

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

MARLESS (MARine Litter cross-border awareN ESS and innovation actions)

Priority Axis: Environment and cultural heritage; Specific objective: 3.3 - Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

D2.2.1 Printing materials production

2.2. Communication tools, materials and monitoring

WP2

Version: FINAL
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Work Package:	2. Communication activities
Activity:	2.2 Communication tools, materials and monitoring
WP Leader:	PP9 IRENA – ISTRIAN REGIONAL ENERGY AGENCY L.T.D.
Deliverable:	D2.2.1 Printing materials production

Version:	FINAL	Date:	30.06.2023
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Involved Partner	All PPs		
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1. Introduction

Overall Communication Strategy follows “greening” principles, communication tools and materials used are putting priority to electronic dissemination and foresee printing only if necessary. Main part of activities has been done at beaches so the PP involved will produce beach flags and other promo cleaning-up equipment (e.g.t-shirts). Roll-ups were used for conferences, info days, exhibition events. Video screens will be placed on high-frequent locations presenting project outputs. Posters are obligated and were printed by all PPs.

Materials produced:

- posters (minimum A3 size),
- roll-ups,
- beach flags and other promo cleaning-up equipment
- MARLESS ambassador posters (additional deliverable)

2. Poster



Interreg Italy - Croatia MARLESS 

MARLESS
MARine Litter cross-border awarenESS
and innovation actions

CLEAN ADRIATIC SEA FOR FUTURE GENERATIONS

PROJECT DURATION
01/06/2020 - 31/12/2022

ERDF
3.608.017,10

TOTAL BUDGET
4.244.726,00

DESCRIPTION
MARLESS implements actions focused on the phenomenon of Marine Litter from different points of view and methods of intervention. Therefore, it puts into effect actions of monitoring, management, prevention, removal of the ML and proposes experimental actions aimed at treating of plastic waste.

PROJECT PARTNERS

   
 Agenzia Regionale per la Protezione e Prevenzione Ambientale del Veneto | Ministry of Economic and Sustainable Development | REGIONE AUTONOMA FRIULI VENEZIA GIULIA | DENE - Dipartimento Nazionale per la Protezione dell'Ambiente

   
 CEACIA | UNIVERSITA' TRIESTE | ALMA MATER STUDIORUM UNIVERSITA' DI BOLOGNA | IRENA - Istituto Nazionale per lo Studio e l'Informazione Tecnologica

   
 REGIONE PUGLIA | REGIONE del VENETO | ISTRIA TRIESTINA | Regione Emilia Romagna

CONTACT
ARPAV - Regional Agency for Environmental Protection and Prevention of Veneto
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European Regional Development Fund www.italy-croatia.eu/marless

Figure 1. Project poster printed by all PPs

3. Roll - up



MARLESS
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**CLEAN ADRIATIC SEA FOR
FUTURE GENERATIONS**

TOTAL BUDGET: 4,344,726,00 €
ERDF: 3,884,917,00 €
PROJECT DURATION: 01/01/2020 - 31/03/2022

PROJECT PARTNERS

CONTACT
ARPAV - Regional Agency for Environmental Protection and Prevention of Veneto
Lorenzo Trevis, lorenzo.trevis@arpa.vv.it

European Regional Development Fund | www.italy-croatia.eu/interreg

Figure 2. Project roll-up

4. Beach-flag and other promo cleaning-up equipment



Figure 3. Project beach-flag (two versions)



Figure 4. Examples of other promo materials

5. MARLESS ambassador poster



MARLESS AMBASSADOR
MARine Litter cross-border awareness and innovation actions

CLEAN ADRIATIC SEA FOR FUTURE GENERATIONS

PROJECT DURATION
01/06/2020 - 31/12/2022

ERDF
1,008,017.76

TOTAL BUDGET
1,344,726.90

DESCRIPTION / DESCRIZIONE / BEZEICHNUNG
Project MARLESS tackles the problem of the Marine Litter in the Adriatic Sea from several perspectives to obtain visible and concrete results. The sources of pollution are various and project will develop several actions aimed at reducing the environmental and socio-economical costs, and addressing both the direct and indirect causes of Marine Litter.

CONTACT
Regione Puglia
Via Genesio 52
Bari

Beach concessionaires involved:

1. Le Maldive del Salento
2. Pescoluse-Salve (Lecce)
3. Le Sirene eco resort - Caroli Hotel Gallipoli (Lecce)

*Region of Puglia

Figure 5. MARLESS ambassador poster (Puglia region)



MARLESS AMBASSADOR
MARine Litter cross-border awareness and innovation actions

CLEAN ADRIATIC SEA FOR FUTURE GENERATIONS

PROJECT DURATION
01/06/2020 - 31/12/2022

ERDF
1,008,017.76

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CONTACT
ANPAV - Regional Agency for Environmental Prevention and Protection of Veneto
www.anpav.veneto.it

Beach concessionaires involved:

1. Marina di Venezia: Cavallotti Tespoli
2. Euro Beach Jesolo: Jesolo
3. Cinque Beach: Eracleo
4. Consorzio Arenili Caorle: Caorle
5. Bibione Mare S.p.A.: San Michele al Tagliamento

Thank for the cooperation to:
Union Mare Veneto Association

*Region of Veneto

Figure 6. MARLESS ambassador poster (Veneto region)



MARLESS AMBASSADOR
MARine Litter cross-border awareESS and innovation actions

CLEAN ADRIATIC SEA FOR FUTURE GENERATIONS

Work package 4 - Awareness raising and governance; 4.2 Sensitising the touristic sector

PROJECT DURATION: 01/06/2019 - 31/12/2022

ERDF: 3,406,917.19

TOTAL BUDGET: 4,241,726.09

DESCRIPTION / OPIS
MARLESS implements actions focused on the phenomenon of Marine Litter from different points of view and methods of intervention. Therefore, it puts into effect actions of monitoring, management, prevention, removal of the ML and proposes experimental actions aimed at treating of plastic waste.

MARLESS provodi akcije usmjerene na fenomen morskog otpada s gledišta i metoda intervencije. Stoga se stvaraju dijelovi nadzora, upravljanja, prevencije i uklanjanja ML-a i predlažu eksperimentalne akcije usmjerene na tretiranje plastičnog otpada.

CONTACT:
IRONA - Istrian Regional Energy Agency
irona@irene-istria.hr

Beaches involved in this activity:
1. VALAMAR – Rabac, Girandella beach
2. MAISTRA – Rovinj, Amorin beach
3. PLAVA LAGUNA – Poreč, Istarska hiža beach
4. PLAVA LAGUNA – Umag, Sipar beach

European Regional Development Fund

www.italy-croatia.eu/marless

Figure 6. MARLESS ambassador poster (Region of Istria)