

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 2.2.4 Communication Evaluation Reports

2.2. Communication tools, materials and monitoring WP2

Final Version – Summarized version – Public version
- Date: 30.06.2023

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PROJECT MARLESS

Work Package:	2. Communication activities
Activity:	2.2 Communication tools, materials and monitoring
Phase Leader:	IRENA – Istrian Regional Energy Agency
Deliverable:	Final Communication Progress Report

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Contributors:	All PP's		

Communication Evaluation Reports

SUMMARY OF ACTIVITIES

Overall Communication Strategy of project MARLESS follows “greening” principles, communication tools and materials used are putting priority to electronic dissemination and foresee printing only if necessary.

The project communication goals were:

- 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

Main tactics and approaches were:

- 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.

MAIN ACHIVEMENTS:

- Organization of kick-off-meeting, developmnet of Project Communication Strategy and 6 regional plans
- Printing materials production; production of 1 project poster, 2 roll-up, 2 beach flag and other promo materials
- Web/digital tools and materials; 1 project website regularly updated, 1 project portrait developed – digital flyer in three languages; 1 short video presenting the project developed; 1 digital publications on relevant paper issued 11 partners institutional website updated with projects information; 7 video-tutorials (e-learning pills) developed; 1 Facebook page and 1 YouTube channel created and regularly updated with new content
- 1 mobile Info stands with virtual reality and video materials produced
- 2 high level international events organized
- 2 participation in Annual Programme event, European Cooperation Day
- 29 Participation to external events
- 18 info days events organized
- 5 short movie/video developed (2-5 minutes) and 8 video clips created (1 minute)

DELIVERABLE	EXPECTED	ACHIEVED	STATUS
2.1 Start-up activities			
2.1.1 Kick-off meeting	1 Kick-off meeting organized by Arpa Veneto will represent the opening of the project and involve all partners	<p>1 Kick-off meeting organized</p> <p>The Kick off meeting, organized online because of Corona Virus mobility restrictions, has been organized on 28th and 29th July 2020. It was hosted by project LP and all PPs participated, including the members of (INTERREG ITALIA - CROATIA Joint Secretariat.</p> <p>MINUTES were produced after the meeting.</p> <p>More info in report: 2.1.1 Kick-off meeting</p>	ACHIVED
2.1.2 Project Communication Strategy	1 Project Communication Strategy developed with an accent on environmentally oriented communication approaches	<p>1 Project Communication Strategy developed</p> <p>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.</p> <p>More info in report: 2.1.2 Project Communication Strategy</p>	ACHIVED
2.1.3 Regional Communication Plans	6 Regional Communication Plans (1 per region) developed. Plans shall	<p>6 Regional Communication Plans (1 per region) developed</p> <ul style="list-style-type: none"> Regional Communication Plan - Veneto Region 	ACHIVED

	follow principles of 2.1.2 including activities tailored to transfer project information to regional target groups	<ul style="list-style-type: none"> • Regional Communication Plan – Friuli Venezia-Giulia Region • Regional Communication Plan - Emilia Romagna Region • Regional Communication Plan – Puglia Region • Regional Communication Plan - Dubrovnik-Neretva Region • Regional Communication Plan – Istrian Region <p>More info in report: 2.1.3 Regional Communication Plans</p>	
2.2 Communication tools, materials and monitoring			
2.2.1 Printing materials production	Production and printing of: <ul style="list-style-type: none"> - poster (minimum A3 size), - roll-ups, - beach flags and other promo cleaning-up equipment. 	1 Set of Printing material produced <ul style="list-style-type: none"> - 1 posters (minimum A3 size), printed by all PP's - 2 versions of roll-ups, - 2 versions of beach flags and other promo cleaning-up equipment - 3 versions of MARLESS ambassador posters (additional deliverable) <p>More info in report: 2.2.1 Printing materials production</p>	ACHIVED
2.2.2 Web/digital tools and materials	Deliverable includes: <ul style="list-style-type: none"> - management of project website - 1 project portrait prepared as digital flyer (ENG, IT, CRO) 	1 Set of Web/digital tools and materials produced/managed <ul style="list-style-type: none"> - 1 project website regularly updated with project content - 1 project portrait developed – digital flyer in three languages; 	ACHIVED

	<ul style="list-style-type: none"> - 1 short video presenting the project - digital publications on relevant paper magazines - partners institutional websites be updated with projects information and linked to the project website; - video-tutorials e-learning pills for replication of the actions and good practices - social media communication will be done through Facebook and YouTube 	<ul style="list-style-type: none"> - 1 short video presenting the project developed; - 1 digital publications on relevant paper issued - 11 partners institutional website updated with projects information and linked to the project website; - 7 video-tutorials (e-learning pills) developed; - 1 Facebook page and 1 YouTube channel created and regularly updated with new content <p>More info in report: 2.2.2 Web/digital tools and materials</p>	
2.2.3. Video screen (PP1, PP7) and mobile Info stands with virtual reality headsets showing 360°marine environment	<p>Video screen (PP1, PP7) (removed in major change) and 1 mobile Info stands with virtual reality headsets showing 360°marine environment (LP) will be placed on high-frequent locations used on project events for wider public.</p>	<p>1 mobile Info stands with virtual reality and video materials produced</p> <p>ARPAV realized a 3D video aiming to represent the impact of the Marine Litter on the environment and show to the general public how they can actively change their behaviour</p> <p>More info in report: 2.2.3. Info stands with virtual reality headsets showing 360°marine environment</p>	ACHIVED
2.2.4. Communication Evaluation Reports	6 Communication Evaluation Reports	<p>Communication Evaluation Reports developed for each project period.</p> <p>Internal documents available in SIU.</p>	ACHIVED

2.3. International communication & dissemination of project results			
2.3.1. Two high level international events	2 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	<p>2 high level international events organized</p> <p>Two MARLESS High Level Events have bring together experts, relevant policy makers and the general public in order to discuss and tackle the problem of marine litter in the Adriatic Sea</p> <p>First evets was organized by PP2 Region Friuli Venezia Giulia at 16th June 2021. Unfortunately, because of COVID-19 pandemic, event was organized online.</p> <p>Second one was be organized by DUNEA as final international conference in Dubrovnik, 18 May 2023, 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“.</p> <p>More info in report: 2.3.1. Two high level international events</p>	ACHIVED
2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by	1 Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the	<p>2 participation in Annual Programme event, European Cooperation Day</p> <p>Participation at EUROPEAN MARITIME DAY 2022 in Ravenna (LP –</p>	ACHIVED

<p>the Programme</p>	<p>Programme</p>	<p>ARPAV, PP4 – CETACEA, PP6 – UNIBO, PP7 – IRENA)</p> <p>and</p> <p>Participation at INTERREG ITALY CROATIA final event in Ferrara presenting the final results of the MARLESS project (PP7 – IRENA)</p> <p>More info in report: 2.3.2. Participation to Annual Programme event, European Cooperation Day and information and training seminars organised by the Programme</p>	
<p>2.3.3. Participation to external events</p>	<p>Each partner will take part on an external event/international fair about sea/fishery, bringing project results about Marine Litter.</p>	<p>29 Participation to external events</p> <p>MARLESS partners presented the project on numerous external events and fairs related to marine litter issues, sea environment and environmental protection. Partners took these occasions to raise awareness about problematic of marine litter and to disseminate project results and findings.</p> <p>More info in report: 2.3.3. Participation to external events</p>	<p>ACHIVED</p>
<p>2.4 Regional communication</p>			
<p>2.4.1. Regional info days (RID)</p>	<p>2 info days per region used to involve stakeholders as well present project deliverables and discuss possible ML measures</p>	<p>18 info events organized</p> <p>Partnership predicted at least two regional info days (RID) per region, but some region organized even more RIDs to better disseminate project results to various target groups. Together, 18</p>	<p>ACHIVED</p>

		<p>info events were organized. RIDs were used to involve stakeholder's and citizens as well present project deliverables and discuss possible ML measures. RIDs format was in two types: closed events for targeting specific stakeholders and open events focused on general public.</p> <p>More info in report: 2.4.1. Regional info days (RID)</p>	
2.4.2. Short movie/video clip or radio spot	Short movie/video clip or radio spot (2 – 5 min) on ML impact targeted to its specific target group	<p>5 short movie/video developed (2-5 minutes) and 8 video clips created (1 minute)</p> <p>More info in report: 2.4.2. Short movie/video clip or radio spot</p>	ACHIVED
2.4.3. 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	<p>6 Exhibition events</p> <p>Exhibition events (1 per RCP) were 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. Most events were organized at the beach or coastline and some were followed by some other activities; per example cleaning actions of beachline and activities with school.</p> <p>More info in report: 2.4.3. Exhibition events</p>	ACHIVED
2.4.4. Press releases issued by each	2 press releases issued by each	90 press releases issued	ACHIVED

Regional Communication Manager	Regional Communication Manager (12 in total)	<p>Project planned to issue at least two press releases by each region participating in the project. At the end, results achieved are a lot higher than originally planned and there are 90 articles in national/regional media and institutional websites related to project MARLESS and problematic of marine litter</p> <p>More info in report: 2.4.4. Press releases issued by each Regional Communication Manager</p>	
2.4.5. Medial relation and digital communication promotion	Medial relation and digital communication promotion – advertising, promotional space purchase on online portals/ digital media, promotion on radio/tv/newspaper.	<p>6 Medial relation and digital communication promotion</p> <p>Each RCM planned these activities in their RCP and implement it in the way is most suitable for its region and project budget. At the end all project partners used free mean of media relation and digital communication by usage of social media, free press releases in newspapers and digital media, free interviews on radio and TV. This activity is actually a big part of many other communication activities and longer description can be found in reports related to other activities (like D 2.3.1, 2.4.1, 2.4.2, 2.4.3 etc.).</p> <p>More info in report: 2.4.5. Medial relation and digital communication promotion</p>	ACHIVED