

2014 - 2020 Interreg V-A  
Italy - Croatia CBC Programme  
Call for proposal 2019 Strategic

## **MARLESS - MARine Litter cross-border awareNESS and innovation actions**

Priority Axis: Environment and cultural heritage

Specific objective: Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

### **D 2.1.2 Kick-off meeting**

#### **2.1. Start-up activities**

#### **WP2**

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## PROJECT MARLESS

<b>Work Package:</b>	<b>Number and name of WP</b>
<b>Activity:</b>	<b>2.1.3 Regional Communication Plan Region of Istria</b>
<b>WP Leader:</b>	<b>Name and PP number of the Wp leader</b>
<b>Deliverable:</b>	<b>Number and name of deliverable</b>

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<b>Involved Partner</b>	<b>All partners</b>		
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*If needed:*

DISCLAIMER : Strategy reflects the project MARLESS views; the IT-HR Programme authorities are not liable for any use that may be made of the information contained therein.

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## 1. Introduction

*MARLESS Project Communication Strategy (PCS)* is a document set by the partners in project *MARLESS* in order for target groups, stakeholders and wide Programme area to be aware of the project activities, results and achievements, and to ensure durability and transferability of the project outputs and results.

The objectives of this communication plan are:

- to raise awareness of project *MARLESS* among the general public;
- to guarantee the transparency during the project implementation;
- to make the stakeholders aware of the project benefits;
- to ensure an efficient coordination and cooperation within the partnership;
- to ensure compliance with programme rules
- to ensure compliance with EU regulatory requirements on publicity and information.
- to outline the dissemination campaign for the duration of the project
- to provide an indicative timetable for the promotion activities

*MARLESS Project Communication Strategy (PCS)* is a guide and a manual to project partners (and connected stakeholders) by having all information necessary for project communication implementation at one place.

The Communication plan is a further detailed plan for the implementation of WP2 and is valid for the whole project's lifetime, but it will be reviewed periodically by the Project Communication Manager – PCM (PP9 – IRENA).

### **Project communication manager PCM:**

- Prepares Project communication Strategy
- Collects information and materials from RCM and prepares Communication monitoring reports
- Prepares design for promo materials (posters, roll-ups, beach flags, digital flyer)
- Prepares project promotional videos
- Manages project website and social media accounts
- Participates and Annual Programme events etc.

PCM will be responsible for coordinating the implementation of the communication plan, while all other PPs will be actively involved and each PP is equally responsible to ensure the adequate

promotion of the project. Regional Communication Managers – RCM will be responsible for management of communication activities and media relations on their respected regional territories.

## 6 Regional Communication Managers

- Istrian Region - PP9 in charge, PP7, PP8 and PP1 contribute
- Dubrovnik-Neretva Region - PP3 in charge, PP5 and PP1 contribute
- Veneto Region – LP, PP11
- Friuli Venezia Giulia Region – PP2
- Emilia Romagna Region – PP6 in charge, PP4 contribute
- Apulia Region – PP10

### Regional Communication Managers RCM:

- Prepares Regional Communication Plan
- Send to PCM information and materials needed for Communication monitoring reports
- Print/distribute promo materials (posters, roll-ups, beach flags, digital flyer)
- Prepares video tutorials e-pills
- Send to PCM news, photos and other materials for updating project website and social media accounts
- Participates at external events and prepare follow up reports
- Organize HLE's, RID, Exhibition events and prepare follow up reports
- Issues press releases and manages regional Media relations and digital communication
- Etc.

The PCS is agreed among all PPs, and it is available for continuous improvements and upgrading.

## 1. Communication approach and Main objectives

The aim of Project Communication Strategy is to set rules and procedures in order for project partners (PP) to ensure awareness and dissemination of the project results, and transparency in the use of the EU funds. It is important that project results demonstrate positive impact for the citizens and positive change for the Programme area and EU.

Therefore, planned communication activities must be:

- Specific – it shares results that contributes to the relevant change at the specific Programme objective;
- Measurable – it is possible to measure the baseline and targeted milestones;
- Achievable – it is possible that the targeted milestones are met;
- Relevant – it contributes to the change at the priority axis and Programme level;
- Time- bound – it is available and updated at different points in time

**Main project Communication objective are (AF. Page 49):**

- 1: Stimulate key stakeholders of the cross border area to be effectively involved in minimizing the impact of marine litter on environment, economy and human health;
- 2: Ensure devoted and active participation on all levels in current marine litter actions by setting up the Cross-Boundary Management Plan
- 3: Widening cross-border network to ensure a broad dissemination of the MARLESS project deliverables

**Objective 1.** is set to involve different stakeholder categories in concrete and sustainable actions and as well to enable their participation in innovative solutions. Through Regional communication plans (RCP) each region will target specific stakeholders interested in minimizing the impact of ML on its territory. RCP activities will be tailored according stakeholders' interest. Accent will be put on two levels: (1) active and effective contribution of the key stakeholders and on (2) raising awareness among general public on the importance of marine litter and its influence on environment, economy and human health. By actively involving key stakeholders MARLESS secures durability of WP outputs and strengthens connection between stakeholders in the cross-border area. By raising awareness among general public MARLESS promotes their more active involvement in cleaning-up actions, their contribution through the civil science and for sure the most effective in influencing on their behavioural change.

**Objective 2.** aims to strengthen the ML actions currently implemented by Italy and Croatia through the WP aimed at identifying the nodes where the application of different national and European regulations come into conflict negatively impacting the effectiveness and impact of the proposed actions. Communication will here intervene in order to secure devoted and active participation of all relevant IT and HR bodies in setting up and after in implementing ML Cross Boundary Management Plan. Communication approach will here also take an opportunity to highlight the scope, project purpose and project results on the higher level, present them to the respective EU bodies and in that way strengthen participation of all relevant actors.

**Objective 3.** aims to strengthen transferability of innovative solutions. In the WP2 MARLESS partnership has planned different activities that synchronized plan to ensure international visibility and dissemination of the project results and provide chances for involving key players in the Programme area. Activities planned to be implemented on different levels (regional, project, international) are conceived to intercept the specific channels on which MARLESS is focused on and to enhance the spreading of the project outcomes. Activities will combine International communication and dissemination, communication tools and materials, but also organisation of regional events that involve below target groups.

Tactics and approaches:

- RCPs will be focused on involving stakeholders in Regional info days, exhibition events, reaching them in an interactive way by presenting ML topics on video screens and by presenting marine pollution in the real time on virtual info stands and by enabling their participation in pilot activities (participation in innovative solutions).
- Educational marine programme will be launched in schools and Eco schools to insure implementation of a good practice at earlier age. Touristic sector will be sensitized by involving operators actively in cleaning-up actions and proposing them measures for preserving marine environment.
- An initiative to involve key stakeholders in the coastal agreement will be set up. Each action will be provided with a pilot action so that it could be easily replicated and transferred. Video screens and virtual reality info stands that present marine pollution in the real-time to the citizens in public events/spaces.
- Online events will be organized in order to overcome mobility constrains allowing online participation regardless physical presence.
- Digital communication promotion, like advertising and space purchase of promotional space on online portals, digital media, specialized magazines dedicated to sustainable tourism and green economy will be used in order to reach the targeted audience.
- Setting up a list/definition of the bodies responsible for the implementation of the Cross Boundary Marine Litter Management Plan on both sides (IT/HR);
- Involving all relevant IT and HR public bodies and stakeholders' representatives to cooperate into an expert network that will contribute to the creation of the Cross Boundary Marine Litter Management Plan;
- Frequent communication with expert network established (networking, exchange of experience);



- Personal dialogue and frequent contacts with PP representatives at the Brussels office for opening an opportunity to discuss the project results that highlights the gaps among the different directives to achieve a joint and real impact on Marine Litter;
- PPs participation to external marine litter events; to the European Cooperation Day and other external events /international fairs about sea/fishery presenting project objectives, activities and results.
- Etc.

## 2. Target groups

A target group is a clearly identified audience that has an interest in *MARLESS project*, either directly or indirectly. The group should either know about the project activities, they might benefit from the project outputs and results or their involvement might even be necessary to ensure the durability of *MARLESS* outputs and results.

*MARLESS* project multiple target groups require different approaches, tools and frequency of communication activities based on PPs knowledge of them and they are defined in following table.

<b>Local, regional and national public authorities</b>	Target value: 39
Local regional and national public authorities' involvement is expected in all the project's WPs. Thanks to the communication approach adopted by the project, a number of local, regional and national public authorities will be made aware of project results to allow knowledge transfer within their competence areas. This target group is among the recipients of the tool boxes created within WP6. Each partner is expected to involve at least 2 Local, regional and national public authorities.	
<b>Regional and local development agencies</b>	Target value: 13
Regional and local development agencies will be among the recipients of the project results and the toolboxes developed in WP6 will be sent to them. Each partner will involve at least one Regional and local development agency.	
<b>SMEs and business supporting organizations</b>	Target value: 50
Fishing and aquaculture SMEs and POs will be constantly addressed by project activities. They will be involved in communication actions and in project clean-up activities and training, moreover 12 Concessionaires of beaches (2 for each one of the 6 regions involved in the project) will be trained and involved in the collection of ML according to a prescribed methodology. In total we expect to achieve at least 50 Italian and Croatian SMEs.	
<b>Associations, innovation and environmental</b>	Target value: 130

<b>agencies</b>	
<p>Many different associations will be involved in the governance and education activities foreseen in WP4 and in the pilot actions foreseen in WP6. Their contribution will be fundamental and will serve as a bridge between the public bodies involved in the partnership and the general public. Each partner is expected to contact at least 10 Associations or innovation and environmental agencies.</p>	
<b>NGOs</b>	Target value: 20
<p>NGOs are expected to be involved in school education activities and in the Coast Agreement governance tool envisaged within WP4. They are expected to bring their experience in the following activities: - enriching the educational marine litter program that will be created and implemented within WP4 – strengthening territorial cohesion to reach the creation of a permanent inter-territorial and inter-district discussion table that is the basis of the Coast Agreement.</p>	
<b>Education and training organizations as well as universities and research institutes</b>	Target value: 36
<p>Education and training organizations will be involved in the activities that will be carried out with students in WP4 and with fishermen in WP6. Universities and research institutes will be involved in the implementation of the pilot action foreseen in WP6 and in the draft of the related toolbox. At least 30 Italian and Croatian Education and training organizations and at least 6 Italian and Croatian universities and research institutes will be involved.</p>	

Table 1 List of MARLESS target groups

PCM will prepare excel template for **Stakeholder and MEDIA map** and each RCM will contribute with making a regional directory of all the possible stakeholders and target groups at local and regional level, in order to have a database periodically updated to be used for the project dissemination and communication activities.

### 3. File sharing system

Communication manager opened file sharing folder on DROPBOX platform where partnership will store all document, materials and tools related to project.

Link: <https://www.dropbox.com/home/MARLESS>

Folder will be managed by LP and PCM. All PPs are allowed to upload document and deliverables.

#### 4. Project communication kit

Programme provided project with Communication kit.

MARLESS - COMMUNICATION KIT contains:

- Project Acronym\_LOGO: Logos (in different versions)
- Project Acronym\_OFFICE\_PACK: Word, Excel, PPT, you may adapt to your needs with project partners' logos
- Project Acronym\_COVER
- Project Acronym\_INVITATION: proposal for your off-line and on-line events invitation. The design template provided in InDesign and pdf formats, modifiable by the graphic design programs.
- Project Acronym\_POSTER: the design template provided in InDesign and pdf formats, modifiable by the graphic design programs
- Project Acronym\_BILLBOARD\_PLAQUE: only for project partners with small-scale infrastructures (the design template provided in InDesign and pdf formats, modifiable by the graphic design programs)
- Project Acronym\_KEY VISUAL
- Project Acronym\_MAP

Communication Kit can be downloaded from MARLESS dropbox folder (WP2) or from programme website: <https://www.italy-croatia.eu/docs-and-tools>.

PP should read **Project Brand Manual** for the correct use of projects logos and visibility. The document is also available in dropbox or can be downloaded from the same link.

COVER PAGE TITLE

Subtitle

TITLE

MARLESS | Department | Name

Meeting XY | Place | DD Month YYYY

European Regional Development Fund

European Regional Development Fund | [www.italy-croatia.eu/marless](http://www.italy-croatia.eu/marless)

Figure 1 Project office pack

## 5. Visual identity and programme obligations

Informing the public and stakeholders about the actions taken and funded by EU programmes is of extreme importance. Dealing with this, EU and Programme sets the minimum rules, activities, and deliverables to be conducted by each project partner using provided visibility tools.

### 6.1. Minimum required activities/deliverables

The following activities/deliverables are compulsory to for the partnership to assure:

- Projects should place a poster (of minimum A3 size) at a location readily visible to the public, such as an entrance area of a building, stating the financial support from the Union. Programme shall provide design while projects shall edit, print and display posters; - Start-up activities: organization of the project kick-off meeting;
- Regular project website (available on the Programme web platform) set up and updates;

- At least one high level event (involving relevant policy makers, presence of Programme MA/JS, eventually presence of other ESI funds MA and Macro-regional strategies governing board, etc.);
- At least one printed or digital publication on relevant paper magazines;
- Social media communication of/for project and active participation in Programme social media communication;
- Publication of at least one short portrait of the project – adapted to main target group(s) (printed publication such as flyer or audio-visual such as video);
- Communication Strategy.

All these activities should be implemented in the respect of the rules on information and publicity for all beneficiaries, according to the EU regulation No 1303/2013.

## 6.2. Additionally required activities/deliverables

In addition to the regular reporting on communication activities, the project is invited to contribute to the other activities organised by the Programme in their forward planning and to foresee some budget for the participation to the events that may include:

- Annual Programme events;
- Events organised by European institutions (Regio Star/ The European Week of Regions and Cities);
- European Cooperation Day;
- Relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area; Participation in information and training seminars: web platform trainings; communication/implementation trainings for projects (at least LP and partner responsible for communication).

The Programme may ask the project to present the results and achievements at any of the annual events. In addition, there are several events organised by the European institutions which may help the project achieve greater visibility and dissemination of their communication material and information about their results.

The Programme participates in these events with input from the project. The European cooperation day is a relatively new initiative presenting project work and local level results to the



general public. The project is encouraged to take part in this initiative, which can also bring more visibility and increase contact with the local media.

The costs for the events out of the eligible area can be incurred only if described in the AF at the moment of the submission of the project or if previously authorised by the JS.

### 6.3 Project logo and Project communication kit

In line with wider EU cohesion policy goals for the current programming period, an aligned branding will also contribute to better spending and simplification. Programme provided project with their official logo that must be used in all project activities.



Figure 2 Project logo

### 6.4. Project website

Similar to the approach in project branding, project website is integrated and hosted on the 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 will have to foresee only some internal/external human resources for updating regularly the project website. This activity does not require any specific

technical skills and the Programme will develop tutorials to help project partners in using the different features of the website.

The Programme will provide a complete website section (calendar, document library, directory, tools etc.) to each selected project, as well as will provide to the project all the elements to manage and configure their website section (visuals, features, content, social networking, etc.). Project partners will be able to devote more resources to the production of quality content avoiding the time consuming with technical issues.

The project website will be the main information tool of the project. All partners will be requested to deliver content for the website. The working language of the website is English, so the main page of the project is English. However, it is the ambition of the project to have the most relevant parts of the website accessible for non-English speakers therefore it can be translated into Croatian or Italian.

The website will be regularly updated, also with all the materials provided by the partnership, keeping in mind the different audiences who might use it: local authorities, international organisations, consultants, entrepreneurs, programme beneficiaries, stakeholders and the general public.

The download area will give the possibility of free downloads of all the researches and outputs carried out during the project's lifetime.

Project website will be managed by Communication manager but all PPs must periodically send PCM information's, news and final documents that will be uploaded at website.

## 6.5. Poster

According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should place a poster (of minimum A3 size) with information about the project including the financial support from the 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.

In order to help project partners to comply with this obligation, the Programme will provide a Poster template available for download on the Programme web platform.



A poster will be produced with general information such as objectives, partners and time frame. The poster is designed for a broad audience and has the purpose to raise awareness of the project at conferences and events.

## 6.6. Partner institutional website

All project partners should publish on their institutional websites (“where such website exists”) a short description of the operation, in English or in the local language as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a).

This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union. Partners should also include 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.

## 6.7. Events

The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations. (Regulation (EU) No 1303/2013). During the events, project is encouraged to place the project poster or a project banner in a readily visible place (e.g. the front of the meeting room).

## 6.8. Publications

All project publications, including brochures, newsletters, studies, articles and others must include the project logo and the reference to the EU co-financing. When this is not possible, for example, in articles, conference proceedings or other publications, project should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme. In addition, project is strongly recommended to publish in the appropriate section of the Programme website the most essential results (or a summary of them) in the official language of the Programme – English - in addition to the other languages.

## 6.9. Audio /Video information

Any radio/audio spots should be marked and indicate that they are co-financed by the European Union. Please consider the following formats: 8<sup>’’’’</sup> brief announcement (so called radio billboard



just to indicate an institution financing a given Programme, right before or after a given program, and 15", 30" up to 60" radio spots. Radio spots can be treated as short forms (small promotional objects accordingly to art. 4 point 2 of the Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014). Thus the message would be "Programmes-financed by the European Union". In case of longer forms, like radio programs, the message would be "Programme co-financed by the European Union from the European Regional Development Fund". Ideally, any spot should mention a website where more info is available. However, above a length of 30 seconds, both the reference to the European Union and the ERDF shall be mentioned.

## 6.10. Quality of photos and videos

PPs must guarantee the quality of the materials to be published, not only from the point of view of the written contents. The texts should be written in plain language, and demand quality image files, i.e. high resolution professional images and high quality audiovisual materials.

### Quality of photos:

- All the photos files must be provided in original and in high resolution, with its credits (when necessary);
- Every project should have at least five good quality photos (300 dpi) that represent the project concept;
- PPs should have at least few high quality photos for each event they are organizing or participating
- Don't use pictures strictly related to the project administrative or management activities (i.e. internal coordination meetings) to promote communication of the project.

### Quality of videos:

- In the website pages videos should be embedded as Youtube videos;
- Videos in national languages must have English subtitles;
- At least one video for the project (promotional videos, coverage, interviews and video editing of the events' recordings) should be produced;
- PPs should use, whenever possible, good video-graphic design to increase impact of the project message.

### 6.11. Promotional gadget

Promotional gadgets can be a good way to raise awareness about a project. However, they should be produced only if they meet strategic objectives and are linked to a promotion strategy. Please take notice of some parameters to take into account when producing goodies:

- is it relevant for the promotion of my project?
- is it useful, creative and memorable enough?
- is it green? It is strongly recommended to adopt a "green approach" for the promotional gadgets.

Again the golden rule: all promotional gadgets should be branded with the project logo and the reference to the EU co-financing.

### 6.12. Social media

Social media are becoming more and more important to reach a wide range of target audiences. This communication medium is however very diverse and needs regular feeds which can also be time consuming.

The Programme encourages its project to develop an online presence through some of the social media channels whenever this fits with their communication objectives and is in line with the specificities of their target audiences. Social media has the advantage of being a two way communication channel, meaning that project 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.

Although social media is in theory free of cost, project should foresee the necessary time and resources to feed social media channels.

### 6.13. Quality of final documents

It is mandatory that each final document have a cover page with all necessary information and correct usage of visibility elements.

#### Minimum content of the cover page:

- Full logo set: (1) project logo + (2) EU flag and (3) reference to the European Regional Development fund (ERDF), project full title, axis, objective, URL of project website.
- Title of deliverable (as in SIU)
- Work package number, name of Work Package

- Activity number, name of activity
- Partner in charge (author)
- Partners involved
- Status (draft, final, N.\_of\_version, etc.)
- Distribution (confidential, public, etc.)
- Date(s)

For any publication produced by projects, such as recommendations, good practice guides, etc., it is necessary to use the following disclaimer: “...reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein...”

When project documents are finalized and approved by the project partnership, they must be uploaded at project website – LIBRARY.

## 7. Environmentally oriented communication approaches and horizontal principles

Project Communication Strategy prescribes usage of **environmentally oriented communication** approaches with;

- minimum printed materials;
- using eco-friendly materials;
- focus on activities designed to inform and inspire the general public in the issue of marine litter and raise awareness about the problems and solutions.

PCS follows **horizontal principles**:

- Sustainable Development – project partners will promote activities that will contribute to reduction of marine litter in Adriatic sea.
- Equal opportunities and non-discrimination - Non-discrimination will not cover only women and men, but any discrimination based on racial or ethnic origin, religion or belief, disability, age or sexual orientation. MARLESS emphasises the importance of sharing knowledge, good practices and the principle of equal access to information.

- Equality between men and women - The aim of equality between women and men is one of the fundamental values of the European Union. MARLESS promotes actions and measures where gender-mainstreaming aspects are part of project activities.

## 8. Activities and Deliverables

PCS Activities aims to reach the actors of the decision making process and citizens in order to raise awareness and to share with them the findings, new knowledge, outputs and results achieved by project MARLESS. Communication manager is entrusted to collect all achievements and information about MARLESS and share them through planned dissemination concepts, tools, actions and channels for:

- External communication – such as: social media, videos, websites, synergies with European networks, dissemination events, greening publications, capitalization encounters with other IT-HR funded projects and external events to mainstream, transfer and cross-fertilise MARLESS milestones;
- Internal communication – assuring the constant and effective exchange of information between PP using: e-mail, Skype/GoToMeeting/Zoom, phone calls, Dropbox, etc.

Each region will appoint Regional Communication Manger (RCM) that will be at the same time responsible for implementation of communication activities at regional/PPs areas, and be the link to Project Communication Manager and other RCMs.

Project Communication Manager (PCM) is selected by WP2 coordinator, PP)-DURA and it will be responsible for coordination of all WP's activities.

### Project MARLESS communication activities are:

- Activity 2.1. – Start-up activities
- Activity 2.2. – Communication tools, materials and monitoring
- Activity 2.3. – International communication & dissemination of project results
- Activity 2.4. – Regional communication

## 8.1. Activity 2.1. – Start-up activities

Start-up activities are first step for successful implementation of communication activities.

### D2.1.1 Kick-off meeting

Kick-off meeting organized by LP - Arpa Veneto will represent the opening of the project and involve all partners. Because of COVID-19 measures, KOM will be held online.

During the meeting, Project Communication Manager will be appointed – PP9 – IRENA – Nikola Petrić ([Nikola.petric@irena-istra.hr](mailto:Nikola.petric@irena-istra.hr))

After the meeting, LP will prepare MINUTES of the meeting, including the decisions taken and the names and contacts of the PCM, RCM and partners' contact list in charge for each WP.

**Partner involved:** LP, all partners – participants/speakers

**DEADLINE:** July 2020.

### D2.1.2 Project Communication Strategy

This PCS, as mentioned before, will be developed by Communication Manager and shared with all project partners. All project partners can comment developed document and give feedback how to improve it.

**Partner involved:** PP9-editor, all partners contribute

**DEADLINE:** September 2020.

### D2.1.3 Regional Communication Plans

After finalization of PCS, each Regional Communication Manager will prepare Regional Communication Plans - RCP (1 per each region, 6 in total: HR2, IT4). RCPs shall follow principles of PCS including activities tailored to transfer project information to regional target groups, list of possible PPs participation on external and international events participation, tools and materials to be used on regional level and plan for regional media campaign.

Plan includes also mailing list of the main stakeholders (in accordance with GDPR), including media representatives. This list will be updated frequently.

PCM will prepare:

- template for RCP with proposed content
- template for mailing list of main stakeholders and media list

According to these templates, all RCM's will prepare their Plans and lists.

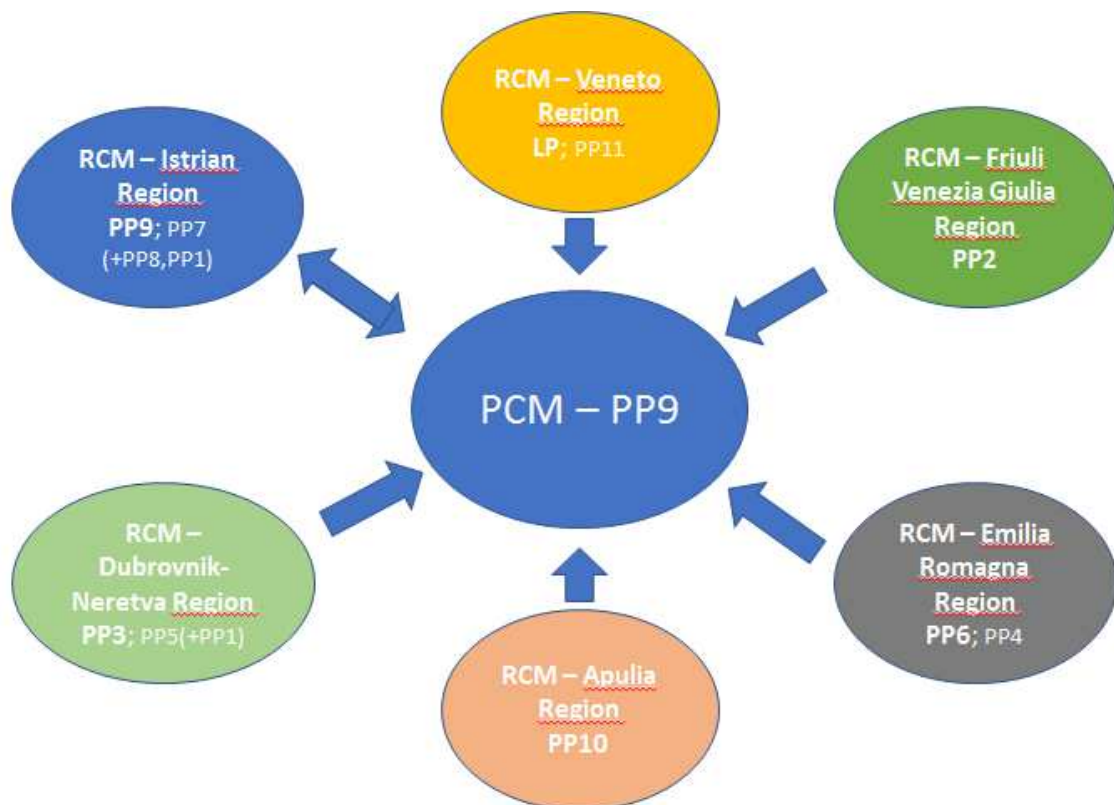


Figure 3 PCM and 6 RCM's

#### Partner involved (6 RCM):

- Istrian Region - PP9 in charge, PP7, PP8 and PP1 contribute
- Dubrovnik-Neretva Region - PP3 in charge, PP5 and PP1 contribute
- Veneto Region – LP, PP11
- Friuli Venezia Giulia Region – PP2
- Emilia Romagna Region – PP6 in charge, PP4 contribute
- Apulia Region – PP10

**DEADLINE:** October 2020.

Deliverable	PP involved	DEADLINE
<b>2.1.1 Kick-off meeting</b> - report with the minutes of the meeting, including the decisions taken and the names and contacts of the PCM, RCM and partners' contact list in charge for each WP.	<b>LP – organization, minutes All PPs – participants/speakers</b>	<b>July – August 2020</b>
<b>2.1.2 Project Communication Strategy</b>	<b>PCM</b>	<b>September 2020</b>
<b>2.1.3 Regional Communication Plans (1 per each region, 6 in total: CRO 2, ITA 4)</b>	<b>6 RCM</b>	<b>October 2020</b>

Table 2 : Activity 2.1. – Start-up activities: PP’s involved and proposed deadlines

## 8.2. Activity 2.2. – Communication tools, materials and monitoring

Overall Communication Strategy follows “greening” principles, so communication tools and materials used are putting priority to electronic dissemination and foresee printing only if necessary. Virtual applications and equipment will be used to show real-time sea pollution to wider public on project events.

Accent will be put on web/digital tools and materials that will be used as one of the crucial means for the interaction with target groups.

### D2.2.1 Printing materials production

Planned printed materials include:

- Posters
- Roll-ups
- Beach-flags (and promo cleaning-up equipment (e.g. t-shirts etc.)

According to regulations, all projects partners should place a poster (of minimum A3 size) with information about the project including the financial support from the 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. In order to help project partners to comply with this obligation, the Programme provided a Poster template.



Poster template will be edited by Communication Manager with all required descriptions and logos. PCM will prepare poster in three languages (ENG; ITA; HR) and send it to all PP's who are obligated to print it.

As main part of activities will be done at beaches, PP involved will produce beach flags and other promo cleaning-up equipment (e.g. t-shirts). Roll-ups will be used for conferences, info days, and exhibition events. Templates for Roll-ups and beach flags will also be provided by PCM.

#### Partner involved:

- Poster – PCM will prepare design of poster, all partners print the poster
- Roll-up - PCM will prepare design, printing according to table below
- Beach-flag and promo equipment - PCM will prepare design of beach-flag, PP prepare other promo materials according to what they will plan in their RCP, printing according to table below

#### DEADLINE:

- Poster – design; September-October 2020, printing; October 2020
- Roll-up - design; October 2020, printing; October-November 2020
- Beach-flag – design; December 2020, printing; March 2021
- promo equipment - printing of materials according to RCP

RCP	Printing		
	poster A3	roll-up	beach flags
Istrian Region	PP9, PP7	PP9, PP7	PP9, PP7
Dubrovnik-Neretva Region	PP3, PP5	PP3	PP3
-	PP1	PP1	-
Veneto Region	LP,PP11	LP	LP
Friuli Venezia Giulia Region	PP2	PP2	PP2
Emilia Romagna Region	PP6, PP4	PP6	PP6
Apulia Region	PP10	PP10	PP10
<b>TOTAL</b>	<b>11</b>	<b>8</b>	<b>7</b>

Table 3 Printing of promotional materials







**MARLESS**  
 MARine Litter cross-border awarenESS  
 and innovation actions

*BRIEF SLOGAN (IF ANY)*  
 (max 50 characters space included)

PROJECT DURATION  
 XXXX - XXXX

ERDF  
 XXXXXXXX

TOTAL BUDGET  
 XXXXXXXX

**DESCRIPTION**  
 (max 300 characters space included)  
 Please specify your project objectives, give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

**PROJECT PARTNERS**  
 Logos

**CONTACT**  
 Name of institution  
 Contact person  
 Email

European Regional Development Fund [www.italy-croatia.eu/erdfmvm](http://www.italy-croatia.eu/erdfmvm)

Figure 4 Project poster

## D2.2.2 Web/digital tools and materials

Format of MARLESS **project website** will be provided by the Programme and will be constantly updated Communication manager/Web manager.

Firstly, PCM will collect from all PP's their institutional logos and short descriptions for "Partnership" section. After website is opened, all PPs must periodically send PCM information's, news and final documents that will be uploaded at website.

**Project website:** <https://www.italy-croatia.eu/web/marless/about-the-project>

By the end of project, In LIBRARY and TOOL section PCM must upload:

- Reports from all meetings
- Reports from all evets organized (HLE, local events etc.)
- Reports from participation in external events
- PDF versions of promotional materials
- Report with links to websites, media relations and press releases issued
- All final version of WP3,4,5 and 6 deliverables – documents, methodology, plans, tools,etc.

- etc

In MULTIMEDIA section PCM must upload:

- Photos from all meetings
- photos from all events organized (HLE, regional events etc.)
- Photos from participation in external events
- Photos of promotional materials in use
- Etc.

WP coordinator are responsible to send all final documents to PCM as soon they are finalized. RCM are responsible to send follow up reports, news and photos after each organized event/participation in external event to PCM immediately after its organization/participation.

One project portrait prepared as **digital flyer** (ENG, IT, HR) will be prepared by CM and disseminated by RCPs. Digital flyer will be prepared as a short description of the project and will contain project visibility, short description of project, project approach, objectives, duration, total budget, list of project partners (+logos), links to Website and social media and main contacts. Flyer will be also available for download from project website

A **short video** presenting the project will be developed by PCM. Video will be developed in all three languages (ENG, ITA, HR) or just in ENG with subtitles on all three languages. Video will be uploaded on project website and disseminated following RCPs activities

Two (PP6, PP7) **digital publications** will be published in relevant paper magazines. Publication will be prepared after important project milestones.

All PP's must update their **institutional websites** with projects information and link to the project website. Website should at least contain project visibility, short description of project (objectives, duration, budget, expected results etc.), role of PPs in the project and links to project Website and Social media. After website is created, PP's should send the link to PCM.

**Video-tutorials e-learning pills** for replication of the actions and good practices will be developed in each RCP. During project duration, PP's will agree about duration and content of these materials. Taking into account the budget limitation of some PPs, it is possible to agree that two sets of materials will be developed; one by ITA partners and one by HR partners.

Social media communication will be done through **Facebook and YouTube**. PCM will open and manage the accounts but all PP's should be active on accounts (periodically send materials/news/photos to CM, like the content, share the content with regional stakeholders etc.)

#### Partner involved:

- Project website - managed by PCM, all PP's/RCM contribute with content
- Project portrait prepared as digital flyer - designed by PCM, printed (taking into account of greening rule, a minimum number of printed materials will be defined in RCP's depending of number of PP's in region, number of planned events/expected participants etc.) and distributed by PP's/RCM
- Short video presenting the project – developed by PCM, distributed by all PP's/RCM
- Partners institutional websites – all PP's
- Digital publications on relevant paper magazines – one PP6, one PP7
- Video-tutorials e-learning pills for replication of the actions and good practices – developed by all RCP's
- Facebook and YouTube - managed by PCM, all PP's/RCM contribute with content

#### DEADLINE:

- Project website - during project duration
- Project portrait prepared as digital flyer - designed by December 2020, distributed during project duration
- Short video presenting the project – during 2021
- Partners institutional websites – September 2020
- Digital publications on relevant paper magazines – during project duration, after important project milestones
- Video-tutorials e-learning pills for replication of the actions and good practices – during 2021
- Facebook and YouTube - during project duration

#### D2.2.3. Video screen and mobile Info stands

Video screen (PP1, PP7) and mobile Info stands with virtual reality headsets showing 360°marine environment (LP) will be placed on high-frequent locations and will be used on project events for wider public. VR will present ML problem through audio-visual experience (underwater sound, photographs, infographic, dialogue with scientists on ML).

Involved partners will purchase equipment at the start of the project and digital content will be periodically upgraded during project duration.

**Partner involved:** LP, PP1 and PP7

**DEADLINE:** Purchased by June 2021, content updated during project duration

Deliverable	PP involved	DEADLINE
<b>2.2.1 Printing materials production</b>		
11 posters (minimum A3 size)	PCM will prepare design of poster, all partners print the poster	Poster – design; September-October 2020, printing; October 2020
8 roll-ups	PCM will prepare design; Printing: PP9,PP7,PP3, PP1, LP, PP2, PP6,PP10	Roll-up - design; October 2020, printing; October-November 2020
7 beach flags and other promo cleaning-up equipment	PCM will prepare design Printing: PP9,PP7,PP3, LP, PP2, PP6,PP10	Beach-flag – design; December 2020, printing; March 2021 Promo equipment - printing of materials according to RCP
<b>2.2.2 Web/digital tools and materials</b>		
Project website	Managed by PCM RCM contribute	During project duration
Informations for project website	All	September 2020
1 project portrait prepared as digital flyer	Designed by PCM Distributed by RCM	Designed - December 2020, distributed during project duration
1 short video presenting the project will be uploaded on project website (ENG)	developed by PCM, distributed by RCM	During 2021
2 digital publications on relevant paper magazines	PP6, PP7	During project duration – at least by November 2022
Partners institutional websites will be updated with projects information and linked to the project website	All PP's	September-October 2020
Video-tutorials e-learning pills for replication of the actions and good practices	6 RCM	During 2021
Facebook and YouTube	Managed by RCM RCM contribute	During project duration
<b>2.2.3. Video screen and mobile Info stands with virtual reality</b>	Video screen - PP1, PP7 Info stands - LP	Purchased by June 2021, content updated during project duration
<b>2.2.4. Communication Evaluation Reports</b>	PCM All RCM contribute with sending information's and materials	30 days after end of project period - all PP's/RCM send info to PCM 45 days after end of project period - PCM prepares Joint report,

**Table 4 Activity 2.2. – Communication tools, materials and monitoring: PP's involved and proposed deadlines**

### 8.3. Activity 2.3. – International communication & dissemination of project results

Project will contribute to the activities organised by the Programme, foresees participation to external marine litter events, will participate on EU-level events and plans organisation of two international conference high-level events.

#### D2.3.1. Two high level international events

Two high level international events involving relevant policy makers (presence of MA/JS Programme representatives, of relevant EU representative/network, of Italian and Croatian national representative) will be organised.

First one will be organised by PP2 Region Friuli Venezia Giulia parallelly with 2<sup>nd</sup> project meeting partners meeting.

If the COVID-19 emergencies persist:

- the first event organised by PP2 can be organized as a Web-conference or Webinar
- or can be postponed for later stages of the project when problem with COVID-19 is solved

Second one will be organised by PP3 DUNEA as final international conference in Dubrovnik with 4 panel discussions:

- Adriatic Sea as driver of development – focusing on ML issues;
- Impact of ML on biodiversity;
- ML in fisheries and aquaculture sector – fishermen and shellfish farmers as guardians of the sea
- ML as global problem with no administrative borders

All partners should help organizers with recommendation of quality speakers that can be involved and invitation of stakeholders to the event.

Participants on events should be all project partners, MA/JS Programme representatives, representatives of EUSAIR, Italian and Croatian national representatives, regional stakeholders, MEDIA, general public, Etc.

**Partner involved:** organised by PP2 and PP3, all other PP's participate at events

**DEADLINE:** First - 2nd partners meeting, Second - final conference by the end of project

### D2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the Programme

The project is invited to contribute to the other activities organised by the Programme in their forward planning and to foresee some budget for the participation to the events that may include:

- Annual Programme events;
- Events organised by European institutions (Regio Star/ The European Week of Regions and Cities);
- European Cooperation Day;
- Relevant (thematic) events organized by other ETC Programmes and projects overlapping the same cooperation area; Participation in information and training seminars: web platform trainings; communication/implementation trainings for projects (at least LP and partner responsible for communication).

At least LP and PCM need to periodically participate at mentioned events. If possible, also other PP's may attend these events but is necessary to get approval of JS before participation.

**Partner involved:** at least LP and PCM

**DEADLINE:** during project duration

### D2.3.3. Participation to external events

Each partner will take part on an external event/international fair about sea/fishery, bringing project results about Marine Litter. PP's should plan their participation upfront, in order to have the time to develop results and to book the place for the project stand.

Detailed plan of participation in external events should be described in Regional Communication Plan. **Each partner needs to participate in at least one event during project duration.**

PCM leader and PP8 will participate on IFAT 2021 - World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, planned to be held in May 2021, München, according to security conditions correlated to COVID-19 health emergency development.

After participation at external event, PP's must fill event follow up report (template will be provided by PCM) and send it to PCM.

**Partner involved:** all PP's

**DEADLINE:** during project duration

Deliverable	PP involved	DEADLINE
<b>2.3.1. Two high level international events</b>	Organized by PP2, PP3 Participation of all PP's	First - 2nd partners meeting Second - final conference by the end of project
<b>2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the Programme</b>	at least LP and PCM leader	During project duration
<b>2.3.3. Participation to external events</b>	All PP's	During project duration

Table 5 Activity 2.3. – International communication & dissemination of project results: PP's involved and proposed deadlines

### 8.3. Activity 2.4. – Regional communication

Regional communication activities will target specific stakeholders interested in minimizing the impact of ML in each of the 6 regions presented in the project. Each PP will act on his region territory (PP1, Ministry of Environment and Energy will contribute to both HR RCPs), following RCP, sharing in every case his activity with the other partners through the communication channel and events provided.

Each partner will have budget to promote regional communication activities. Partners belonging to the same region will coordinate to create joint dissemination actions. Activities will be organised by PPs responsible for RCPs, while other partners will contribute to activity.

More detailed explanation of Regional communication activities must be provided in Regional Communication Plans developed by Regional Communication Managers and contributing partners. In RCP's, RCM should define:

- More detailed deadlines for regional deliverables
- Expected number of participants at regional events
- Strategy for regional media relations and digital communication



- Etc.

A shared folder where all the materials used and produced by Italian and Croatian partners in the implementation of their regional communication activities will be created.

#### 2.4.1. Regional info days (RID)

RCP will predict at least 2 info days per region. RIDs will be used to involve stakeholder's as well present project deliverables and discuss possible ML measures. RIDs format will be in two types: closed events for targeting specific stakeholders and open events focused on general public.

Closed events could be organised as hybrid activity where part of participants is involved online. Fairs organised in frame of RIDs will engage public in ML cleaning actions designed for the purpose to enhance citizen's involvement

In RCP's, RCM should define:

- expected deadline for organization of 2 RIDs
- expected number of participants/type of participants
- general programme of events

After organization of event, RCM must fill event follow up report (template will be provided by PCM) and send it to PCM.

**Partner involved:** all PP's/RCP, 2 info days per RCP

**DEADLINE:** during project duration – more detailed deadlines should be planned in RCP (proposed: one in 2021, one in 2022.)

#### 2.4.2. Short movie/video clip or radio spot

Each RCP should produce at least one short movie/video clip or radio spot (2 – 5 min) on ML impact targeted to its specific target group.

**Partner involved:** all PP's/RCP, 1 per RCP

**DEADLINE:** during project duration – more detailed deadlines should be planned in RCP



### 2.4.3. Exhibition events

Exhibition events - 1 in each region; aimed to engage the general public in the issue of ML and raise awareness about the problems and solutions. The exhibitions event will be designed to inform and inspire actions in the general public in an accessible and engaging medium/multimedia experience including technical/scientific information.

In RCP's, RCM should define:

- expected deadline for organization of event
- expected number of participants/type of participants
- general programme of events

After organization of event, RCM must fill event follow up report (template will be provided by PCM) and send it to PCM.

**Partner involved:** all PP's/RCP, 1 per RCP

**DEADLINE:** during project duration – more detailed deadlines should be planned in RCP

### 2.4.4. Press releases

At least 2 press releases issued by each Regional Communication Manager (12 in total).

RCM should send links/screenshots to RCM after they issue press release.

**Partner involved:** all PP's/RCP, at least 2 per RCP

**DEADLINE:** during project duration – First one to announce start of the project, second one to inform media and general public on pilot activities/ organisation of regional info days/exhibition event.

#### 2.4.5. Medial relation and digital communication promotion

Each RCM will plan Medial relation and digital communication promotion for their respected region. Firstly, In RCP, RCM should define most relevant stakeholders and target groups and then plan most effective ways of reaching them.

Taking in account also partner budgets, activities like advertising, promotional space purchase on online portals/ digital media and promotion on radio/tv/newspaper can be used.

**Partner involved:** all PP's/RCP

**DEADLINE:** during project duration

Deliverable	PP involved	DEADLINE (more detailed deadlines should be planned in RCP)
<b>2.4.1. Regional info days (RID) – 2 per RCP</b>	6 RCM	during project duration (proposed: first in 2021, second in 2022.)
<b>2.4.2. Short movie/video clip or radio spot – 1 per RCP</b>	6 RCM	during project duration
<b>2.4.3. Exhibition events - 1 per RCP</b>	6 RCM	during project duration
<b>2.4.4. at least 2 press releases issued by each RCP</b>	6 RCM	first – October 2020 second – During project duration
<b>2.4.5. Medial relation and digital communication promotion</b>	6 RCM	during project duration

Table 6: Activity 2.4. – Regional communication: PP's involved and proposed deadlines

## 9. Monitoring and evaluation of communication activities

The communication system should be tested periodically to ensure that messages are received and understood and the receivers are satisfied with the method deployed. Thus it is important to evaluate the success of communication activities, in order to learn which ones are successes and which need adjustments. Evaluation also creates useful feedback to share with others in the Programme and provides valuable lessons for future projects, so that they can learn from the project experience.

Project Communication Manger (PCM) has a key role for the sound and efficient implementation of communication activities in line with the project, PCS, and Programme obligations. PCM will set the tools (Communication report template) for monitoring and evaluation of the activities.

After each Progress period, Communication manager needs to prepare **D2.2.4. Communication Evaluation Report** on project level and then LP uploads it in SIU. So that can be possible, each project partner needs to fill Communication report template on partner level (or Regional communication manager can collect info from all PPs in its region and prepare joint report) and send it to Communication manager. Together with report, PP's send all related annexes (produced communication materials, photos, links to press releases, event follow up reports, etc.) PCM will modify common programme template in the way that project visibility is added and activities will be modified according to AF.

**Partner involved:** PCM prepares joint report, all PP's/RCM send information and produced materials

**DEADLINE:**

- 30 days after end of project period - all PP's/RCM send info to PCM
- 45 days after end of project period - PCM prepares Joint report

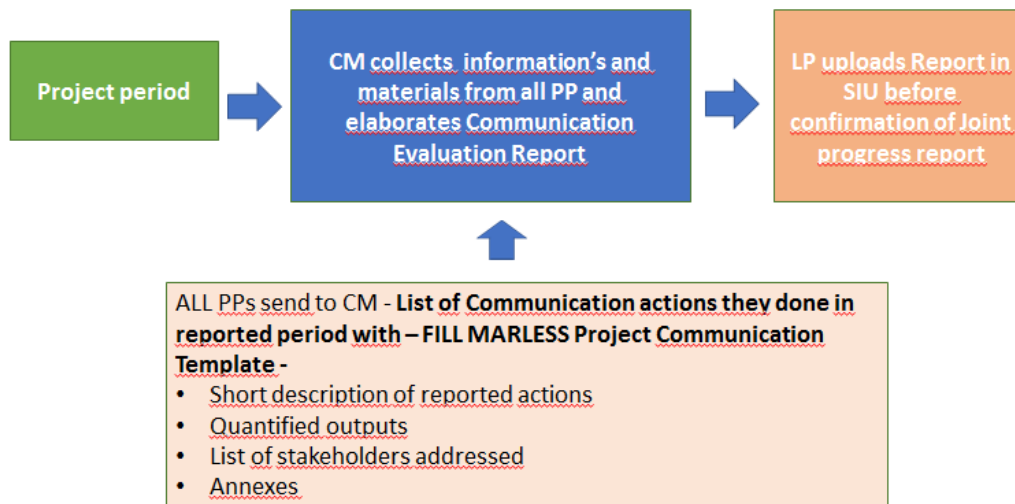


Figure 5 Communication Evaluation procedure





## 11. Resources and finance

In line with the AF of the project the following resources are available for the implementation of WP2 Communication activities. Please note that in below tables are total resources on the project level and RCM should plan precise resources per PP in their Regional Communication Plans.

WP2/ActivityN/Title)	Staff	External expertise and services	Office and administration	Travel and accomoation	Equipment	Total
<b>2.1 Start-up activities</b>	€ 81.450,00	€ 53.100,00	€ 12.217,50			€ 146.767,50
<b>2.2 Communication tools, materials and monitoring</b>	€ 111.900,00	€ 73.061,00	€ 16.785,00		€ 3.000,00	€ 204.746,00
<b>2.3 International communication &amp; dissemination of project results</b>	€ 45.000,00	€ 17.200,00	€ 6.750,00	€ 63.700,00	€ 2.000,00	€ 134.650,00
<b>2.4 Regional communication</b>	€ 84.300,00	€ 156.570,00	€ 12.645,00			€ 253.515,00
<b>TOTAL</b>	€ 322.650,00	€ 299.931,00	€ 48.397,50	€ 63.700,00	€ 5.000,00	€ 739.678,50

Table 8 Budget breakdown per WP2 - activities / budget line

	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
<b>WP2</b>	€ 22.085,00	€ 209.153,50	€ 96.855,50	€ 170.367,00	€ 102.130,00	€ 139.087,50

Table 9 Overview per WP2 per budget periods

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## Contacts

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## Links

**MARLESS project web site:** <https://www.italy-croatia.eu/web/marless/about-the-project>

**MARLESS social media:** [https://www.facebook.com/marless.marinelitter/?ref=page\\_internal](https://www.facebook.com/marless.marinelitter/?ref=page_internal)

**MARLESS YouTube:** <https://www.youtube.com/channel/UCHP2TgpCU74pvCYtKDASIQg/videos>

**MARLESS Dropbox folder:** <https://www.dropbox.com/home/MARLESS>