FAIRSEA (ID 10046951)

"Fisheries in the AdriatIc Region - a Shared Ecosystem Approach"

D 2.1.3 – Communication plan

Work Package:	WP2 Communication activities Activity 2.1. Start-up activities including communication strategy
Type of Document	A Communication Plan is jointly prepared by WP2 leader, project partner SUNCE and approved by Lead partner together with all PPs. It defines the objectives, target groups, tools, communication channels and the time schedule of communication.
Use	Public
Responsible PP	PP1
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Version and date	Version 1, 28/06/2019

Deliverable 2.1.3

COMMUNICATION PLAN

FAIRSEA – Fisheries in the Adriatic Region – a shared Ecosystem Approach

FAIRSEA is financed by Interreg V-A IT-HR CBC Programme (Priority Axis 1 – Blue innovation)

Start date: 01 January 2019

End date: 31 August 2021

Contents

INTRODUCTION

The FAIRSEA project aims at enhancing transnational capacity and cooperation in the field of an ecosystem approach to fisheries in the Adriatic region by exchanging knowledge and sharing good practices among partners. The complementary expertise of the partners is shared, interlinked and integrated, considering also challenges and opportunities identified by stakeholders.

The most effective communication approaches and tools have been suggested and adapted to target audiences effecting their knowledge and perception, at the same time encouraging a mutual understanding of all stakeholders. Communication plan defines activities directed towards all target audiences, which will lead to a larger recognition of the Project, as well as to sharing of the desired messages on the importance of ecosystem approach to fisheries in the Adriatic region by exchanging knowledge and sharing good practises among partners. Furthermore, Communication plan should reach stakeholders in raising awareness on project partners' role during project implementation.

About FAIRSEA project

The overall objective of FAIRSEA is to enhance the conditions for implementing innovative approaches inthe sector of sustainable fisheries management in the Adriatic Sea. This is done through the development of a shared conceptual and operational framework for an Ecosystem approach to fisheries (EAF). It will be achieved through the implementation of a spatially explicit and territorially integrated tool that considers water mass circulation, physical-chemical properties, plankton productivity, dynamics of resources including their interactions, fisheries displacement and bio-economic drivers. The technical integration is adapted to address stakeholders' and policy makers' issues and is used for increasing awareness, for understanding EAF, for increasing technical skills and capacities in the region also through demonstrative applications. The platform result in a high technological and innovative tool for EAF to be useful for policy makers, institutions and organizations and might require patent.

Overall objective will be achieved through three specific objectives.

Project specific objectives

- Enhance transboundary integrated competence in the field of ecosystem approach to fisheries
- Implement a shared "state of the art" integrated platform for the region
- Share benefits and challenges of ecosystem approach to facilitate the achievement of CFPobjectives

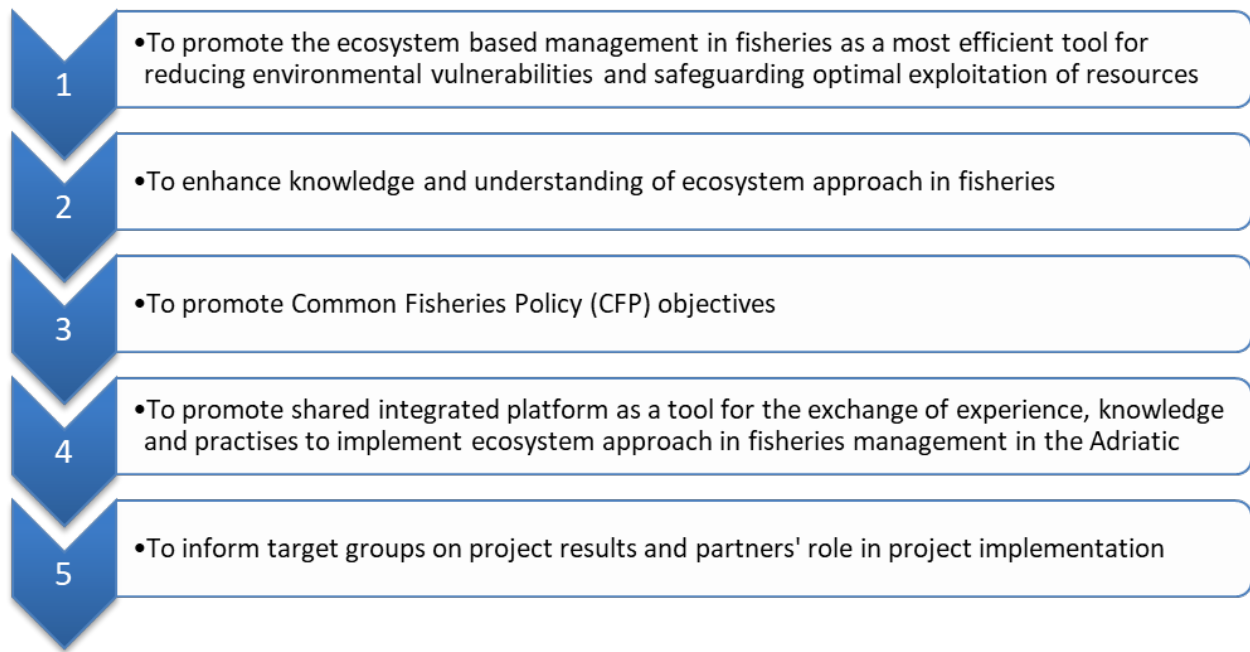# PURPOSE OF THE COMMUNICATION PLAN

For the purpose of better communication between the Partners and other stakeholders, it is important to establish effective and transparent communication, sharing of information must be timely, andsources of data and conclusions must be verifiable and confirmable.

External communication will include innovative communication strategies, which will be adopted to ensure large engagement and will include visual instruments, gaming approaches and storytelling. The Communication Plan will ensure a well-timed roll out of key messages, synchronising targeted outreach with project implementation milestones. Communication and awareness raising are essential and pervasive activities throughout the project's life and integrated within all WPs. This interconnection aims at bringing closer scientists, policy makers and end-user communities while making them work together on sustainable management of Adriatic fisheries. The WP2 leader together with LP will coordinate and monitor activities and have the responsibility to organise international events, while PPs will organise and coordinate events in their own countries. All partners will contribute to the publicising of FAIRSEA findings and the production of dissemination materials such as gadgets, journal articles, public events etc.

COMMUNICATION PLAN OBJECTIVES

The main objective of Communication plan is to present FAIRSEA to all interested parties and deploy project results to key stakeholder, end users and the public. Communication and dissemination activities will be performed at the regional, national and international level, and outputs and results of the project will be transferred outside the partnership. Ecosystem approach to fisheries (EAF), indeed, is a participatory and comprehensive process that ensures that all key components of the fishery system (ecological, economic, human and institutional) are taken into consideration. At the same time, FAIRSEA aims at enhancing awareness of ecosystem approaches, as a basis for long lasting effects on its activities. Stakeholder and public engagement is thus central to the success of FAIRSEA, which aims at broadening stakeholder participation in fisheries management and at disseminating ecosystem views and concepts beyond partnership.

The main goal of Communication plan is to enhance awareness of ecosystem approaches, as a basis for long lasting effect on its activities. Furthermore, the specific objectives of the Communication strategy are as follows:

1 •To promote the ecosystem based management in fisheries as a most efficient tool for reducing environmental vulnerabilities and safeguarding optimal exploitation of resources

2 •To enhance knowledge and understanding of ecosystem approach in fisheries

3 •To promote Common Fisheries Policy (CFP) objectives

4 •To promote shared integrated platform as a tool for the exchange of experience, knowledge and practises to implement ecosystem approach in fisheries management in the Adriatic

5 •To inform target groups on project results and partners' role in project implementation

COMMUNICATION RULES

For better understanding a project communication rules please consult these documents:

- Factsheet 8 Project Communication Version N. 2 of 19th of July 2018

- PROGRAMME BRAND MANUAL, July 2018

- Communication kit FAIRSEA project
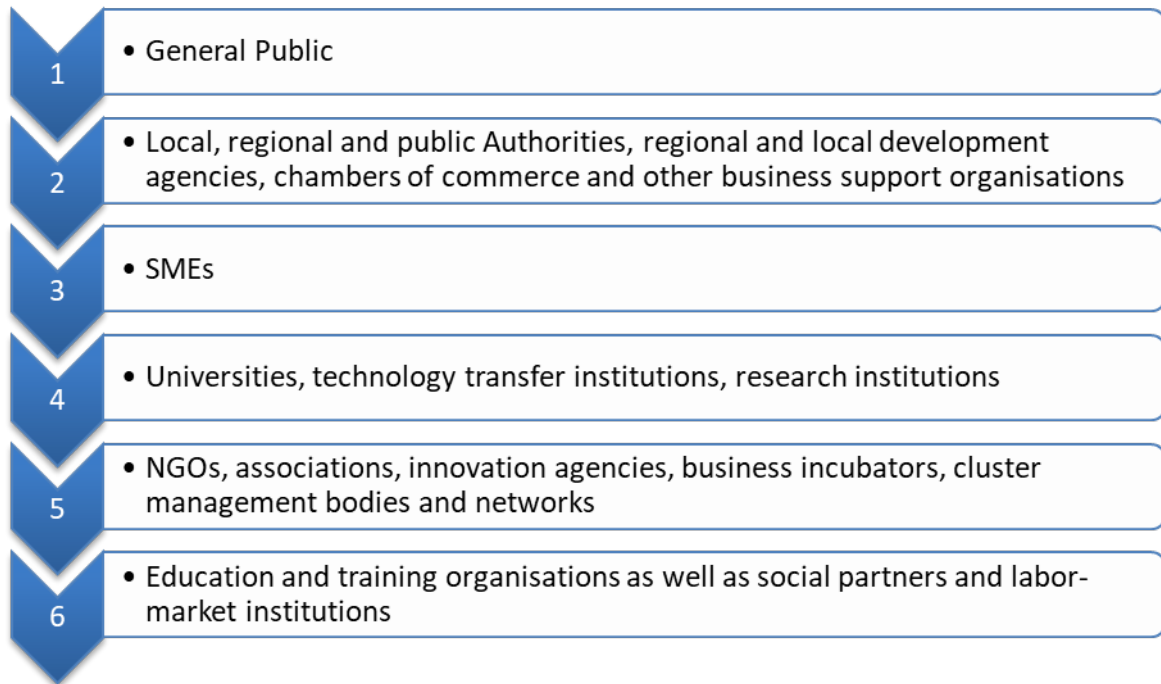
COMMUNICATION ELEMENTS	IMPLEMENTATION GUIDELINES

Project logo and communication kit	Programme has provided projects with Communication kit that contains FAIRSEA logo.
Project communication kit	Communication kit: • Project Brand Manual – defining all the branding requirements and brand elements and setting out the rules for correct use and application of logo • Logos (in different versions: CMYK, Greyscale, Negative, Black and white) • Fund label (in different versions: CMYK, Greyscale, Negative, Black and white) • Office pack (word, excel, ppt), adaptable to partnerships' needs • Poster (the design template provided in InDesign and pdf formats, modifiable with simple graphic design programs)
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, projects should explicitly mention the contribution from the EU co-financing and the Interreg Italy-Croatia CBC Programme
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'' 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
Promotional gadgets	All promotional gadgets should be branded with the **project logo** and **the reference to the EU co-financing.**

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, projects are encouraged to place the project poster or a project banner in a readily visible place (e.g. the front of the meeting room).
Project 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;
Project video	In the website pages videos should be embedded as Youtube videos; Videos in national languages must have English subtitles
Project Communication ReportTemplate	The projects should provide to the Programme evidence of the pictures, brochures, videos, key documents and promotional prints, posters, gadgets and giveaways produced. Projects shall report all thematerials produced in the Project Communication Report Template (not-binding document) provided by the Programme.

Table 1 Programme Communication rules

TARGET AUDIENCES

The target audiences are organizations or individuals which will be directly influenced by the Project andwhich, directly or indirectly, are involved in project implementation. Since each target audience needsto be accessed in a separate way, the channels and communication tools

defined by the Project are tailored to them, and further elaborated by the communication plan.

1 • General Public

2 • Local, regional and public Authorities, regional and local development agencies, chambers of commerce and other business support organisations

3 • SMEs

4 • Universities, technology transfer institutions, research institutions

5 • NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks

6 • Education and training organisations as well as social partners and labor-market institutions

General Public

The website, social media and story-telling product will allow to inform 45000 people of the general public on project activities. Open days (4), info days (2), seminars at schools (4) and universities (4), will allow to meet approximately 2000 people, raising their awareness and understanding of EAF issues. Gaming tools and other gadgets will reach another 3000 people of the general public. A total of 50000 people will thus be sensitized on EAF issues in the Adriatic Sea.

Local, regional and national Public Authorities

Technical events (8 regions/counties) will involve authorities devoted to fisheries governance such as: Italian regions and Croatian counties; municipalities that host important fishing

harbours; national authorities with duties on governance and regulation of fisheries sector. Reasonable target value is 20 local, regional and national public authorities. Moreover, policy briefs, guidelines and recommendations will be disseminated widely in EUSAIR and Mediterranean.

Regional and local development agencies, chambers of commerce and other business support organisations

A total of 20 local agencies, chambers of commerce and other organizations will be involved in the participatory approach as part of the stakeholder meetings. Project PPs, such as the FLAG (VEGAL), the Agencies (ASSAM, RERA SD) and the Regional Advisory Council (MEDAC) have direct links or have members among these targets facilitating their inclusion in the activities (stakeholder meetings; technical events).

SMEs

National meetings and focus groups, stakeholder meetings that will be organised in each country will allow to reach directly 100 SMEs such as fishermen enterprises and cooperatives, enterprises in the chain of fish production and commercialization. Moreover, promotional material will be distributed to 200 SMEs involved in the Adriatic fisheries for a total of 300 SMEs sensitized.

Universities, technology transfer institutions, research institutions

Universities, research institutes and research centres beyond the partnership that are interested in the methodological aspects related to EAF, sustainable exploitation of the sea and ecosystem modelling will be involved through summer schools and seminars, as well as digital activities (e.g. webinars). LP and at least 3 PPs are members of Euromarine network of scientific excellence (http://www.euromarinenetwork.eu/) that will be also used to broaden the target. The target value of 30 is considered.

NGOs, associations, innovation agencies, business incubators, cluster managementbodies and networks

A target of 10 NGOs dedicated to the protection of the sea, conservation, or sustainable management, such as Legambiente, MedReAct, Greenpeace, OCEANA, WWF, Marevivo, Sea Shepherd, etc, will be involved in the participatory approach through a set of stakeholder meetings (WP5). These organisations will participate in the definition of issues and challenges to be embedded in the integratedplatform through the participatory modelling approach and will also receive feedbacks from platform application.

Education and training organisations as well as social partners and labour-marketinstitutions

Secondary schools will be targeted through dedicated seminars aimed at increasing knowledge of EAF, sustainability exploitation of marine resources and transnational cooperation. Public outreach events will also target education and training organisations members with the purpose to present the project idea and main findings.

ACTIVITIES AND DEADLINES

The project envisages specific activities for the purpose of meeting the objectives of the Project. The list of activities related to communication, prescribed by the Project with specified execution deadlines is listed below. The reported deadlines are consistent with the original approved project, but considering the delays in the starting of the legal agreements (Subsidy Contract between LP and Management Authority), these were not always met.

2.1. Start-up activities including communication plan

2.1.1. Kick-off meeting (January 2019) The kick-off meeting (KoM) is organised in Trieste to launch the project and discuss the work plan in plenary with all PPs. TC and SC members are nominated and the work plan is agreed. An overview of the project is also presented to a wider partnership that includes stakeholders and target groups.

2.1.2. a) Communication Feedback Template-CFT (March 2019) is prepared by WP2 leader and distributed to all PPs. This document has a form of questionnaire that will be distributed to the stakeholders during each communication event. The CFT will include feedbacks gained from target groups and stakeholders in the form of results of satisfaction questionnaire. This document is used in quantitative evaluation of the communication strategy implemented.

2.1.2. b) Communication template-CT is prepared by the WP2 leader and shared to all PPs with the aim to collect all deliverables produced by the project partners related to the implementation of Communication activities (Annex I).

2.1.3. Communication Plan (March 2019), a Communication Plan will be jointly prepared by WP2 leader and PP8 (SUNCE) and approved by all PPs. It will define the objectives, target groups, tools, communication channels and the time schedule of communication.

2.1.4. Stakeholder mapping (March 2019) for the Adriatic fisheries will be developed on the basis of WP2 leader but using inputs from all PPs and an up-to-date contact list will be maintained. Stakeholders will be distinguished into meaningful groups based on their stake, influence, motives and interests. Particularly socio-economic, institutional and academic stakeholders will be distinguished to ease the contact and involvement of the opportune category in the different FAIRSEA activities.

2.2. Digital activities

2.2.1. Project webpage will be created by the Programme. The content will be provided and continuously updated with PPs' activities, project outputs, as well as events and news for the scientific community and the general public. LP has nominated the Web content manager who is the employee of OGS and will take care of the content of web and social media products.

All project partners should publish on their institutional websites ("where such website exists") a short description o of o the o 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.

2.2.2. Communication through social media. Creation of project's Facebook page to maximize project's dissemination to the segmented audience (i.e. scientific community, stakeholders, students, the general public, media). Facebook page will be created in April and upgraded each month 5 times. Project partners are obliged to inform the Communication Manager of the Project (bozanic@izor.hr), the Web/social media manager (fpetrera@inogs.it) and the Communication Manager of the Project partner no 8-SUNCE (tina.disopra@sunce-st.org) with news regarding the organization of events and media publications during the project, as well as any interesting news related to the general topic of the project.

2.2.3. Webinars (at least 3, first one in May 2019) A series of webinars will be run underlining the principles of EAF, introducing different aspects related to the project and illustrating the integrated tool (theory and application).

2.2.4. Simplified integrated tool (January 2020) A simplified version of the integrated decision support tool will be developed to allow implementing a participatory activity for the definition of management/policy scenarios to test and illustrate basic principles of EAF.

2.2.5. Video story on EAF, participatory approaches and project outputs: story-telling (August 2020) EAF principles, project's results, participatory approaches and the integrated tool will be narrated in a video story using a language comprehensible by non-experts. The video will be spread through social media and will be broadcasted on meetings, final conference and by partner's media channels.

2.3. Promotional material production

2.3.1. Project flyer (First in March 2019). More than one flyer will be prepared through the project duration. The flyer will be used to announce some important events and will be shared

to the target groups with the aim of presenting the partnership and increasing project visibility of the events.

2.3.2. Project roll-up (February 2019). A roll-up publicising FAIRSEA aims, challenges and methods also including logos of the project and of the funding programme is created and will be exposed at events by all PPs.

2.3.3. Promotional gadgets (April 2019) Production of promotional gadgets (e.g. T-shirts, bags, caps, key rings, notebooks) with programme logo to be distributed during the communication events.

2.3.4. Food web card game (June 2019) Production of a food web card game specific for the Mediterranean marine ecosystem. The game will include "species card" that contain information about the species (habitat, diet, etc) and "event cards" representing environmental and anthropogenic factors (fisheries, climate, etc.). Objectives, random events and choices will be set into rules for players andused during public events.

2.3.5. Discussion game (April 2019) Production of a discussion game based on PlayDecide format (customizable, simple and effective; http://www.playdecide.eu; EU FUND project), for encouraging speaking practice on issues and topics related to EAF during stakeholder events, meetings with fishermen and policy makers.

2.3.6. Project brochure (January 2021) Brochure reporting project results and findings to encourage stakeholders support and adoption of the consortium's recommendations.

2.3.7. Project poster (April 2019) is created by WP2 leader and shared to the all project partners. 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.

2.4. Events

2.4.1. Infodays (November 2019, November 2020; one in Croatia and one in Italy) Organisation of a National Infoday in each project country devoted to launch FAIRSEA and communicate project objectives and strategy to specific target groups.

2.4.2. Secondary school and university seminar series (at least one per semester in 2019 e 2020)Seminars will be organised in each semester at secondary schools and Universities in both countrieswith the aim of increasing knowledge of youngest generations on the ecosystem approach and sustainable exploitation of marine resources.

2.4.3. Public outreach events (November 2019; March 2020; November 2020) Open days of research institutes will be organised in each country. This event will be organised at the local level with the purpose to present the project idea and main findings to the general public. LP and eventually other PPs will also participate disseminating project results to events organised by European institutions, to annual Italy-Croatia program events and the European Cooperation day, as well as the World Oceans Day.

2.4.4. Final conference (December 2020) A high-level conference targeting international experts and stakeholders will be organised in Split (Croatia). This conference intends to spread project results and engage in a direct, face-to-face communication with researchers and stakeholders of the field.

2.5. Media relation and publications

Press releases will be prepared in project partners' languages and in English for distribution to international, national and local media (radio, television, newspaper, periodical) and other stakeholders on completion of specific project milestones and achievement of deliverables. Members of the FAIRSEA consortium will prepare articles and presentations for academic audiences, across a range of topics related to EAF. PPs will prepare and deliver papers and slide shows at national and internationalconferences with the aim of achieving a good disciplinary and international spread. Conference presentations are an opportunity to interact with academic stakeholders, and to receive feedback on project's results. Scientific publications will

be prepared and submitted to peer-reviewed journals. Factsheets and policy papers presenting the results of the research undertaken in different languages and for different targets will be developed on specific topics.

2.5.1. Scientific dissemination (January 2020; February 2021) At least two scientific publications will be prepared by LP and submitted to a peer-reviewed journal.

2.5.2. Factsheets and policy papers (November 2019; November 2020; at least 4 fact-sheets and 1 policy-paper) Factsheets and at least one policy paper dealing with different topics related to ecosystem approach and sustainable use of marine resources will be developed by PP1.

2.5.3. Press releases and other materials for dissemination to the media will be prepared and translated into project partners' languages and in English to reach as many audiences and the Member States as possible. One publication in the newspapers will be published during each project period (5). The publication will be related to the completion of specific project milestone like International stakeholder meeting, Infodays, Summer school, University seminar, National research days, Final conference).

PROJECT MESSAGE

The FAIRSEA project aims at enhancing transnational capacity and cooperation in the field of an ecosystem approach to fisheries in the Adriatic region by exchanging knowledge and sharing good practices among partners. The complementary expertise of the partners is shared, interlinked and integrated, considering also challenges and opportunities identified by stakeholders.

Stakeholder and public engagement is thus central to the success of FAIRSEA, which aims at broadening stakeholder participation in fisheries management and at disseminating ecosystem views and concepts beyond partnership.

Reducing environmental vulnerabilities and safeguard optimal exploitation thus it promotes the most efficient exploitation of fisheries resources

SWOT ANALISYS

SWOT analysis is a strategic planning technique used to assist a person or organization in identifyingfour key factors associated with business competition or project planning: strengths, weaknesses, opportunities and threats. The purpose of the analysis is to identify internal and external factors that are favourable and unfavourable for achieving the communication objectives of the project. It is intended toevaluate the compliance of the organization's abilities with external conditions. Strengths and weakness often relate to internal relationships, while opportunities and threats usually focus on external ones. SWOT analysis has identified a strategy that will utilize strengths and minimize weaknesses the best way, seize of opportunities and reduce threats to the lowest possible level.

The overall objective of FAIRSEA is to enhance the conditions for implementing innovative approachesin the sector of sustainable fisheries management in the Adriatic Sea. This is done through the development of a shared conceptual and operational framework for an Ecosystem approach to fisheries (EAF) in the Adriatic region. It will be achieved through the implementation of a spatially explicit and territorially integrated tool that considers water mass circulation, physical-chemical properties, planktonproductivity, dynamics of resources including their interactions, fisheries displacement and bio- economic drivers. The technical integration is adapted to address stakeholders' and policy makers' issues and is used for increasing awareness, for understanding EAF, for increasing technical skills and capacities in the region also through demonstrative applications. The platform result in a high technological and innovative tool for EAF to be useful for policy makers, institutions and organizations and might

require patent.

Specific objectives of communication plan:

- Enhance transboundary integrated competence in the field of ecosystem approach to fisheries
- Implement a shared "state of the art" integrated platform for the region
- Share benefits and challenges of ecosystem approach to facilitate the achievement of CFPobjectives

STRENGTH – S	WEAKNESSES - W
Many institutions (FAIRSEA project partners) which are relevant in subject and also very close related to stakeholders Wide cumulative scientific and professional knowledge on subject Relations with EU institutions – political and management authorities, which will lead to easier implementation of FAIRSEA project Fishermen are directly involved in project activities through participatory approaches Good relations with the media covering sea issues in Croatia and Italy Stakeholder map created by all PP, at the beginning of the project, to ease the contact and involvement of the opportune category in the different FAIRSEA activities.	Insufficient implementation of EAF in practice – it is harder to promote the subject which is not implemented Insufficient knowledge of all the aspects of EAF by all of the partners involved in FAIRSEA project Partners are mostly directed to scientific issues and scientific approach, which may make communication towards target groups harder A lot of project partners (12) represents possibility of communication difficulties The inherent difficulty and complexity of the EAF can contribute to difficulties in communication among project partners, which have different expertise and background
OPPORTUNITIES – O	THREATS – T
Opportunity for PPs to present FAIRSEA project on current international, national and regional events related to fisheries issues Possible participating in similar events (organized by partners of similar projects) to present project objectives and results Good practices, objectives and methods can be shared with other institutions in Mediterranean area The FAIRSEA approach has the opportunity to be implemented in other areas of the Mediterranean Sea	The subject (EAF) is quite complex and the most of stakeholders have difficulties in understanding and transferring knowledge is not easy Fishermen are suspicious to scientific recommendations as well as implementation of new restrictions The subject (EAF) is not so attractive to the media - there is also possibility of transferring information out of context, as well as possibilities to increment a sensationalism approach There are a lot of projects which cover similar

Implementation of EAF is already covered by international strategies and policies	subject – it can be confusing to the target groups and the public

NUMBER OF EXPECTED TARGET GROUPS REACHED THROUGHCOMMUNICATION ACTIVITIES

TARGET GROUPS+NUMBER	COMMUNICATION OBJECTIVES/MESSAGES	ACTIVITIES/TOOLS	CHANNELS
1.General Public - 45000 people	Fishing resources are not in good condition, it is necessary to have more comprehensive access to management, to look at the entire ecosystem, socio-economic environment, stakeholder involvement, aggregation of all data (fish, fishermen, currents, temperature, habitat, predator-prey ...) to have the whole picture	-Press Releases -Press Releases on social media profiles -Preparing a short Press Release on EAF which will be adapted to wider public presentation -Preparing a short statement on project activities which will be adapted to wider public presentation -All the media statements must be presented by the experts	-Radio and TV channels, newspapers, internet news – national level -Social media profiles (both of the project and of partners) -Facebook profiles (Morski.hr, Podvodni.hr etc.) -Printed and online flyers

2.Local, regional and national Public Authorities 20 local, regional and national public authorities	EAF is a concept integrating environmental, biological and socio-economic aspects related to the fisheries. It is necessary for further implementation, to be recognized in national legislation and applied in practice	-Presentation of the integrated platform on the project events -Webinars -Presentation of policy document on implementation of EAF in the Adriatic area -Good practices on EAF implementation -Info days	-Personal and institutional contacts -Highly positioned authorities in institutions (project partners) -Current mailing lists among specialized areas (Nature protection
3.Regional and local development agencies, chambers of commerce and other business support organisations A total of 20 local agencies, chambers of commerce and other organizations	-EAF is an important tool for future marine resource management	-Platform presentation -Presentation of policy documents of EAF implementation in Adriatic area -Good practices of EAF implementation -Info days	-Coordination of fishermen of small tools -LIFE platform -Coordination of trawlers -Fishermen meetings - Meetings of the Advisory Council - direct connection with PP
4.SMEs promotional material will be distributed to 200 SMEs involved in the Adriatic fisheries	EAF is a concept integrating environmental, biological and socio-economic aspects related to the fisheries It's very important approachfor the definition of targetsfor an integrated management, to assure sustainable exploitation of resources and well-being of producers in the long term -It is necessary for further implementation, to be recognized in national legislation and applied in practice	- SMEs involved in fisheries will be approached through stakeholder events, media and other public events - some SMEs will be involved in the projectactivities such as events, technical meetings	-Personal contacts -Contacts and impact through recognizable and influential individuals from the fisheries sector

	- establishing contacts - a step closer to sustainable fishing getting acquainted with possible solutions		
5.Universities, technology transfer institutions, research institutions The target value of 30 considered	- EAF is an important tool for future marine resource management	-Summer schools -Students who attended summer schools should prepare the presentation to their colleagues - University seminar series	-Students' mailing lists -Poster and flyers on Universities -Relevant students' Facebook groups -Web pages of University -Project partners Facebook profiles - Personal contacts
5. NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks A target of 10 NGOs dedicated to the protection of the sea, conservation, or sustainable management	-EAF is an important tool for future marine resource management -Fishing resources in the Adriatic are not in good condition, it is necessary to have more comprehensive access to management, to look at the entire ecosystem, socio-economic environment, stakeholder involvement, aggregation ofall data (fish, fishermen, currents, temperature, habitat, predator-prey ...) with the objective to have the whole picture	-Stakeholder meetings -Informing on subject's relevance - co-organization and participation of NGOs and other associations to events	-Personal contacts - members of MEDAC (project partner)

| 6. Education and training organisations as well as social partners and labour-market institutions | EAF is a comprehensive and important tool for moving toward a sustainable management of exploitation of renewable resources It's very important approach for defining a long term strategy for fisheries sector - The EAF is an important tool for future marine resource management | -Seminars -Workshops -Newsletter | -Teachers' mailing list -Contact of schools in Split -Personal contacts |

Figure 2 Target groups reached through the communication activities

EXTERNAL COMMUNICATION

The FAIRSEA project will invite fisheries stakeholders to participate in the process of framing the fisheries management problem and to give input and evaluate the scientific models that are used to provide fisheries management advice. Three large international multistakeholder events will take place at the beginning, in the middle, and at the end of the project. The events agendas will include plenary presentations and focus groups for drafting action plans. It is also foreseen the participation to international events such as annual Italy-Croatia program, the European Cooperation day, the World Oceans Day.

Moreover, technical events will be organised in 8 regions of the programme area for local administrators and policy makers for discussing, transferring, exemplify and analyse the concepts and tools for EAF in the area. Stakeholders will be asked to provide input to model use in form of scenarios (in terms of policy or management options) that will be developed and evaluated using simulations. The aim is not to reach consensus around one or more preferred scenarios, but to discuss the potential of direct and indirect implications. A discussion game aimed at facilitating speaking practice among stakeholders and target audience addressing issues and topics related to EAF will be set up and used during meetings.

Communication tools for reaching general public; local, regional and national authorities; SMSs; universities and research institutions; NGOs; education and training organisations:

Seminars at secondary schools and universities will allow to introduce EAF concepts and broadly change the mindset. Webinars underlining the principles of EAF, introducing different aspects related to the project and illustrating the integrated tool (theory and application) will be run targeting the general public as well as students, early career scientists, policy-makers and different stakeholders. Narratives and storytelling will be used to communicate EAF main principles and project aims and outputs to nonexpert audiences by introducing scientific topics in the form of a story.

A video will be spread through social media and will be broadcasted on meetings and by partners. Thesenarratives will offer increased comprehension, interest, and engagement of the wide public, institution and stakeholders.

A card game reproducing trophic web complexity and functioning will be prepared and used during public events and seminars at schools to transfer scientific contents on ecosystem functioning to younger generations through entertainment.

In order to be inclusive of people with disabilities, braille playing cards and/or comfortable for low visionplayers will be produced. The game will be used during public events, such as school seminars, open- days, info-days, etc. To reach the largest public, communication activities for the public will be shaped tofacilitate use by any person including those with disabilities.

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 a success 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.

Qualitative indicators that will be used within the project:

QUALITATIVE INDICATORS:

- Communication feedback templates (CTF) showing a satisfaction level of activities implemented.

QUANTITATIVE INDICATORS:

- Number of participants to events;
- Number of press releases;
- Number of articles and interviews in general media

- Social media engagement: number of interactions (i.e. like, comment, followers, etc) on socialmedia channel

INTERNAL COMMUNICATION

As part of the communication strategy, the internal communication will play an important role in the development of the project activities.

LP will set up an online sharing platform for the management of the official documents as well as all the materials related to each WP (i.e. technical reports, pictures, programmes, etc). Each partner will have access to the platform but LP will set up different accession permission to the different areas of the platform. Workplan, instructions and mailing list will be organized and updated regularly in order to constitute pillars for internal communication. The sharing platform will constitute both a document storage and active internal communication structure.

Formal and informal meetings, both online and offline will be periodically organized to improve internal communication among partners.

ANNEX I: COMMUNICATION TEMPLATE (CT)

Please fill this template (use the general table as an example) every time a dissemination activity is performed!

This template + attachments must be send to:

- fpetrera@inogs.it (Web communication manager LP)
- bozanic@izor.hr (leader of WP2)
- tina.disopra@sunce-st.org (Communication manager from PP8)

COMMUNICATION ACTIONS	DETAILED DESCRIPTION	QUANTIFIED OUTPUTS	STAKEHOLDERS ADDRESSED	MATERIAL ATTACHED
XX ACTIVITY				
Deliverable D XXX				

Figure 3 Communication template

IMPORTANT: As a general rule, please take pictures and short videos during any relevant activityof the project (events, meetings and field operations) and send them to the three addresses indicated above. This material will be very important for the valorization of FAIRSEA project outputs.

Please attach the document together with the template filled! Attach the publicationand/or put the link where the publication can be downloaded!!!