

FAIRSEA (ID 10046951)

“Fisheries in the Adriatic Region - a Shared Ecosystem Approach”

D 2.2.2 – Communication through social media

| | |
|-------------------------|---|
| Work Package: | WP: WP2 – Communication activities Activity: Act-2.2 – Digital activities |
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| Use | Public |
| Responsible PP | LP-OGS PP8-SUNCE |
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Deliverable 2.2.2

Communication through social media

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: 28 February 2021



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Acronyms used

| | |
|----------------|--|
| AB | Advisory Board |
| CFP | Common Fisheries Policy |
| CM | Communication Manager |
| EAF | Ecosystem Approach to Fisheries |
| EAFM | Ecosystem Approach to Fisheries Management |
| FAIRSEA | Fisheries in the Adrlatic Region – a Shared Ecosystem Approach |
| FS | Factsheet |
| JS | Joint Secretariat |
| KoM | Kick-off Meeting |
| LP | Lead Partner |
| MA | Managing Authority |
| OGS | Istituto Nazionale di Oceanografia e di Geofisica Sperimentale - OGS |
| PA | Partnership Agreement |
| PC | Project Coordinator |
| PM | Project Manager |
| PMU | Project Management Unit |
| PP | Project Partner |
| SC | Steering Committee |
| TC | Technical Committee |
| WP | Work packages |
| WSM | Web/social media Manager |

INTRODUCTION

The FAIRSEA project (Fisheries in the Adriatic Region – a Shared Ecosystem Approach) aims at enhancing transnational capacity and cooperation in the field of an ecosystem approach to fisheries (EAF) 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.

Communication to general public and stakeholders is crucial for the effective dissemination of the importance of ecosystem approach and its effect on the society at large. Social media represent a crucial channel that support the project website to disseminate project activities and results, as well as promote specific events and news related to the partnership.

About FAIRSEA Project

The overall objective of FAIRSEA is to enhance the conditions for implementing innovative approaches in the sector of sustainable fisheries management in the Adriatic Sea in conformity with the Common Fisheries Policy (CFP). 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 as in the following.

Project specific objectives

- Enhance trans boundary 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 CFP objectives

SOCIAL MEDIA COMMUNICATION FOR FAIRSEA PROJECT

Social media platforms allow users to have conversations, share information and create web content. Billions of people around the world use social media to share information and make connections even in scientific field.

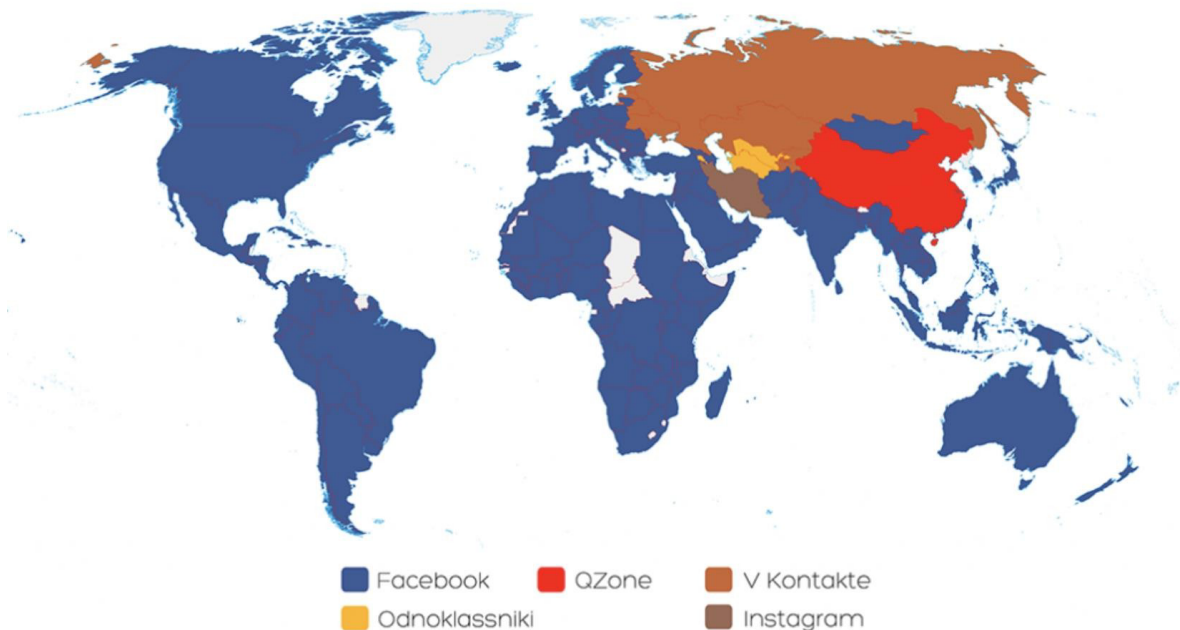
There are different social media platforms but not all social media sites will have the efficacy to reach project goals.

The choice of the best solution for each project must take into account the communication strategy and the target of the communication message.

The first step of FAIRSEA social media communication strategy was to open a Facebook page, the leading social network in 153 out of 167 countries analyzed (see picture below). The objective was to target a younger public to the one of the webpage and start conversation and interactions with the audience.

WORLD MAP OF SOCIAL NETWORKS

January 2019



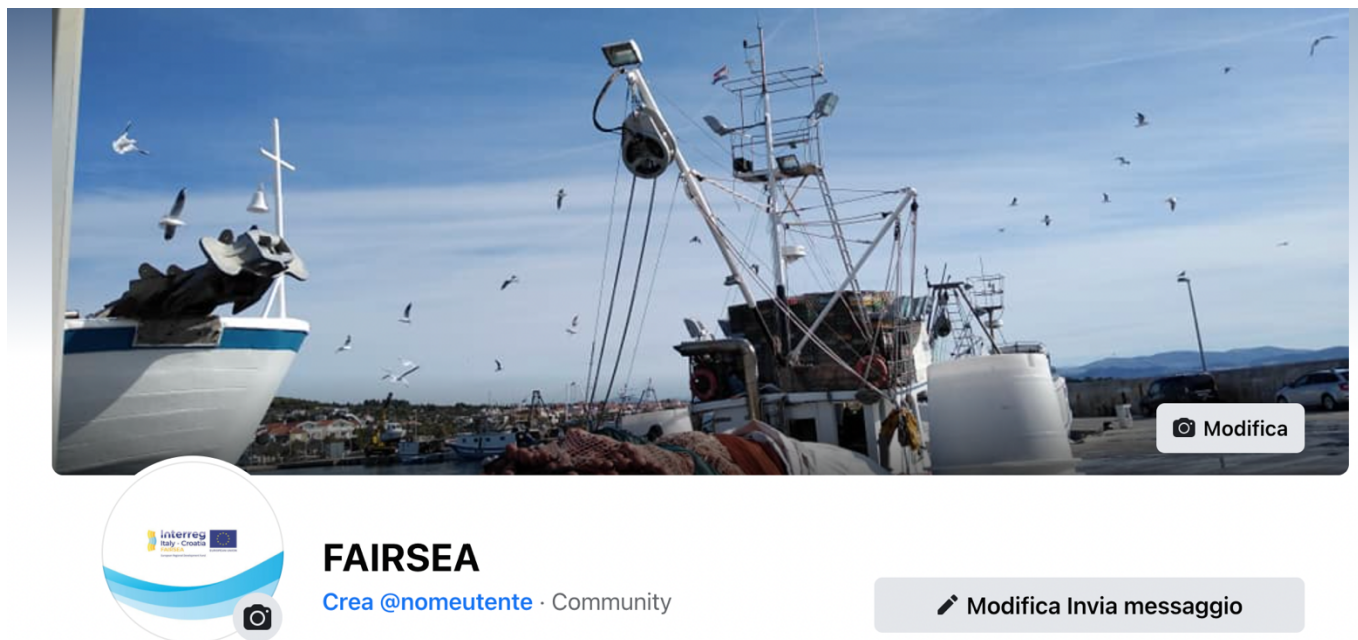
credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

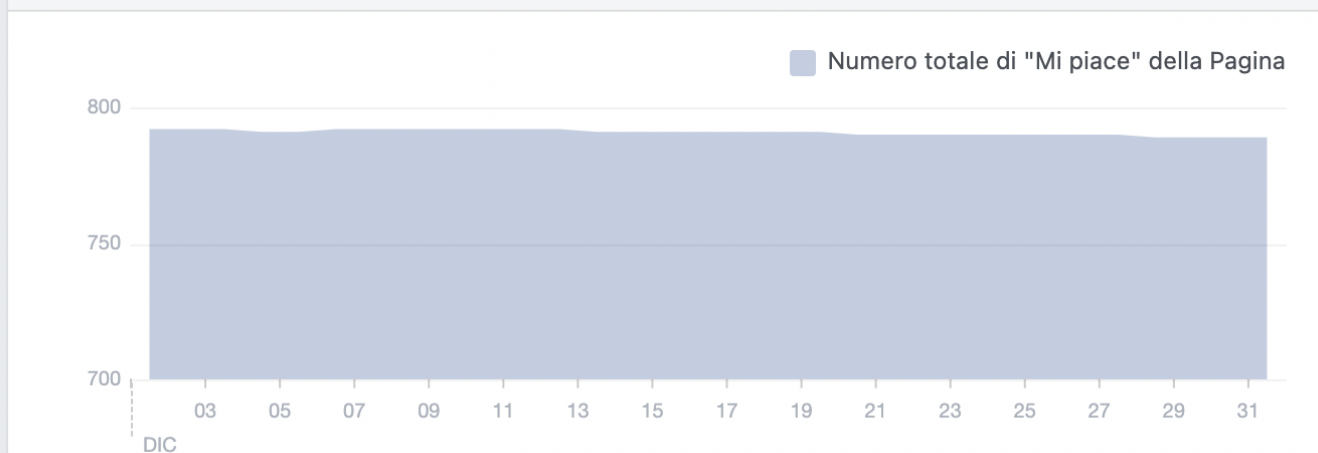
source: Alexa/SimilarWeb

FAIRSEA Facebook page was opened on 10th April 2019 and at the end of December 2021 the page had 789 followers.

Link to the page <https://www.facebook.com/FAIRSEA-1072085839651014>



Numero totale di "Mi piace" sulla Pagina: 789



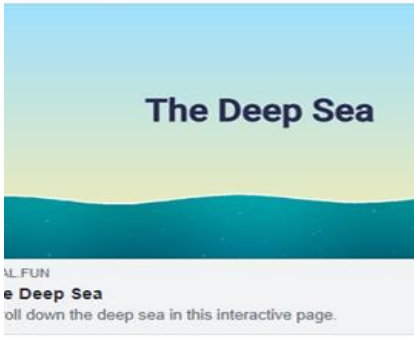
A total number of 129 posts have been published on the page:

- 60 posts in 2019
- 26 posts in 2021
- 43 posts in 2020

Pictures below show an overview of post on the page

FAIRSEA
Objavljuje Tina Disopra [?] · 30. prosinca 2019. u 14:03 · G

roll down and get familiar with fisher



The Deep Sea

roll down the deep sea in this interactive page.


30 Angažmani

Vi i 6 drugih

Sviđa mi se · Komentar · Podijeli

FAIRSEA
Objavljuje Tina Disopra [?] · 16. prosinca 2019. u 08:50 · G

Croatian nautical magazine Burza Nautike on FAIRSEA project



FAIRSEA, inovativni pristup održivom ribarstvu u Jadranskom moru

100 Broj korisnika koji su vidjeli · 18 Angažmani · Promotvraj objavu

Vi i 7 drugih · Jedanput podijeljeno

Sviđa mi se · Komentar · Podijeli

FAIRSEA
Objavljuje Tina Disopra [?] · 19. prosinca 2019. u 12:35 · G

Thanks to the great effort of the White Cocal Press and Diego Manna developed the game, FAIRSEA team successfully did Beta testing of web card game



103 Broj korisnika koji su vidjeli · 31 Angažmani · Promotvraj

Vi i 6 drugih · Jedanput po

Sviđa mi se · Komentar · Podijeli

FAIRSEA
Objavljuje Tina Disopra [?] · 23. prosinca 2019. u 10:19 · G

FAIRSEA team is ready for AMARE MED 2020., the second advanced school on quantitative methods for ecosystem approach to fisheries



AMARE-MED 2020
Second advanced school on quantitative methods for ecosystem approach to fisheries application

Multidisciplinary ecosystem management approaches using spatial modelling with addressing socio-economic and environmental issues

DESCRIPTION
The 2nd FAIRSEA advanced school on quantitative methods for EAF application depth investigation of single and multiscale spatial models using GADGET and with focus on the technical interactions and overview of the management strategy use of ECOSPACE of the Ecopath with Ecosim suite to address multidisciplinary ecosystem management including both socio-economic and environmental issue highly technical, with practical hands-on computer activities, assignments and projects. Candidates must apply online and maximum 25 students will be selected based on fisheries and related fields, programming and quantitative skills and interests. The process will be conducted under the principles of non-discrimination, equal opportunity for men and women. Links with the CBC Italy-Croatia programme area is considered in the selection. Followings are available for a few selected applicant.

KEYNOTE SPEAKERS
Alexis PONT (School of Aquatic and Fishery Sciences, Seattle, USA)
Second speaker is to be announced

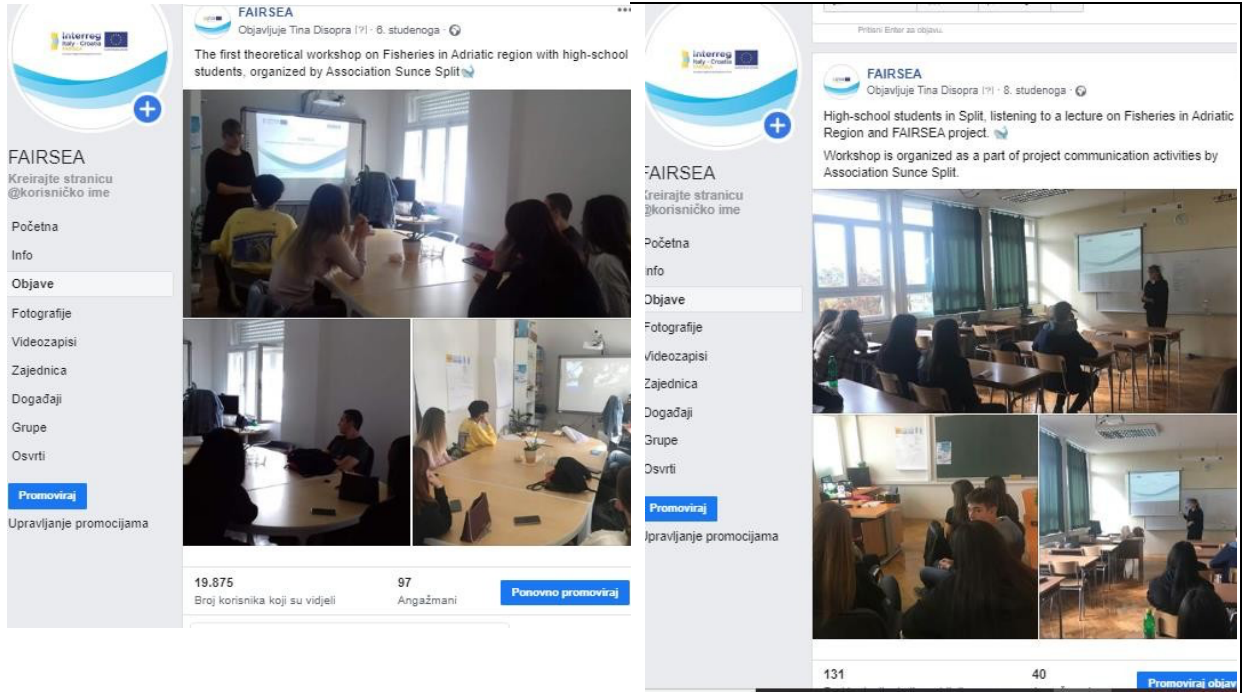
CONTACTS
UNIST Group
E-mail: farisa.sumner.school@unist.it

VENUE University of Spis, University Campus Vukca (ZIF building)

ORGANISING COMMITTEE
Simona Libralato, Sufjana Križulović Šihar, Jane Brož, Mirna Petric

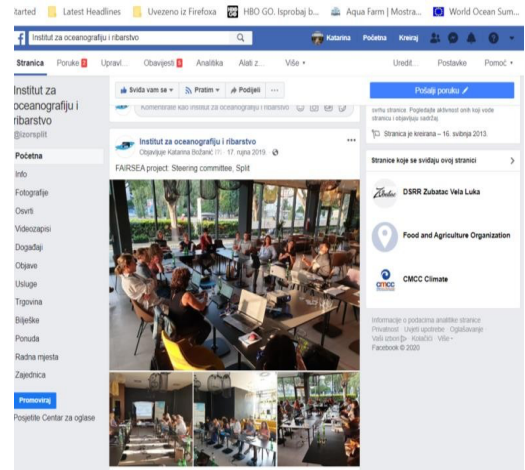
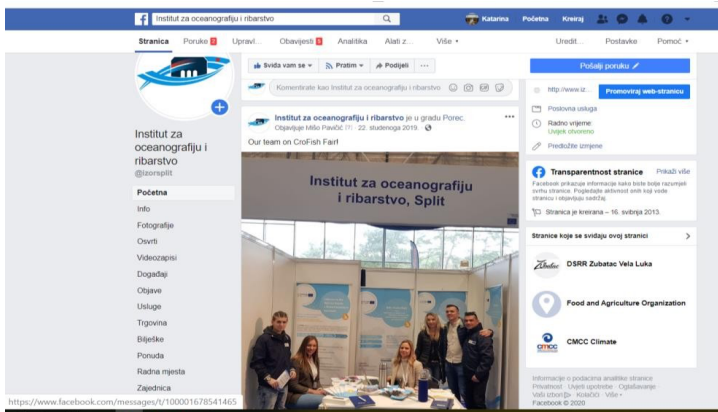
SCIENTIFIC COMMITTEE
Simone Libralato (OGG), Angelo Bonanno (CNR), Roberto Carlucci (CONISMA), Peter Cser (Francesco Craxi (CNR)), Fabio Francioso (CNR), Tomáš Farkas (SPHMA), Seta Hlaváčková (SPHMA), Giuseppe Scarnella (CNR), Suparna Kundu (IISD), Cosma Sestini (OGG), Maria Teresa Spedicato (COSEPI), Nele Vogel (OGG)

119 Broj korisnika koji su vidjeli · 29 Angažmani · Promotvraj



To maximize the impact, PP decided to use also their own social media channels to exploit other network of followers and reach a larger number of social media users. Communication spread from Facebook, to YouTube and Twitter accounts of PPs.

Below some screenshots from the web.





VEGAL dodaje 8 novih fotografija od 29. studenoga 2019.

28.11 progetto - Sede VEGAL Porto Seguro
Progetto: INTERREG #Italia #Croatia 2014-20 - FAIRSEA
Incontro con gli stakeholder socio-economici dell'Alto Adriatico (analisi SWOT sugli impatti socioeconomici della pesca nel'area) ... Priklazi više
Pogledaj prijevod

VEGAL
@vegal.net

Početna
Info
Događaji
Fotografije
Videozapisi
Zajednica
Osvrti
Objave

Interreg Italy - Croatia FAIRSEA

Info: Svidi mi se, Komentar, Podijeli



VEGAL dodaje 2 nove fotografije od 4. studenoga 2019.

04.11 Mestre - sede LegaCrop
Progetto: INTERREG #Italia #Croatia 2014-20 - FAIRSEA
Incontro con le parti socio-economiche del veneziano
#interregitaCro #FAIRSEA #VEGAL
Pogledaj prijevod

VEGAL
@vegal.net

Početna
Info
Događaji
Fotografije
Videozapisi
Zajednica
Osvrti
Objave

Interreg Italy - Croatia FAIRSEA

Info: Svidi mi se, Komentar, Podijeli



VEGAL dodaje 2 nove fotografije od 4. studenoga 2019.

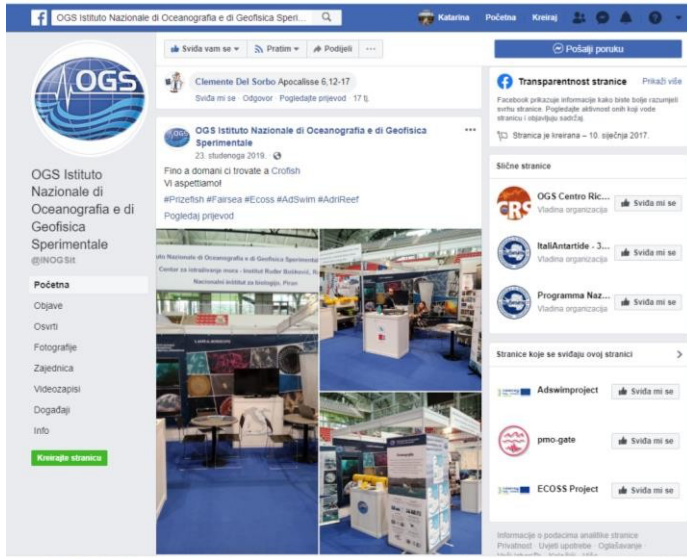
04.11 Mestre - sede LegaCrop
Progetto: INTERREG #Italia #Croatia 2014-20 - FAIRSEA
Incontro con le parti socio-economiche del veneziano
#interregitaCro #FAIRSEA #VEGAL
Pogledaj prijevod

VEGAL
@vegal.net

Početna
Info
Događaji
Fotografije
Videozapisi
Zajednica
Osvrti
Objave

Interreg Italy - Croatia FAIRSEA

Info: Svidi mi se, Komentar, Podijeli





OGS Istituto Nazionale di Oceanografia e di Geofisica Sperimentale

Publicato da Francesca Petrerà · 29 Luglio 2020 ·

Se domani sarete in zona Lignano non perdetevi l'occasione di partecipare al primo torneo di Fish n' Ships, il gioco sull'ecosistema marino sviluppato da OGS per il progetto [FAIRSEA](#)

Prenotazione obbligatoria e posti limitati
info@parcozoopuntaverde.it



Parco Zoo Punta Verde (Lignano)

24 Luglio 2020 ·

Fish 'n Ships! In collaborazione con [OGS Istituto Nazionale di Oceanografia e di Geofisica Sperimentale](#) organizzerà un torneo di Fish n' Ships un gioco di carte... [Altro...](#)

775

Persone raggiunte

73

Interazioni

Impossibile mettere in evidenza

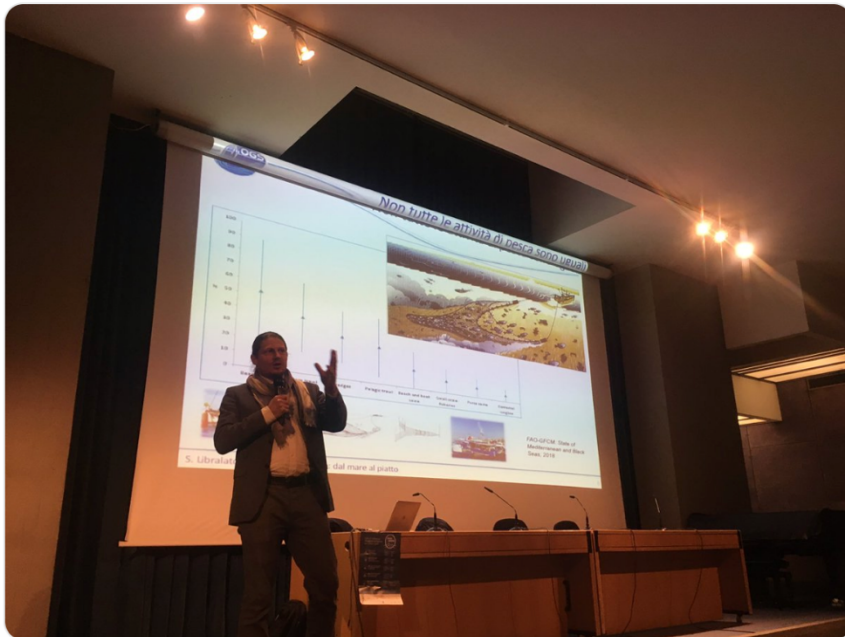
28

Condivisioni: 9



OGS @OGS_IT · 10 apr

Non tutte le attività di pesca sono uguali. Impariamo a scegliere cosa acquistare in modo consapevole. Ne parliamo oggi a #Trieste alle conferenze di #maresalute



Regione FVG, Marevivo Onlus, FAI_FVG e altri 2

A FAIRSEA playlist has been created on LP Youtube channel. The playlist contains all relevant videos from the project. A total of 14 videos has been published with 1177 visualizations from the public.

The screenshot shows a YouTube playlist page for the FAIRSEA Project. The page features a navigation sidebar on the left with options like Home, Esplora, Shorts, and Raccolta. The main content area displays the playlist title 'FAIRSEA Project' with 14 videos and 1,177 visualizations. Below the title, there is a description of the project: 'FAIRSEA - Fisheries in the Adriatic Region - a Shared Ecosystem Approach is a project coordinate by OGS to implement innovative approaches for the sustainable management of the Adriatic Sea fisheries. FAIRSEA is financed by Interreg V-A IT-HR CBC Programme (Priority Axis 1 - Blue innovation)'. The playlist itself is a vertical list of six video thumbnails with their respective titles and durations: 1. 'FAIRSEA Project - FAIRSEA - Fisheries in the Adriatic Region - a shared Ecosystem Approach' (0:07), 2. 'FAIRSEA Fishing in the Adriatic food web' (3:36), 3. 'FAIRSEA Short video' (1:09), 4. 'FAIRSEA Short video' (1:09), 5. 'FAIRSEA Video presentation' (5:49), and 6. 'FAIRSEA for younger generations' (8:23). The OGS logo and a red 'ISCRIVITI' button are visible at the bottom of the playlist area.



FAIRSEA Project - FAIRSEA – Fisheries in the Adriatic Region – a shared Ecosystem Approach
211 visualizzazioni · 6 dic 2019 👍 0 🗨️ NON MI PIACE 🔗 CONDIVIDI ≡ SALVA ⋮

- FAIRSEA Project**
OGS - 1/14
- 1 FAIRSEA Project - FAIRSEA – Fisheries in the Adriatic Regi...
OGS 0:07
 - 2 FAIRSEA Fishing in the Adriatic food web
OGS 3:36
 - 3 FAIRSEA Short video
OGS 1:09
 - 4 FAIRSEA Short video
OGS 1:09
 - 5 FAIRSEA Video presentation
OGS 5:49
 - 6 FAIRSEA for younger generations
8:23

