2014 - 2020 Interreg V-A

Italy - Croatia CBC Programme

Call for proposal 2019 Strategic

CoAStal and marine waters integrated monitoring systems for ecosystems proteCtion AnD managemEnt

CASCADE

Project ID: 10255941

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

D5.4.1

Ocean literacy website and toolkit including: the booklet, visuals and infographics, online quiz for infotainment and gamification in learning/training context, quality videos with interviews

PP in charge: CMCC

Final version

Public document

June, 2023

Project acronym	**CASCADE**
Project ID number	**10255941**
Project title	**CoAStal and marine waters integrated monitoring systems for ecosystems protection AnD managemEnt**
Priority axis	**3 - Environment and cultural heritage**
Specific objective	**3.2 - Contribute to protect and restore biodiversity**
Strategic theme	**3.2.1 - Marine environment**
Word Package number	**WP5**
Word Package title	**Pilots for endangered species restoration and Integrated coastal/marine management system**
Activity number	**Activity 5.4**
Activity title	**Ocean literacy toolkit and events**
Partner in charge	**PP1 – CMCC Foundation**
Partners involved	**All PPs**

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Introduction

The Adriatic Ocean literacy website is the digital hub that collects multimedia and multidisciplinary content to enhance public awareness on ocean literacy at the service of the general audience, with a specific focus on the region interested by the Interreg Italia-Croatia.
Defined as an understanding of the ocean's influence on you and of your influence on the ocean, Ocean Literacy is a way not only to increase the awareness of the public about the ocean, but it is an approach to encourage all citizens and stakeholders to a more responsible and informed behavior towards the ocean and its resources.

Website

The website is intended to address the importance of ocean literacy activities in the Adriatic area and on the necessary adaptation measures, prevention, and management of climate-related risks. The release of the ocean literacy toolkit will enlarge the already engaged ocean community and effectively connect with stakeholders and the general public. The toolkit is an instrument to support the dissemination of the solutions that allow IT and HR policymakers to cooperate in the delivery and implementation of measures for strengthening the adaptation capacity of the Programme area. The website is set up to host three languages (IT, HR and UK).

A website on ocean literacy for the Adriatic Sea collecting results and solution is provided at

https://www.adriaticoceanliteracy.eu/

Hardypress Backend

The website hosting is provided by *Hardypress (https://www.hardypress.com)*, a service that creates a static version of a *Wordpress* instance, this means that designers can create templates and editors can edit content on a standard Wordpress backend and Hardypress automatically creates a static version of the website increasing performance and stability.
The theme builder used to create and design the templates is *Elementor (https://elementor.com)*, an advanced theme editor that provides all the instruments and tools to develop the pages and sections of the entire website, starting from parts like header and footer to each single page and post template. In addition to the standard Wordpress install and theme builder, a few plugins were installed to improve the theme builder capabilities and the handling of data structure within pages and categories, in particular *Advanced Custom Fields* to add additional information to posts and *WPML* to add multi-language and translation functionalities to website content. The website is configured to be edited in three different languages: Italian (default), English and Croatian (Figure 1).

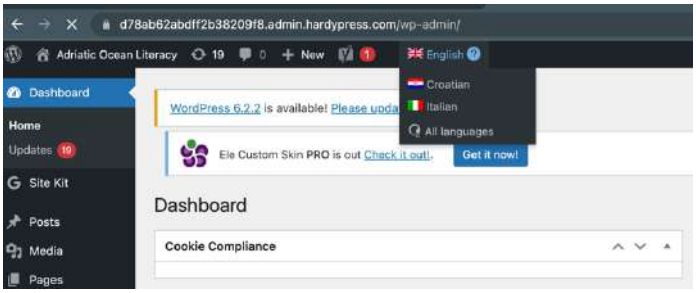

Fig. 1 - The backend dashboard and the language settings

Website structure

The CASCADE results and best practices will be used to elaborate ocean literacy information and tools customised for each target group, considering the different languages. These tools will increase awareness and understanding about ocean literacy in the cooperation area. The outputs will promote Adriatic Ocean literacy by providing educational and technical tools. It aims at providing information and updates about the topics, activities, and results of the project to a wide range of users, including CASCADE consortium members, end-users, potential users, the scientific community, the general public, and the civil society. The website (https://www.adriaticoceanliteracy.eu/) is up and running since April 2021.

Home page

The website (https://www.adriaticoceanliteracy.eu/) has different pages.

The homepage is designed to highlight the vision and the mission of the project and the latest information and content that shed light on the more relevant activities and outcomes. The graphic concept of the home page is reflected in all the webpages; it is made of a combination of texts, stock images, and graphics. The contents of the home page are enriched with updated and fresh material as the project advances and completes its activities. The Hero session it is made up of a slideshow, and it comes right below the navigation bar. It quickly gives visitors an idea of what to expect from the rest of the website. The menu is both highly readable and easy to use (Fig. 1).

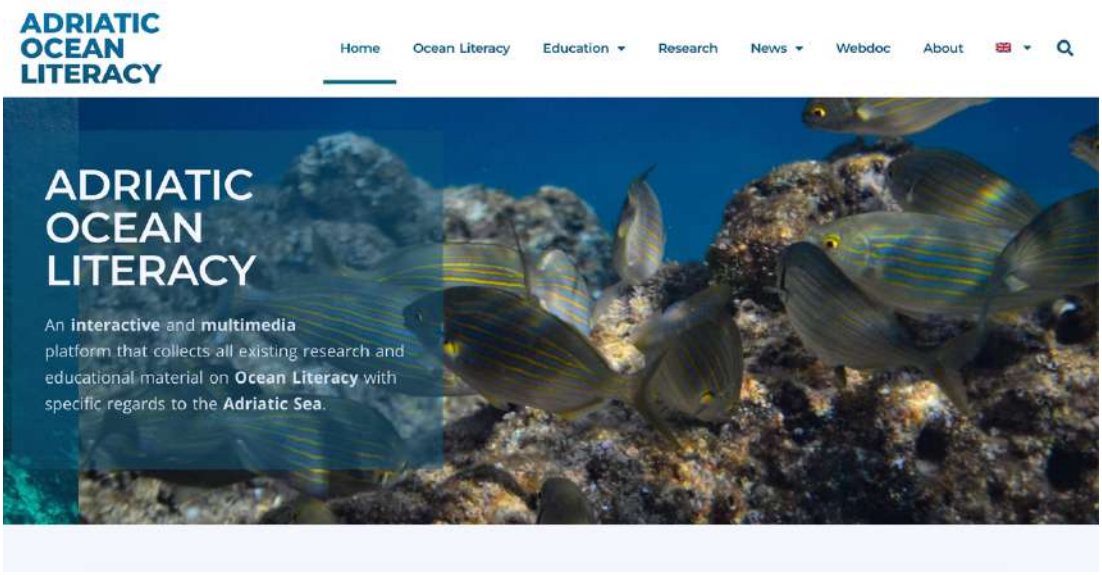

Fig. 1 - The homepage of www.adriaticoceanliteracy.eu.

In the final stage of the project the home pages contains the following sections:

- *Education*: itis a collection of news, events and other activities in the cooperation area for students, policymakers, business and citizens. Educational materials are meant to raise awareness and spread knowledge about the ocean for everyone, anywhere.
- *Quiz*: it is the entry point to the online quiz for infotainment and gamification in learning/training context.
- *Research*: this is an open collection of research paper on the ocean and specifically on the Adriatic Sea.
- *Videos*: it is a voices collection of the researchers, scientists, experts and stakeholders who work behind the scenes. In this space it is clear the project's multidisciplinary team and its aims to preserve the Adriatic's coastal and marine ecosystems and local livelihoods.

Ocean literacy

There are seven Essential Principles of Ocean Literacy that are now being used as a framework in Europe to develop strategies towards the goal of an Ocean Literate society. On this section all the principles are aggregated with video interviews to experts. A specific focus is dedicated to the Mediterranean Ocean Literacy principles (Fig. 2).

The page is available here https://www.adriaticoceanliteracy.eu/ocean-literacy/.

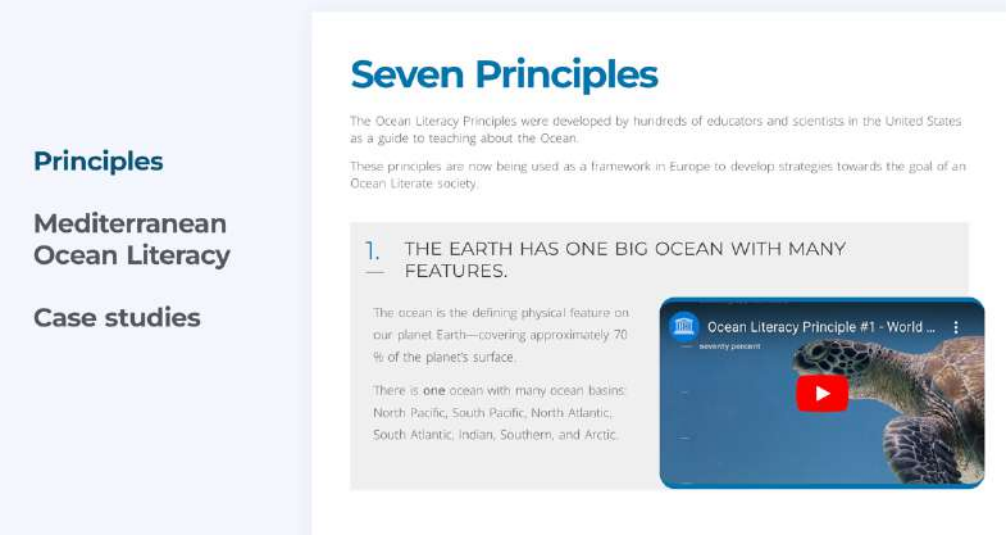

Fig. 2 - The Seven principles definitions and video collection.

Education

This section is composed by the online quiz for infotainment, a Video playlist, a Booklet (fig. 3) and infographics (fig. 4). It was the most dynamic area of the website: it collects updates on activities and events such as workshops, conferences, etc. This section (fig. 5) was populated as CASCADE activities developed during the project; it was intended to keep track of all the initiatives related to the project or in which the project is involved. There are 34 posts.

The page is available here https://www.adriaticoceanliteracy.eu/category/education/.

Fig. 3 – The first three pages of the CASCADE booklet

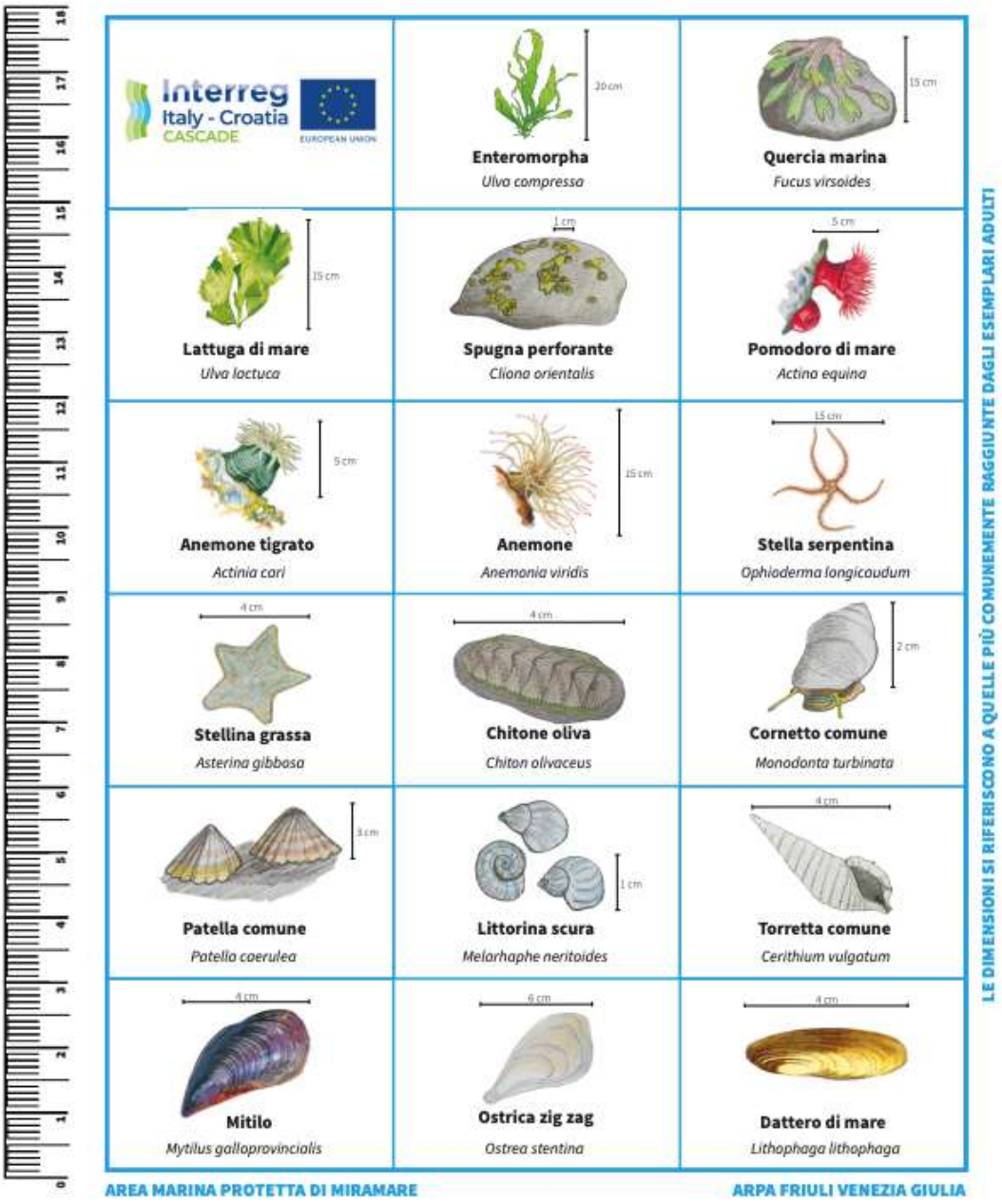

Fig. 4 – An example of Infographic on marine biodiversity produced by ARPAFVG

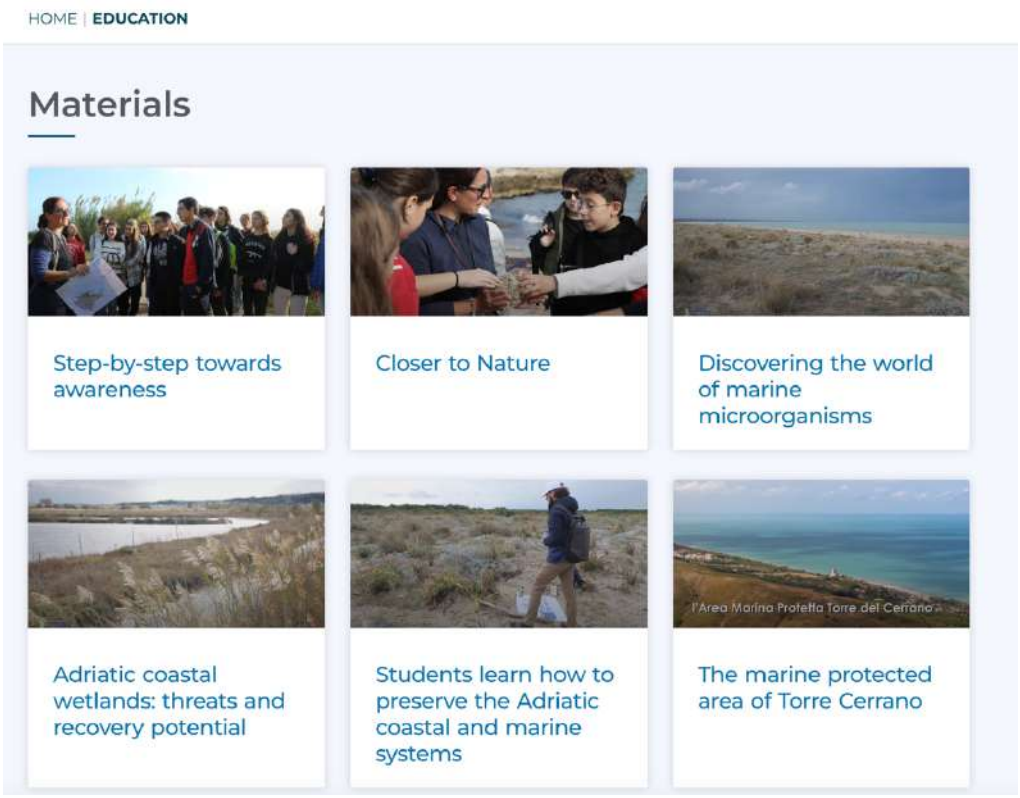

Fig. 5 - The updates collection on activities with students and workshops.

Research

This is an open collection of research paper on the ocean and specifically on the Adriatic Sea. There are 19 research papers.

The page is available here https://www.adriaticoceanliteracy.eu/category/research/.

News

All the most ground-breaking news regarding Ocean Literacy and the Adriatic Sea are stored here. There are 30 news on the project activities (Fig. 4). The page is available here https://www.adriaticoceanliteracy.eu/category/news/.

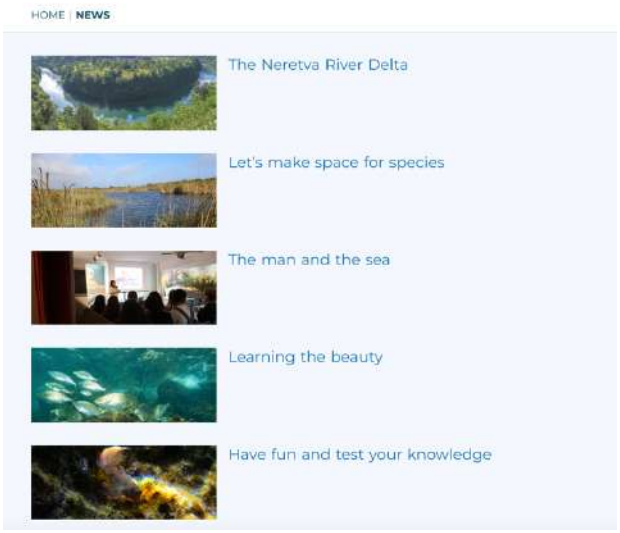

Fig. 4 - The news collection on activities in all the pilot areas

Webdocs

On this page, as agreed with Institute Ruder Boskovic, a specific collection of webdocs, referred to D.2.2.4, it was added to host and showcase the CASCADE activities in the Pilot areas. A webdoc is meant to be a multimedia documentary that differs from the more traditional forms— only video, audio, photographic—by applying a full complement of multimedia tools. The webdoc is the interactive multimedia capability of the CASCADE project. A unique medium with a non-linear productions that combine photography, text, video, and infographics based on real case studies on the Adriatic Sea (fig.5).

The page is available here https://www.adriaticoceanliteracy.eu/tag/webdoc/.

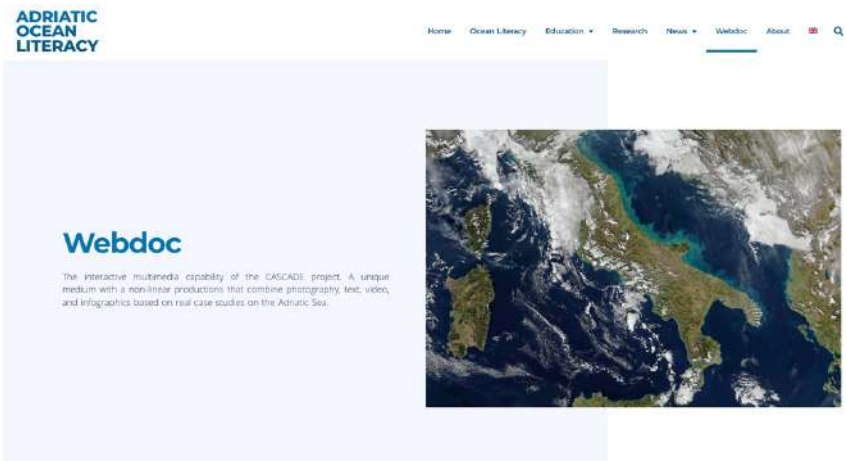

Fig. 5 - The webdoc in the pilot areas in the Adriatic Sea.

About

It gives a chance to connect with different users on a deeper level. It introduces CASCADE to users, providing information on the general concept of the project, its structure, and the topics that are the object of the project research.

The page is available here https://www.adriaticoceanliteracy.eu/about/

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ADRIATIC OCEAN LITERACY BOOKLET

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WELCOME TO CASCADE

CASCADE (CoAStal and marine waters integrated monitoring systems for ecosystems proteCtion AnD managemEnt) is an INTERREG (Italy-Croatia) project developing concerted and coordinated **monitoring, modelling** and **management** actions, enhancing the knowledge and at evaluating the quality and vulnerability of inland, **coastal and marine ecosystems** in Italy and Croatia. Such general goal should support the restoration of endangered species and the integrated management of coastal areas in the Adriatic.

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CASCADE
VISION & MISSION

Biodiversity

Protecting coastal and marine biodiversity is an extremely important global goal that requires constant and rigorous efforts. Adopting systems for environmental data collection that, with the support of experts, promote citizen engagement through citizen science, is an important way to contribute to biodiversity monitoring.

Soft restoration

The coastal marine domain is characterized by physical and ecological conditions that favor and determine a spatial overlap between the different human uses of natural resources. To manage the impacts of human intervention on the marine ecosystems, soft restoration actions were carried out during the CASCADE project, supporting endangered species and coastal and transitional ecosystems.

THE PROJECT IN PILLS

5

Ecosystems restoration actions

Soft restoration actions to preserve endangered species in coastal and transitional ecosystems

6

Integrated management systems

Integrated sea, coastal and river environment management systems (MSP, ICZM, LSI) based on collection of real time data on extreme events

11

Pilot areas

From the coast of Italy to the Croatian river mouths, the project provides solutions to protect marine environments in the entire Adriatic sea

20

Partners

Wide-area partnership to ensure maximum benefits for the population, with 16 partners and 4 associated partners across Italy and Croatia

36

Months

Three years of monitoring, restoration actions, stakeholder engagement and integrated management planning

ADRIATIC
OCEAN LITERACY

Ocean literacy is an understanding of the ocean's influence on you and your influence on the ocean.

Although the Mediterranean Sea is among the most important global biodiversity hotspots, it is also described as being "under siege" as a result of multiple human pressures on biodiversity, the functioning of marine ecosystems, and their capability for providing essential goods and services to human society. The Adriatic basin features several unique marine and coastal environments, such as some of the last preserved wetland areas in Europe. To safeguard this spectacular richness marine scientists and educators have developed the **"Mediterranean Sea Literacy" (MSL)** guide, including a set of principles to regulate humans' interaction with the Mediterranean and Adriatic sea.

> Understanding the ocean is essential to comprehending and protecting the planet on which we live.

TARGETED EVENTS

Online spaces to discuss innovation

How to safeguard the quality of marine environments? Through online events monitoring techniques and integrated management strategies for the Adriatic marine and coastal ecosystems are presented to target audiences by experts in the field with the help of specific case studies.

Ecosystem approach

to design compensation and mitigation measures in coastal marine environment

Webinar 2021

The Goro lagoon case study

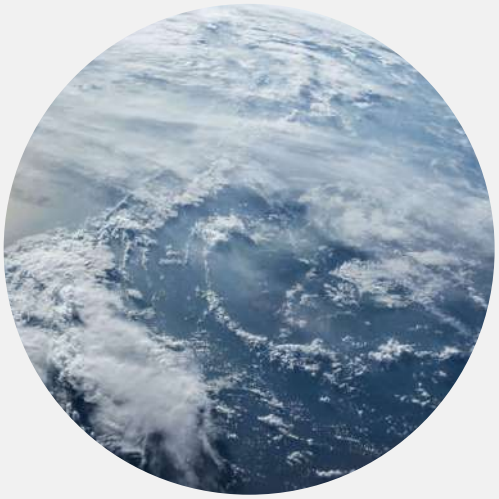
How to improve ecosystem monitoring and management in the Goro lagoon in Italy

Webinar 2022

TEST YOUR KNOWLEDGE

Quiz for infotainment

How much do you know about the ocean and its interactions with society? **Test your Ocean Literacy** and become an active part of the change spreading awareness about this fascinating world.



How much of the Earth's surface is covered by water?

- [ ] a. 44%
- [ ] b. 52%
- [x] c. 71%
- [ ] d. 81%

How many oceans exist on Earth?

- [x] a. Just one big ocean
- [x] b. 5
- [ ] c. 7
- [ ] d. 3

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