ownership of ARGOS results on a long term perspective.

Moreover, the methods of executions of the pilot actions and their results will be shared among operators both trough dedicated labs and thanks to exchange of experiences, granting equal opportunities in training and sharing knowledge.

Note:

All deliverables produced by working packages are published and available to be downloaded freely and consultable on the official website: www.italy-croatia.eu/argos

3 Communication objectives

3.1 Overall objective

The ARGOS communication activity targeted to use, effectively and efficiently, communication tools to involve the main project target groups (national, regional and local policy makers dealing with fisheries and aquaculture, MSP and marine environment protection, Higher Education/Research, MPAs managers, fisheries and aquaculture operators/associations) and the general public, in a series of initiatives aimed at increasing their awareness on project results but most of all to share knowledges.

A Mainstreaming Strategy (MS) was set up to ensure that project objectives and outputs were known and understood by relevant entities who could provide input for further actions, programmes, and strategies. “MS” also detailed feedback mechanisms put in place to evaluate and fine-tune communication activities and to coordinate them with the ITA-HR Programme strategy.

Communications activities were developed using both more traditional tools (newspaper, specialized media, informative poster, flyers) and innovative multichannel tools (social media, storytelling video) to foster the community involvement as well as the digital engagement.

3.2 Specific objectives

The following specific communication objectives were pointed up to:

- 1. Raise awareness on environmental benefits from the use of innovative tools and management models and contribute to increase sustainable behaviour of fishermen and aquaculture operators.**

Communication and Capitalization strategy contributed to raise awareness on the conservation and environmental benefits deriving from the use of innovative tools, techniques and management approaches aimed to protect biodiversity and reduce the environmental impact of aquaculture practices.

Communication activities supported the dissemination and widespread of ARGOS pilot applications capitalizing, improving, and testing on different marine areas. Media (press releases, articles in newspaper and professional press and non-medial (webpage, news, infographic flyer, storytelling video and social media) tools supported the sharing of the project success stories and foster the exchange of experiences on the innovative process and tools applied and highlight their transferability potential for other beneficiaries.

2. Increase knowledge on the benefits deriving from an ecosystem-based management and influence policy makers attitude and behaviour towards an integrated, coherent, and systematic planning

Communication and Capitalization strategy supported the transfer of knowledge developed to policy makers and institutions on the applied CB management models and on the innovative tools tested to protect biodiversity, addressing inputs for better governance process and for policy improvement based on scientific evidence and on inclusive and bottom-up approach. Also, communication actions helped to influence attitude and behavior of policy makers and institutions towards an integrated and systematic planning sensitizing on the results of the application of CB management measures contributing to improved MSP and ecosystem-based management. To this, communication actions foresaw networking and cross-fertilization activities with other project and initiatives aimed to protect and restore marine environment, with the EUSAIR strategy governing boards and TSG and with the main relevant network at basin and EU level relevant for project issue(e.g. ADRIAPAN, CRPM, etc.).

3. Raise awareness on the need to adopt common cross-border governance framework for the sustainable management of Adriatic marine resources and the basis of a multi-level cooperation

Communication and capitalization strategy contributed to raise awareness on the needs of boosting the implementation of common models for sustainable and integrated management of sea resources adopting a multi-level and bottom-up approach under the best scientific knowledge. To this end, the project Communication and Capitalization activities supported the stakeholders to be engaged in the development of common models tested and in the improvement of MSP in Adriatic of the key stakeholders by means of traditional (local consultation, visibility events, exchange of experiences) and contributing to the dissemination of the core outputs: promote and apply a common integrated approach in the protection of marine resources and in the preservation of good environmental status

of Adriatic sea, built upon multi-level actions oriented to reduce directly and indirectly the human pressure made by fisheries and aquaculture activities on marine environments.

4 Target groups

Communication activities are mainly addressed to the different target groups of the project (with target value numbers):

- **General public (8.000)**

General public is the main target group of the whole communication activities of WP2 foreseen by the project, it will be involved in visibility events and reached by media and non-media tools (website, infographic posters, social media profiles, articles, video, publications) constantly managed and updated by WP2 Leader and PPs contribution to ensure a wide dissemination and awareness at local, national, and international levels on project key messages, activities, and shared experiences.

- **Local, regional, and national public authorities (47)**

Local, regional, and National authorities in charge of fisheries and aquaculture policies and environmental protection, will be involved through the communication activities. Their programming and/or implementation tasks will be addressed by cross- border institutional cooperation, common management models and improved conservation measures tested under science-based inputs, recommendation document and technical event, transnational knowledge exchange and thematic data availability.

- **Protected areas/natural heritage management bodies (5)**

They include regional and national authorities competent for the management of Natura 2000 areas. They will benefit from studies and analyses provided by ARGOS on the environmental status of marine habitats and with management measures for handling the marine protected areas (WP3)

- **Regional and local development Agencies (11)**

They include regional/local development and sectoral Agencies dealing with fisheries & aquaculture policies and environmental topics. They will be addressed by improving local planning and managing capabilities and know how thanks to models and best practices proposed by ARGOS for the management of marine resources (WP3) and will be directly involved for the activation of centres and pilot actions at regional/local level (WP5).

- **Associations (20)**

Associations Fisheries and aquaculture operators will be involved in co-decision process set up in the governance framework of WP3, according to an inclusive approach and will be addressed by new

Aquaculture Operators and sector associations; Fisheries Management Organizations and research Institutes; Development Agencies in charge of coastal communities' sustainable development.

Targets achieved.

At the end of June 2023, no particular problems were detected to reach all the targets set by the project which will be fully achieved by June 2023, according to the information provided by PPs and taking into account that many important visibility events were organized in 2023.

The exact number of the targets will be available in SIU after the conclusion of the reporting procedures by all PPs.

Target groups	Target value	Total reached at 31/12/2022
30 - General Public	8000	9439
31 - Local, regional and national public authorities	47	8
32- Protected areas/natural heritage management bodies	5	8
33 - Regional and local development agencies	11	6
34 - Associations	20	35
36 - Education and training organisations as well as universities and research institutes	18	18

5 Communication channels

5.1 Internal communication

Communication is a horizontal project task and implies the engagement of all project partners. Furthermore, a good internal communication management within the partnership is a key for the successful external communication of the project.

Each project partner appointed one person responsible for communication.

Partner responsible for Working package of communication (Emilia-Romagna Region) appointed a Communication Manager responsible for planning and coordination of communication measures for the whole project.

Also, it was necessary to ensure constant and regular contact with Managing Authority/Joint Secretariat (MA/JS) coordinated by Project Manager from LP.

The MA/JS provided communication training, templates, and technical tools to projects as support for project communication. To the MA/JS as expected, the projects delivered content for communication activities at the Programme level.

The WPL of communication lead this activity together with LP and other WPL's, allowing continuous internal, day-to-day, cooperation favoring direct participation and communication with e-mails and small web-meetings.

The Project Management Unit was appointed by LP, which selected among its staff suitable individuals with a strong background in cross-border cooperation projects, and draft a document specifying its work modalities. The PMU was introduced to PPs during the kick-off meeting and its work modalities shared and approved.

The activity ensured efficient management of daily tasks, coordination within and among PPs, effective communication with the Programme's bodies. LP, via the internal PMU, defined day-to-day management tools, and support the PPs in administrative-financial management as well as in all tasks related to the technical implementation of the Project. The tools were constantly assessed for efficiency and updated if required. The PMU also ensured steady effective and efficient communication among PPs and toward Programme's Bodies by informal and formal means.

Each PP also took measures to ensure effective and efficient workflow and communication, and solid administrative, financial, and technical management for all Project's duration up until 3 months after closure to allow for the submission of the required final administrative documents – the final progress report, the final payment claim and the eventual reconciliation with the initial granted amount, if necessary.

Day-to-day management Guidelines – Tool drafted by PMU for a steady, effective, and efficient project implementation based on Programme Manual indications. The management tools was constantly assessed for efficiency and updated if necessary.

The tools provided at least:

- activities agenda and checklist for each WP
- templates for deliverables collection
- guidelines on progress reporting
- guidelines on sound management
- references to Programme Manual.

Project Progress Reports – Report including all relevant information on activities undertaken and expenditures incurred at the whole project level on semester basis. Project Progress Reports was compiled on the template provided by the Programme and submitted to JTS/MA by LP according to Programme procedures. To allow the production of Project Progress Reports each PP will submit to LP in time partner's progress reports, providing data on activities and expenditures for each reporting period, on a standard form devised by LP and mirroring the structure of Project Progress Reports.

Project Final Report – Final Report drafted by LP on the template provided by the Programme.

It will give MA/JTS relevant information on the performance, results, and contribution to Programme's objectives of the entire project as well as the overall financial information.

- Realization of public education and awareness-raising campaigns for the general public and operators
- Organization of a final high-profile event

PP2 (Emilia-Romagna Region) oversaw the coordination of the activities and was supported by all partners.

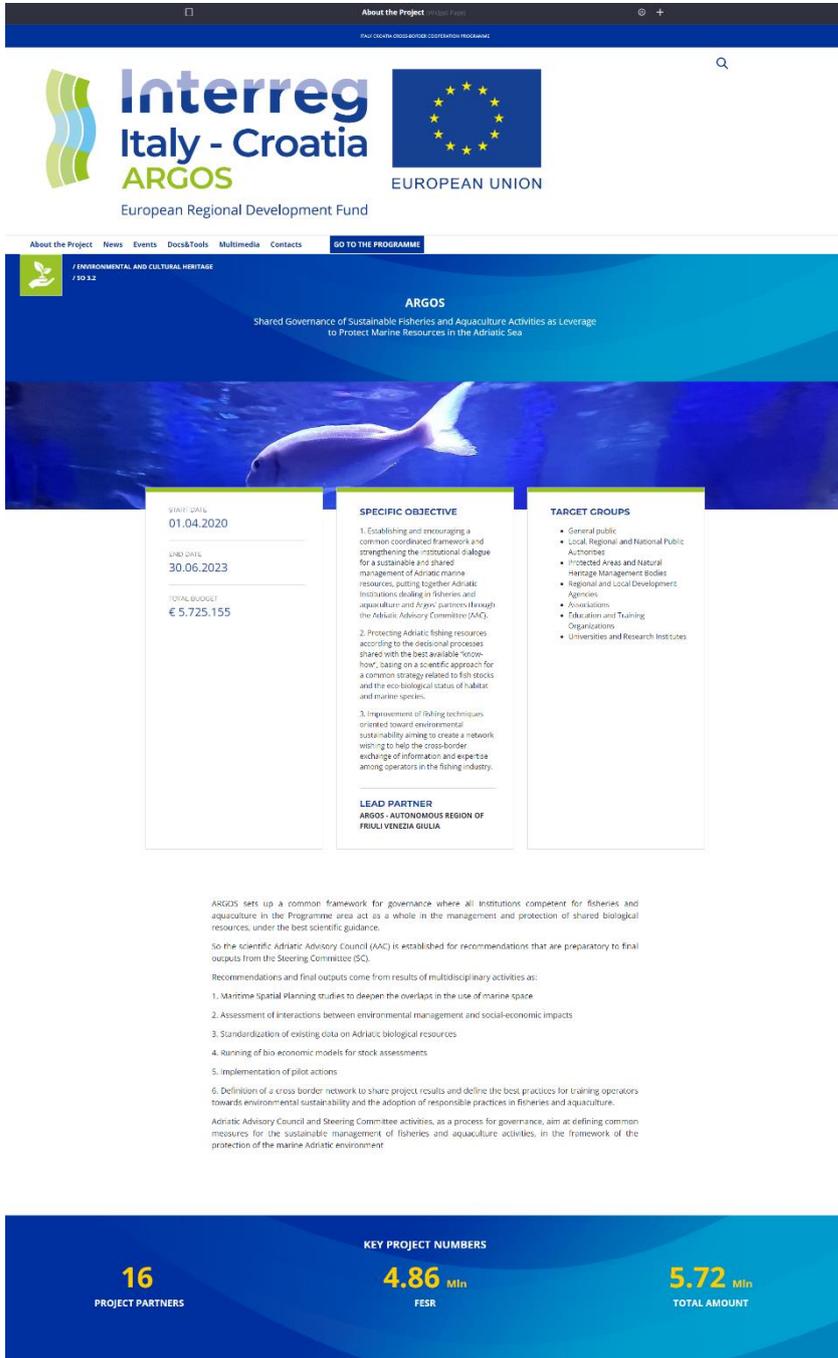
5.3 Project website

On the web-platform managed by the JS of the Interreg Italy-Croatia Programme, the ARGOS project website was developed and joined. It has been visual attractive and user-friendly, as it is one of essential elements to communicate the project. It was regularly updated with all the relevant updates to contribute to the widespread dissemination of ARGOS achievements. The important updates (e.g.: general project information, related events, news, activities, outcomes and/or outputs, contact persons, etc.) should follow the instructions of the communication responsible of the Programme.

Also, all partners managed to create their own web institutional web page as PP2 Emilia-Romagna did as follows:



Official project webpage:



The screenshot shows the official project webpage for ARGOS. At the top, there are logos for Interreg Italy - Croatia ARGOS and the European Union. Below the logos, the text reads "European Regional Development Fund". A navigation menu includes "About the Project", "News", "Events", "Docs&Tools", "Multimedia", "Contacts", and "GO TO THE PROGRAMME". The main content area features a large image of a fish underwater and the title "ARGOS Shared Governance of Sustainable Fisheries and Aquaculture Activities as Leverage to Protect Marine Resources in the Adriatic-Sea".

START DATE	SPECIFIC OBJECTIVE	TARGET GROUPS
01.04.2020	<ol style="list-style-type: none"> 1. Establishing and encouraging a common coordinated framework and strengthening the institutional dialogue for a sustainable and shared management of Adriatic marine resources, putting together Adriatic institutions dealing in fisheries and aquaculture and Argos partners through the Adriatic Advisory Committee (AAC). 2. Protecting Adriatic fishing resources according to the decisional processes shared with the best available "know-how", basing on a scientific approach for a common strategy related to fish stocks and the eco-biological status of habitat and marine species. 3. Improvement of fishing techniques oriented toward environmental sustainability aiming to create a network wishing to help the cross-border exchange of information and expertise among operators in the fishing industry. 	<ul style="list-style-type: none"> • General public • Local, Regional and National Public Authorities • Protected Areas and Natural Heritage Management Bodies • Regional and Local Development Agencies • Associations • Education and Training Organisations • Universities and Research Institutes
END DATE 30.06.2023 TOTAL BUDGET € 5.725.155	LEAD PARTNER ARGOS - AUTONOMOUS REGION OF FRIULI VENEZIA GIULIA	

ARGOS sets up a common framework for governance where all institutions competent for fisheries and aquaculture in the Programme area act as a whole in the management and protection of shared biological resources, under the best scientific guidance.

So the scientific Adriatic Advisory Council (AAC) is established for recommendations that are preparatory to final outputs from the Steering Committee (SC).

Recommendations and final outputs come from results of multidisciplinary activities as:

1. Maritime Spatial Planning studies to deepen the overlaps in the use of marine space
2. Assessment of interactions between environmental management and social-economic impacts
3. Standardization of existing data on Adriatic biological resources
4. Running of bio economic models for stock assessments
5. Implementation of pilot actions
6. Definition of a cross border network to share project results and define the best practices for training operators towards environmental sustainability and the adoption of responsible practices in fisheries and aquaculture.

Adriatic Advisory Council and Steering Committee activities, as a process for governance, aim at defining common measures for the sustainable management of fisheries and aquaculture activities, in the framework of the protection of the marine Adriatic environment.

KEY PROJECT NUMBERS

<p>16</p> <p>PROJECT PARTNERS</p>	<p>4.86 Min</p> <p>FESR</p>	<p>5.72 Min</p> <p>TOTAL AMOUNT</p>
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6. Publications, articles, and press releases

The activity has been managed by PP2 and address the production of dissemination material:

Infographic Flyer (n. 3.000) illustrating project key messages in English and National languages it will outline project strategy and key actions. Flyers will be distributed during local meetings with stakeholders, promotional, mainstreaming and networking events. Design is defined by PP2 according to Programme common graphics indications.

Articles and Publications (n. 10) on local generalist press and on specialized EU magazines and platforms. Each PPs will publish at least 1 article at local level to inform the general public and promote the involvement of local stakeholders. P12 with P13 will publish at least 1 paper in a scientific journal of international level.

- Scientific publications on international peer-reviewed journals, arising from scientific work carried out in WP3. PP8 was responsible for the scientific publications.

The activity also included the organization of press conferences for the kick-off and final events: the first one made public the project objectives and engaged the as many stakeholders as possible, and the latter raised awareness on project results and presents future actions and strategy.

Promotional material (ordered by individual partners) will be used for capitalization events, trainings, and final conference.



Promotional materials produced by PP2 Regione Emilia-Romagna

6.1 Media relations and publications

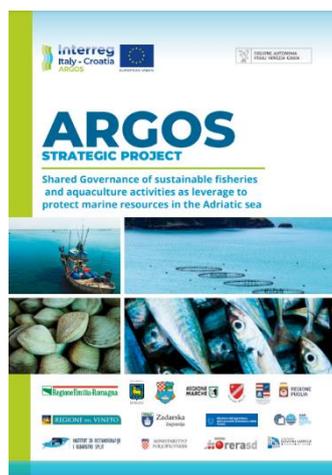
Final Publication (n.1) – in English and National languages by LP and PP2, with LP supervision, with collaboration of all PPs.

Press Conferences (n.2) – One will be organized by LP as a side-happening within the Fair “Aquafarm” that was hold in Pordenone in 2021, to confirm the project strategy and the mainstreaming process; another one organized by P11 during the Final event to raise awareness on project results and propose means for further actions and strategies.

Infographic Flyer (n. 3.000) – in English and national languages. Flyers was distributed during local meetings with stakeholders, promotional and networking events. Design was defined by PP2 according to Programme graphics indications.

Mainstreaming Document (n.1) – It has been based on the guidelines defined in the MS, summarising the lessons learned within the Project and defining the guidelines to implement the results into relevant Policies. It will give attention to the transfer of Project Results outside the Project and Programme Area

Promotional gadgets and material (n. 8.000/10.000) - branded with the Project and Programme logo, distributed throughout communication events. P2 is in charge for activity (see previous pictures).



Final Publication. Cover



Interreg Italy - Croatia ARGOS

SOSTENIBILITÀ AMBIENTALE E SOCIO-ECONOMICA. OBIETTIVO COMUNE PER LA TUTELA DELLE RISORSE DEL MARE ADRIATICO

ARGOS

SHARED GOVERNANCE OF SUSTAINABLE FISHERIES AND AQUACULTURE ACTIVITIES AS LEVERAGE TO PROTECT MARINE RESOURCES IN THE ADRIATIC SEA

GESTIONE CONDIVISA DELLA PESCA E ATTIVITÀ DI ACQUACOLTURA SOSTENIBILI COME LEVA PER PROTEGGERE LE RISORSE MARINE NEL MARE ADRIATICO

DELJENLO UPRAVLJANJE ODGOVORNIM RIBARSTVOM I AKVAKULTURNIM AKTIVNOSTIMA KAO MEKANIČER ZA PROJEKCIJSKIM MORSKIM ZVORNA U JADRANSKOM MORU

2 COUNTRIES

16 PROJECT PARTNERS

5,72 MIL. € PROJECT

4,86 MIL. € FEER

APRIL 2020 - DECEMBER 2022 PROJECT DURATION

PARTNER DEL PROGETTO

I Partner sono di differenti Regioni costiere adriatiche e appartengono a due nazioni confinanti - Italia e Croazia. I Partner condividono il fine di aumentare la sostenibilità economica, ambientale e sociale nei territori costieri dell'Adriatico.

PARTNER ITALIANI

- Regione autonoma Friuli Venezia Giulia
- Regione Veneto
- Regione Emilia-Romagna
- Regione Marche
- Regione Molise
- Regione Puglia
- CNR - Consiglio Nazionale delle Ricerche Istituto per le risorse biologiche e le biotecnologie marine (CNR-IRBIM) - sede di Ancona
- Ministero Italiano delle Politiche Agricole, Alimentari e Forestali e del Turismo - MIPAAF (Biomar) come Partner associato

PARTNER CROATI

- Regione istriana Istarska županija
- Regione Liburno-Montena Primorsko-Goranska županija
- Contea di Zara (Gadanska županija)
- Agenzia dello sviluppo della Contea di Sebenico-Konin di Spalato-Dalmazia
- Contea di Dubrovnik-Neretva
- Istituto di Oceanografia e Pesca - IOF (Spalato)
- Ministero Croato dell'Agricoltura (Zagabria) come Partner associato

PER MAGGIORI INFORMAZIONI SUL PROGETTO ARGOS

<https://www.italy-croatia.eu/argos>

<https://www.facebook.com/argos/>

https://www.instagram.com/_argos_/

CONTATTI / CONTACT

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WP16 - SOSTENIBILITÀ SOCIO-ECONOMICA (REGIONE DUBROVNIK-NERETVA)
 @wp16@regione.dubrovnik

The infographic flyer



Final Conference in Dubrovnik. 16 June 2023



6.2 Web communication and multimedia

The activity was addressed to setup an official Project website and social media, to create a community of interest, foster digital engagement and encourage stakeholders to contribute to project activities. PP2 will take care of project social media and of active participation to the Programme's Social Media.

PP2, will also created the website and regularly updated its contents on the platform provided by the Programme.

In addition, a storytelling video has been produced to advertise the mainstreaming process and the achieved results.

The Video, realized by PP2, will not be distributed on physical supports, to minimize resource consumption and environmental impact, but broadcast only through project's website and social media on the main online video services, to reach a wider target of consumers and operators.

2.2.3. Storytelling Video

Videonews

16 video pills (180" each)

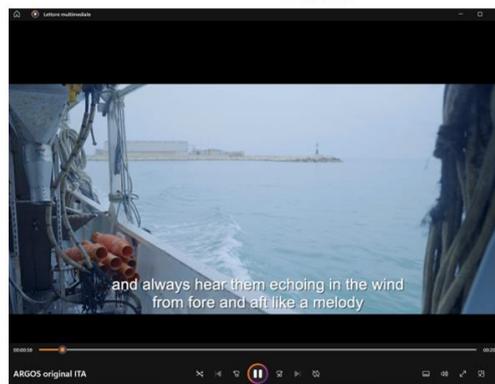
16 pills were created which, one for each partner, tell the different aspects of the project.



Documentary

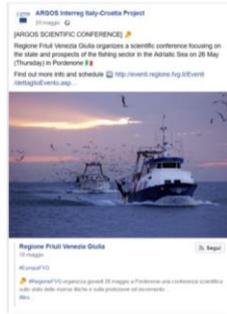
The men of the sea (about 20')

A short creative documentary was made which, through the story of a child and his love for the sea, tells how the world of fishing and what revolves around it has changed and what is being done today to protect this precious common heritage.



- **Social media profile and regular updates** – Social media are set up by PP2 with the support all PPs. PP2 coordinates contents updating, proper hashtags and feeding timetable, all the Partners contribute following PP2 indications. PP2 also ensures visibility of Project-related events on the social media and coordinates active participation to the Programme Social Media.

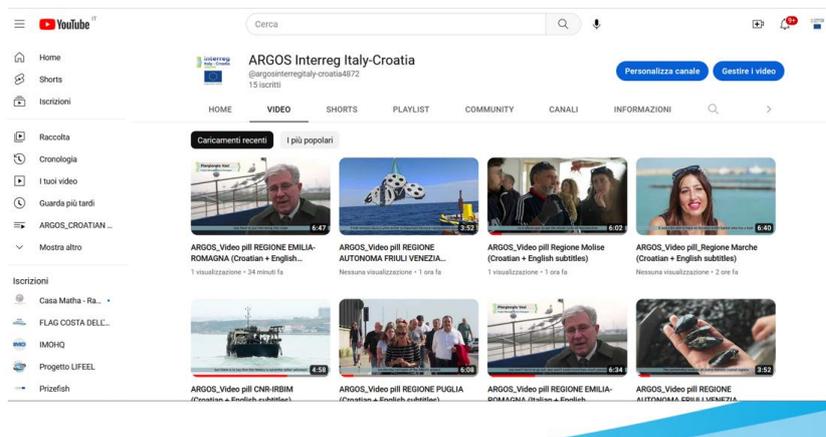
Facebook Page



Instagram



You Tube Channel



- **Regular project Website** (n. 1) – It will present updated project information, news, events, networking activities and project deliverables, and implemented on the common Programme platform. PP2 coordinates contents updating with the contribution of all Partners.
- **Storytelling video** (n. 1) – The storytelling video presenting project achievements will be produced in both project’s languages and subtitled in English. Storytelling video will be developed by PP2, with PPs providing contents, translation for subtitles and online dissemination through their own institutional websites. The video will not be distributed on physical media, instead it will be made available online only, for sustainability reasons.

- **Other multimedia products** (n. 3) Webinars will be held on 2021 in the frame of the Communication Project organized by the MA, named “Next Generation Adriatic Cooperation” and innovative appealing citizen friendly solutions like for example videos, video tutorial and other web documentary about activities and goals of the project



Argos newsletters

6.3 Visibility events

Activity foresaw two high-level Conferences (Trieste, Aquafarm 2021 and Zara, HLC Conference 2023) on Adriatic fish resources and the protection and the increase of marine biodiversity and fish resources where scientific research centers, Adriatic Institutions and Ministries policy maker, Operators and their associations and other stakeholders will be invited. LP and PP2 will participate at three important fishing fairs, one at international level (European Seafood Exhibition) at Barcelona on April 2021 and 2022, at AQUAFARM in Pordenone on February 2021 and 2022 and at CROFISH in Poreč in November 2021 and 2022, in which the activities of the project was presented and shared with the journalist, policy makers, citizen, stakeholders and other members of the fisheries network.

Moreover, in the related activities of WP5 the visibility of the project will be ensured with the rising awareness and dissemination actions with operators, scientific experts and other stakeholders of fish and aquaculture sector.

- **High-level Conference in Pordenone (n.1)**
was organized and overseen by LP on 16 February 2021
- **High-level Conference in Zadar (n.1)**
was organized and overseen by PP8 on 20th of April 2023
- **Participation at the international and national Fishing fairs (n.3):**
 - 1) European Seafood Exhibition - ESE at Barcelona on April 2021 and 2022
 - 2) AQUAFARM fair in Pordenone on February 2021 and 2022
 - 3) CROFISH fair in Poreč in November 2021 and 2022, under the responsibility of LP and PP2

2.3 Visibility Events

2.3.1. The High-Level Conference in Pordenone and Zara

- In Pordenone - LP – Autonomous Region of Friuli Venezia Giulia - [May 2022](#)
- In Zara – PP8 – Zadar County – [April 2023](#)

2.3.2. Participation at the international and National Fishing Fairs

- [European Seafood Exhibition](#), in [Barcelona](#) – [April 2022](#) and [April 2023](#)
- [AQUAFARM](#), in [Pordenone](#) – [February 2023](#)
- [CROFISH](#), in [Porec](#) – [November 2022](#)



High Level Conference in Pordenone, Aquafarm and Participation at Crofish, Porec

Sectorial Fairs and Conferences



Zadar County [organized](#) the second High Level Conference [foreseen](#) by ARGOS, April 2023 in Zadar



[Participation & talk at Seafood Global Expo April 2023](#), in [Barcelona](#)

High Level Conference in Zadar (20 april 2023) and Participation at Seafood Expo Global 2023, Barcelona, Spain

6.4 Other activities

Other activities started with organization of the Kick-Off meeting in October online managed in parallel with the start-up activities of WP1 and the development of ARGOS Communication Strategy (CS) according to the Programme indications and suggestions. WP2 Leader will appoint a Communication Manager (CM) that produced the communication plan (strategy adopted, both for internal and for external/target communication) while the Kick- Off communication aspects were arranged by LP.

One of the activities was making a database of ARGOS stakeholders for future communication actions and the development of a project informative roll-up/notice board to be displayed at strategic places of each PP's premise. Apart from those channels, a strong support of every partner through their own channels is expected.

Also, few participations in other Cooperation Territorial Activities such as European Maritime Day in Ravenna, Italy (2022) and Brest, France (2023), at meeting of Blue Growth Community managed by Euro-Med Programme and Events/initiatives of European Commission in events linked to fishery and aquaculture activities, such as "Restore Oceans and Waters by 2030" where a charter was signed by the project ARGOS

Participation at Commission Events

Participation at «Restore Ocean and Waters by 2030, in Brussels (17 Feb. 2023)



Participation at «Stati generali della Pesca», 8 July 2022, in Venice



Participation at others Interreg Programmes Events

Participation at «Blue Growth Community» project event in the frame of Euro-Med Programme, in Kotor



Participation at «Regional Growth» event in the frame of ADRION Programme, in Patras



Participation at Sectorial Fairs



Participation, workshops & talks at Sealogy 2022, in Ferrara

Participation at Sectorial Fairs

Participation, workshops & talks at EMD 2022, in Ravenna



Participation, workshops & talks at Seology 2022, in Ferrara

Participation at Sectorial Fairs

Participation & talk with Massimo Bellavista (Legacoop Emilia-Romagna) about ARGOS AAC, at EMD 2023, in Brest



Participation & talk with Project Manager Emilia-Romagna at EAS 2022, in Rimini



**Participation at Sectorial Fairs and
 Study Visit out of Programme Area**



**Participation & talk at
 Seafood Global expo
 2022, in Barcellona**



**Study Visit at a shell nursery
 in Leucate, Apr. 2022**

7. Communication activities and related deliverables

The ARGOS communication activities are:

1. Common methodology for the project communication activities
2. Production of the communication tools - publications
3. Communication tools - digital activities, social media, and multimedia
4. Participatory communication tools - Events, Workshops and Conferences

7.1. Common methodology for the project communication activities

Each ARGOS project partner (PP) appointed one project manager, one communication manager and one project financial manager along with its staff. Some PPs will externalize the financial management. All partners will defined staff members to be involved in project implementation activities.

A Steering Committee (SC) was assembled involving one member per PP. The SC and the individual WP joint implementation teams with their staff members represent the project core joint staff.

The project had a main communication manager (CM) that was appointed by WP2 Leader (Emilia-Romagna Region). The Communication manager was constantly informed by all partners about all the relevant phases and activities of the project.

One of tasks was to produce the communication plan (D2.1.2) that included strategy, and guidelines both for internal and for external/target communication. The Communication plan is a document detailing how to engage stakeholders in ARGOS actions, tools, channels, and actions to ensure project outputs are visible, connected to future actions, programmes and strategies and available resources and each PP's role and responsibility.

A database of ARGOS stakeholders contain all the relevant information and was be used for communication activities. It was based on a grid prepared by CM and WPL with the help of LP and PP2-RER. The database will be filled with new information by each PP.

Deliverables:

- Stakeholders database
- Communication Plan

7.2. Production of the communication tools – publications

Activity 2.4 includes production of promotional materials and on the other hand, publishing articles and scientific publications. From the printed promotional material flyer and poster was made. Flyer contains ARGOS portrait with key-messages in three official languages English, Italian and Croatian. According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects produced a poster of minimum A3 size with information about the project including the financial support from the Union and the project logo.

Poster was produced in English, Italian and Croatian language. Flyer and poster sample was delivered to all partners to be printed and distributed locally.

Also, PPs placed the poster at a location readily visible to the public, for example at entrance area of a building.

Furthermore, during firsts periods of the project (first twelve months) project's informative notice board or roll-up was to be produced. They were displayed at strategic places of each project partner's premise. This was in some way the label of ARGOS partners and made the whole more visible from very beginning.

During the whole length of the project articles and scientific publications were produced.

All project publications included the project logo and the reference to the EU co-financing.

All project partner, following their specific field of activity should produced local press articles and scientific publications.

Each PP was responsible to promote the publication of at least one article promoting project in local press to inform the general public and foster the involvement of local stakeholders.

Moreover, at least two articles in Italy and Croatia were published in national and EU magazines/press. As well, the articles were included on online platform and networks of relevant dimension and importance. Publications were targeting different end-users, all to improve visibility of ARGOS also among wider public.

Deliverables:

- Roll-up/Noticeboard
- ARGOS flyer: with project key-messages in EN, IT and HR
- ARGOS Poster: to be reproduced by each PP, in EN, IT and HR
- ARGOS articles on EU magazines: at least two main publications realized by LP and WP2 Leader on EU magazines or web platform of relevant dimension and importance.

7.3. Communication tools - digital activities, social media and multimedia

Social media are becoming more and more important to reach a wide range of target audiences.

Digital activities and social media were an important communication tool of ARGOS project.

Social media has the advantage of being a two-way communication channel, meaning that projects can also get useful feedback from their target groups. The messages posted should therefore reflect the needs of the project and the timing of project delivery. Several media profiles on the major social networks will be activated and regularly updated by the ARGOS CM.

CM coordinated all the PP's in publishing through Social networks (e.g., Facebook, Instagram, LinkedIn). Special attention must be given to the development of content for social media networks due to their growing importance in everyday communication in all the target groups. Innovative, source full and modern stream of news and content must be able to attract target groups and build an appeal for all the results of the project. Original content with viral potential should be the goal of the activities on the social media. Infographics, pictures, short videos, interviews, surveys... are just some of the forms that can be used to build on interaction with target groups.

Together with the social media activities, project website was set up.

ARGOS' website was integrated and hosted on the Interreg Italy-Croatia Programme web platform and have its own domain. Thus, for creating and maintaining the standard project website there will be no fixed costs since these services will be provided by the Programme for free while the projects have to

foresee internal/external human resources for regularly updating the project website. Website was updated with news from the project. Content developed for social media can be used here, too. Each partner published on their institutional website, in English or in local language, a short description of the project. This description was proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners included the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules. A link to the project website in the Italy- Croatia CBC Programme platform should also be added.

As part of activity 2.4. Publication, video that shows the ARGOS results and messages has been produced. This video as a mainstream document has been uploaded on project's social media and website, and it is intended to popularize the project results among the broader audience.

Deliverables:

- Mainstreaming Document, a video showing the ARGOS results and messages (for large public, YouTube, socials)
- Social Media accounts and profile set up and updating
- Monthly update of the ARGOS website hosted by the program platform

7.4. Participatory communication tools - Events, Workshops and Conferences

The ARGOS project started with the Kick-Off Meeting (KOM) organized online as a web-meeting on October 6. It was organized as a public online conference to launch the project strategy and share key actions towards the main target groups. LP is responsible for the organization of the KOM. The KOM will be followed by a launching press conference. All the partners actively participated and contributed with publishing press releases after the KOM.

In 2021, activity 2.3 foresees a high-level conference that was held in Pordenone instead of Trieste, meanwhile in april 2023 another one was hold in Zadar.

The Conferences was about Adriatic fish resources and the protection and the increase of marine biodiversity and fish resources where scientific research centres, Adriatic Institutions and Ministries policy maker, Operators and their associations and other stakeholders were invited.

Relevant policy makers, representatives of ESI funds MA, of ETC Program MA and of Macroregional strategies governing board will be invited to attend and to give speeches.

LP and PP2 participated at three important fishing fairs, one at international level (European Seafood Exhibition) at Barcelona on April 2022 and 2023, at AQUAFARM in Pordenone on February 2022 and 2023 and at CROFISH in Poreč in November 2021 and 2022, in which the activities of the project were presented and shared with the journalist, policy makers, citizen, stakeholders and other members of the fisheries network. Moreover, in the related activities of WP5 the visibility of the project was ensured with the rising awareness and dissemination actions with operators, scientific experts and other stakeholders of fish and aquaculture sector.

Deliverables:

- Kick-Off Meeting (KOM) To be organized online due to COVID-19 issues instead than as planned in Trieste (Lead Partner implementing Unit), it will be organized as a public conference to launch the project strategy and share key actions towards the main target groups. The KOM will be organized on an online platform by the LP, contextually to the 1st Steering Committee and will follow a launching press conference. All the partners will actively participate and contribute.
- ARGOS Press Conferences – to be organized twice, the first time after the KOM event (by LP) to launch the project strategy and the mainstreaming process and another one organized by P11 during the Final event to raise awareness on project results and propose means for further actions and strategies
- Final ARGOS Conference. A major event to be organized in Dubrovnik by PP11. The event will aim to present and share ARGOS results in front of the relevant major actors in the EUSAIR Regions: EUSAIR, ESI funds managing authorities, Interreg programmes (Adrion, MED, Italy-Croatia, Interact), BLUEMED initiative of the EU Commission.

8. Poster

It is compulsory to have a poster with information about the project including the financial support from the European Union and the project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building.

To help project partners to comply with this obligation, the Programme provided a Poster template available for download on the Programme web platform.

Templates were available as different files (Adobe Acrobat document, InDesign Markup document, LINKS file). Projects were free to edit a poster on their own, provided the regulatory conditions are respected, and the thematic pictograms and colors and the branding font are used.

To produce a poster, professional printing or design services must be engaged.

Printed version must be a least A3 format (297 x 420 mm). Linguistic versions: English and a national language (Croatian or Italian)

A picture of the poster must be sent to the Program within the first progress report.

On the next page there is the Italian version attached:


STRATEGIC PROJECT

ARGOS

ShARed GOVERNance of Sustainable fisheries and aquaculture activities as leverage to protect marine resources in the Adriatic Sea



Sostenibilità ambientale e socio-economica
obiettivo comune per la tutela delle risorse del mare Adriatico

-  **PROJECT DURATION**
 April 2020 - December 2022
-  **ERDF**
 4.866.381,75
-  **TOTAL BUDGET**
 5.725.155

ARGOS promuove ed attua un approccio comune per la protezione delle risorse e la tutela ambientale dell'Adriatico attraverso azioni istituzionali ed operative dirette ad integrare in modo sostenibile le attività di pesca e di acquacoltura negli habitat marini.

PROJECT PARTNERS

LEAD PARTNER CONTACT


 Regione Autonoma Friuli Venezia Giulia
 Servizio Caccia e Risorse ittiche
 cacciapesca@regione.fvg.it

9.2. Risk Management process

The risk management process is applicable for management, communication and research activities or transnational access taking place within the ARGOS project.

First step is identification actions which can compromise defined schedule, costs, or project's outcomes. These actions are linked with the level of risk exposure (low, medium, high, critical). Following the evaluation of the risk exposure, the risk owner will first seek how to prevent actions and events that may harm the project from happening. The risk owner will confirm the correct implementation of the risk responses and will check the effectiveness of the response. Also, the risk owner will keep track of the situation and inform the Project Manager. Every identified risk must be reported and inscribed in the Risk log and Risk Management Register.

9.3. Risks in communication

The risks that could be foreseen in WP2 - communication activities are comparable to risks that can be foreseen in other WPs. Mostly, they are concerning problems with data exchange and provision, bottlenecks, and delays in the work and low quality of handed deliverables.

Also, some particular risk can occur, such as:

- PP's not following the rules of visibility resulting in losing funds due to expenditures being declared as ineligible costs.
- Unresponsive PP's in updating website and social media accounts resulting with unattractive digital media of the project and bad reaction from target groups.

All the risks concerning WP2 - communication activities will be implemented in the Risk Management Register which will be accessible to all members through Google Drive/Dropbox.

Act.	Activities of WP2 Communication	Budget Line	Budgets
2.1	Start-up activities/Communication	Total per Activity	€ 59.890,00
		Staff	€ 28.600,00
		External expertise and services	€ 27.000,00
		Office and Administration	€ 4.290,00
		Travel and Accomodation	€ 0,00
2.2	Web Communication and Multimedia	Total per Activity	€ 233.090,00
		Staff	€ 78.900,00
		External expertise and services	€ 142.355,00
		Office and Administration	€ 11.835,00
		Travel and Accomodation	€ ,00
2.3	Visibility events	Total per Activity	€ 126.520,00
		Staff	€ 25.500,00
		External expertise and services	€ 52.000,00
		Office and Administration	€ 3.825,00
		Travel and Accomodation	€ 45.195,00
2.4	Media Relations and publications	Total per Activity	€ 244.825,00
		Staff	€ 75.500,00
		External expertise and services	€ 158.000,00
		Office and Administration	€ 11.325,00
		Travel and Accomodation	€ ,00
Total Project Budget for Communication			€ 664.325,00

11. Reporting, monitoring and evaluation

11.1. Reporting – reporting in periods and final report

Even when the communication plan is completed and implemented successfully, it does not mean that the work is done, and we can file our strategy away. We must prove that all planned and arranged activities were realized and report them so that PP's can be refunded. Therefore, all partners must collect the following documents related to the project:

In case of meetings, seminars, conferences, or any similar event:

- Minutes, agendas, photos, list of participants;

In case of media presence, the following documents must be collected:

- Copy of any published articles or press release;
- Link to the published article on the internet;
- Interview in the media: memo of the content of the interview and the exact date and time of the interview;
- Every other record or file constituting proof for the dissemination activity.

All activities must be monitored, and all partners should keep records of their activities.

Towards this direction, a report table is going to be used so that all partners can track down their dissemination activities and collect all required monitoring documents.

WPL (Emilia-Romagna Region) will send templates for reporting on different community activities.

Also, template for Communication report for each reporting period will be available to all PP's. PP's must fill the Communication report with documents covering the reporting period and deliver it to the CM.

CM will generate Joint Communication report to be delivered by LP to SIU system.

Similar procedure will take place in creation of the final communication report. However, it will be accompanied with thorough evaluation documentation to conclude on efficiency of the project communication.

11.2. Monitoring and evaluation

Every communication strategy requires continual evaluation and up-dates. It is a dynamic document that needs to be updated throughout the project duration. The communication system should be tested periodically to ensure that messages are received and understood, and that the receivers are satisfied with the method deployed.

First, we must supervise the implementation of our strategy. More specifically, this refers on the task's timely implementation and as planned or certain adjustments are necessary to achieve, complete the task.

Secondly, communication system should be tested periodically to ensure that messages are received and understood, and that the receivers are satisfied with the method deployed. Above all, regular evaluation will show whether tactics are helping to achieve project's objectives and overall goal. If it is needed some modifications in the communication plan and work will be made accordingly for the forthcoming period.

Here is a set of possible qualitative indicators:

- Satisfaction level of activities implemented (questionnaires for conferences, publications etc.);
- Identification and communication with target groups (distribution lists developed, number of direct mailings to number of persons, how is the feedback within interactive web tools developed, how many 'likes' on FB, how many comments in discussion forum etc.);
- Further analyses of web statistics: where are most of the hits (after a press article, conference, newsletter);
- Hits on different sections.

Quantitative indicators:

- Number of downloaded publications, number of printed and distributed publications;
- Number of participants to events;
- Number of press articles.