

D.2.4.13. At least five articles published in relevant EU paper magazines

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Project Acronym PEPSEA

Project ID Number 10047424

Project Title Protecting the Enclosed Parts of the Sea in Adriatic from

pollution

Priority Axis 2 – Safety and Resilience

Specific objective 2.2 – Increase the safety of the Programme area from

natural and man-made disaster

Work Package Number 2

Work Package Title Communication activities

Activity Number 2.2

Activity Title Promotional materials and media relations

Partner in Charge PP7 - Chamber of Commerce of Bari

Partners involved LP – ZADRA NOVA

PP3 – SPLIT-DALMATIA COUNTY PP4 – ŠIBENIK-KNIN COUNTY

PP6 – PO DELTA VENETO REGIONAL PARK

Status Final Distribution Public



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Introduction

The **Work Package 2 – "Communication activities"** aimed at ensuring a constant promotion and publicity of project objectives, outcomes and results, during whole project duration to public.

In this way **Activity 2.4 – "Promotional materials and media relations"** aims to raise awareness about the PEPSEA project, through a strengh collaboration with media to better circulate project messages through media channels.

In order to better communicate not only the message of the PEPSEA project but also the results of the actions implemented through the funding received, it was decided to organize Private Media Tours within the pilot sites spread throughout Italy and Croatia.

Clarifying the definition of "media tour" we are talking about an event where company/organizations executives meet with journalists to discuss something newsworthy that the company/organization is interested in announcing and the reporters are interested in reporting on, whose primary output is the production of highly specialized, content-centric articles.

PEPSEA articles on EU relevant magazines

Given the technical nature and the importance of the content of articles borned by PEPSEA Private Media Tours, it was decided to conduct these tours after the implementation of all equipment within the pilot sites. However, the COVID-19 pandemic negatively affected these activities, forcing the project partnership to find a solution to achieve the promised results and overcome the accumulated delays.

Chamber of Commerce of Bari Articles

Given the situation then, in order to support the partnership in achieving its objectives before the end of the project, the Chamber of Commerce of Bari (even if not initially actively involved in this deliverable, if not as coordinator of the activity) decided to publish 2 articles online: one in December 2021 with "Mosaico Europa" (EuroChambre) the fortnightly newsletter focused on European topics of priority interest for Chambers of Commerce cross Europe, and one in May 2022 with "The Parliament Magazine" a monthly EU politics magazine covering EU news, opinion and comment.







24 dicembre 2021

EsperienzEUROPA Le best practice italiane

L'esperienza della CCIAA di Barl nel progetto Interreg Pepsea

Attualmente esistono numerosi centri di risposta ufficialmente riconosciuti per la gestione dei casi di inquinamento da oli e sostanze pericolose all'interno dell'Adriatico ma nessuna delle strategie di risposta è valida per entrambi i versanti italiani e croati e, soprattutto, non sono Tenin per il lato croato. previsti protocolli di risposta specifici per le aree marine semichiuse (baie, canali e lagune) che, per le diverse ca-

guato. L'obiettivo principale del progetto Interreg PEPSEA (Protecting the Enclosed Parts of the Sea in Adriatic from pollution) è proprio quello di sviluppare soluzioni per gli eventi di inquinamento in queste specifiche aree attraverso interventi di emergenza e misure di recupero per prevenire disastri naturali causati dall'uomo e per ridurre i casi di inquinamento dove non evitabili.

ratteristiche morfologiche e dinamiche

dell'acqua, richiedono un approccio ade-

Il progetto è finanziato dal Programma di Cooperazione transfrontaliera Interreg V-A Italia-Croazia 2014-2020 e vede la collaborazione di otto partners, divisi tra Italia e Croazia, guidati dall'Agenzia di Sviluppo della Contea di Zadar - Zadra Nova (Lead Partner di progetto). La partnership coinvolge il Consorzio Futuro in Ricerca (Ferrara); l'Agenzia Regionale per la Tutela dell'Ambiente del Friuli Venezia Giulia - ARPA FVG (Palmanova); l'Ente Parco Regionale Veneto del Delta

di Commercio di Bari (Bari) per il lato italiano; il Centro di Formazione e Ricerca Adriatico per la Prevenzione e la Risposta all'inquinamento marino accidentale - ATRAC, la Contea di Spalato-Dalmazia e la Contea di Sebenico e

In questi tre anni il progetto PEPSEA ha portato avanti diverse attività: studi specifici condotti su aree pilota, azioni di sensibilizzazione e un programma di formazione, suddiviso in tre moduli, dedicato al personale tecnico dei centri di risposta, al fine di tutelare l'area dell'Adriatico, con conseguenti vantaggi per i settori della pesca, del turismo e dello stile di vita delle aree coinvolte da progetto.

Le aree pilota definite dal progetto PEPSEA sono state un totale di cinque. suddivise in tre aree per la costa croata, la baia di Sila, il porto di Sibenik e il porto di Split e due aree per l'area italiana, la laguna di Caleri e la laguna di Canarin del fiume Po. Queste aree sono state sottoposte a diverse indagini: raccolta di dati storici necessari a valutare i piani di contingenza esistenti (regionali e locali) con relativa valutazione d'efficacia; identificazioni delle autorità coinvolte, delle aree di rischio e di alta vulnerabilità; indagini in campo al fine di definire modelli predittivi di vulnerabilità; indagini più specifiche per definire le mappe di rischio; analisi dei contaminanti nei sedidel Po (Ariano nel Polesine) e la Camera menti e nella colonna d'acqua e indagini

POLLUTION



mosaicoEUROPA Newsletter N° 22/2021 6





correntometriche per la validazione dei modelli predittivi di rischio sviluppato con modelli matematici. Tali studi hanno evidenziato i rischi ambientali comuni (come il rischio di fuoriuscita accidentale di idrocarburi da serbatoi e separatori aperti) e quelli più sito-specifici (come il rischio di fuoriuscita di ammoniaca dalla fabbrica di Mardežić per la baia di Sali o il rischio potenziale di trasporto di inquinamento transfrontaliero a causa dei venti prevalenti e delle correnti marine superficiali per il delta del Po) al fine di sviluppare delle Linee Guida per un Piano di Contingenza che possa definire una strategia di intervento comune e chiarire le competenze e le responsabilità non soltanto a livello regionale e nazionale ma anche una co-responsabilità transfrontaliera. Le attività sui siti pilota si concluderanno con l'installazione di specifiche tecnologie (quali sensori, telecamere, droni e sistemi di geo informazione GIS) volte al rilevamento dell'inquinamento e allarme rapido del sistema; chiusura, pulizia e smaltimento sicuro degli inquinanti e contestuale risanamento e monitoraggio della qualità del mare. I principali risultati di progetto verranno infine raccolti all'interno di una pubblicazione di progetto, rivolta agli addetti ai lavori ed ai tecnici, al fine di veicolare tutti gli output progettuali e stabilire un modello di riferimento applicabile a fasce costiere extra-adriatiche e altri mari.

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FIGHTING TOGETHER AGAINST MARINE POLLUTION



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Figure 1 - CCIAA First Article published on Mosaico Europa





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By Interreg PEPSEA Project

The Interreg PEPSEA Project is a an EU project funded by the Interreg Italy-Croatia CBC Programme 2014-2020, to protect the enclosed parts of the Adriatic Sea from

04 May 2022

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The circular economy offers a viable solution to the problem of plastic marine litter

How Italy and Croatia are fighting against marine pollution

Thanks to the EU's Interreg PEPSEA project, Italy and Croatia are working closely together to protect the marine ecosystems in the Adriatic Sea.



Partner Content

driatic enclosed parts of sea (EPSs), such as bays, channels and lagoons, are often places of frequent sea traffic with consequent high risk of sea pollution by oils and hazardous substances, but there are no specific response protocols for EPSs which, due to different morphological and dynamic water characteristics, require an appropriate approach. There are several officially recognized response centres for the management of these pollution cases but, currently, none of the response strategies are valid both for Italy and Croatia.

The main goal of the Interreg PEPSEA project (Protecting the Enclosed Parts of the Sea in Adriatic from pollution) is to develop solutions for pollution events in this EPSs area through emergency interventions and recovery measures to prevent natural and manmade disasters and to reduce the impact when the ones occur.

The project is funded by the Interreg Italy-Croatia CBC Programme 2014-2020 and sees the collaboration of eight Italian and Croatian partners led by the Development Agency of Zadar County - Zadra Nova (Project Lead Partner).



The main goal of the Interreg PEPSEA project is to develop solutions for pollution events in this EPSs area through emergency interventions and recovery measures to prevent natural and man-made disasters and to reduce the impact when the ones occur.

The partnership is made by Future in Research Consortium (Ferrara): The Regional Agency for Environmental Protection of Friuli Venezia Giulia - ARPA FVG (Palmanova); Po Delta Veneto Regional Park (Ariano nel Polesine) and the Chamber of Commerce of Bari (Bari) for the Italian side; the Adriatic Training and Research Center for Prevention and Response to Accidental Marine Pollution - ATRAC, Split-Dalmatia County and Šibenik-Knin County for the Croatian side.

PARTNER CONTENT



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In these three years the PEPSEA project carried out several activities: specific studies conducted on pilot areas, awareness actions for wider stakeholders and a training program dedicated to the technical staff of the response centers, in order to protect the Adriatic area, with consequent benefits for the fishing, tourism and lifestyle sectors of the areas involved by the project.

Within PEPSEA Project 5 pilot areas have been identified: the Sali Bay, the port of Sibenik and the port of Split for the Croatian Side and the Caleri Lagoon and the Canarin Lagoon of the Po Delta for the Italian one. These areas have been subjected to several investigations such as: collection of historical data necessary to evaluate the existing contingency plans (regional and local) and their effectiveness assessment; authorities involved; risks' list and maps, high vulnerability areas; definition of predictive models of vulnerability; analysis of contaminants in sediments and in the water column and currentometric investigations to validate risk predictive models developed with mathematical models.

These studies highlighted both common environmental risks (such as the risk of accidental hydrocarbon spills from open tanks and sewers) and site-specific ones (such as the risk of ammonia spillage from the Mardešić factory for the Sali Bay or the potential risk of transboundary pollution transport due to prevailing winds and surface sea currents for the Po Delta). In defining Guidelines for Contingency Plan, Project Partners intend to develop a common intervention strategy that will also clarify competences and responsibilities not only at regional and national level but also across borders.

The activities on the pilot sites resulted in the installation of specific technologies (such as sensors, cameras, drones and GIS geo-information systems) aimed at pollution detection and early warning system, closure, cleaning and safe disposal of pollutants and contextual remediation and sea quality monitoring.

The main results of the project were then collected in a project publication, addressed to professionals and technicians, in order to convey all the results of the project and establish a reference model applicable to non-Adriatic coastal belts and other seas.



Figure 2 - CCIAA Second Article published on The Parliament Magazine





Nevertheless, after this action, the partnership was forced to make other changes to what was initially planned, essentially due to some difficulties with the allocation and quantity of the budget needed to complete this deliverable.

For this purpose, after the approval of the Joint Secretary, the project partnership decided to replace the remaining n.3 EU relevant paper magazine articles with n.4 scientific journal articles which are related to the research conducted in pilot location Sali and St. Anthony's cathedral published by experts of Zadar Universitye.

This action allowed to ensure the effective dissemination of the results of the operations carried out within the pilot sites, touching, however, only one of the target groups envisaged by the project.

In order to reach all target groups of the project, partners in charge of pilot sites decided to publish, in conjunction with the public events in their pilot¹, a press releases in relevant EU paper.

Evidence of this action is therefore reported below.

ZADRA NOVA Article

On March 22, 2022, the project leader ZADRA NOVA published on **EURACTIV**, the pan-European media network specialized in EU policies, an article containing the press release of the marine pollution awareness campaign among the local population held in the Municipality of Sali as part of the project "PEPSEA - Protection of closed parts of the Adriatic Sea from pollution.

Here you can find the link to the article:

https://pr.euractiv.com/pr/awareness-campaign-marine-pollution-and-media-tour-successfully-conducted-within-pepsea-interreg

-

¹ which covered several deliverables pf the project: D.2.3.1 - "Five public events organized in the pilot EPS", D.2.4.12.

^{- &}quot;Five public events organized in the pilot EPS" and A.5.5. - "Awareness campaigns"



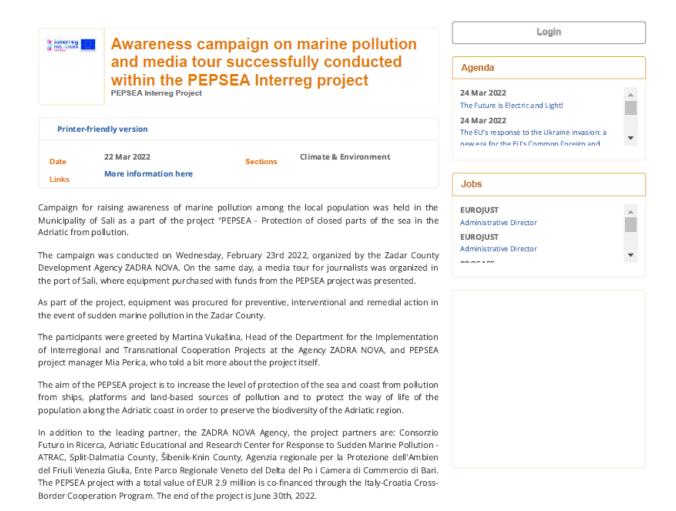


Figure 3 - ZADRA NOVA Article

Split-Dalmatia County Article

On March 09, 2022, the Split Dalmatia County published on **EURACTIV** an article containing the press release of the media tour for journalists organized on Tuesday, March 1, 2022 in Kaštel Gomilica wich was attended by journalists from HRT, Slobodna Dalmacija, Dalmacija Danas, TV Jadran, Večernji list, Pixsell, HINA, TV Dalmacija, Radio Dalmacija and Dalmatinski portal.

Here you can find the link to the article: https://pr.euractiv.com/pr/split-dalmatia-county-229828

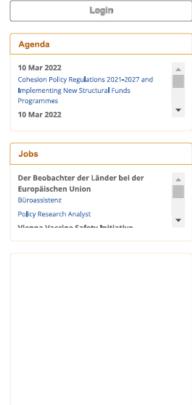




As part of the project PEPSEA-Protecting the Enclosed Parts of the Sea in the Adriatic from Pollution, the Split-Dalmatia County organized on Tuesday, March 1, 2022. in Kaštel Gomilica media tour for journalists where the pilot location was presented and the equipment installed on it, as well as the complete equipment procured through the PEPSEA project. The media tour was attended by journalists from HRT, Slobodna Dalmacija, Dalmacija Danas, TV Jadran, Večernji list, Pixsell, HINA, TV Dalmacija, Radio Dalmacija and Dalmatinski portal. The pilot location in Split-Dalmatia County is the Eastern part of the Kaštela Bay due to the fact that the entire area is industrial and traffic that stretches through three cities: Split, Solin and Kaštela. The purchased equipment is divided into three groups: Group 1.- Equipment for detection of marine pollution and early warning of the system, Group 2.- Equipment for prevention of spreading pollution, remediation and removal and safe disposal of pollutants and Group 3.- Equipment for monitoring seawater. The equipment was given for use to the Port of Split, the Port of Split-Dalmatia County, the Fire Center of St. Florian and the Fire Brigade of the Split-Dalmatia County. A media tour with an ecological boat was organized in order to present and show the installed equipment to the media and how to prevent possible sea pollution. Media tour and the public event was held at in the fire station in Kaštel Gomilica, with the host of the Fire Center Sv. Florian, who has trained staff, owns an ecological boat and equipment for cases of marine pollution. A campaign for raise public awareness was also organized in the event of marine pollution, in order to increase public awareness of possible threats that may lead to marine pollution, how we can protect the sea and coast from pollution from ships, platforms and land-based sources population along the coastal area of the Adriatic Sea and preserve the biological diversity of the Adriatic region.



Figure 4 - Split-Dalamia County Article





Po Delta Veneto Regional Park Article

On May 05 2022, Po Delta Veneto Regional Park published an article on **EURACTIV** containing the press release of the media tour for journalists organized on Wednesday, March 16, 2022 in Porto Viro visitor center.

Here you can find the link to the article: http://pr.euractiv.com/pr/training-courses-accidental-marine-pollution-and-media-tour-po-delta-park-successfully-conducted

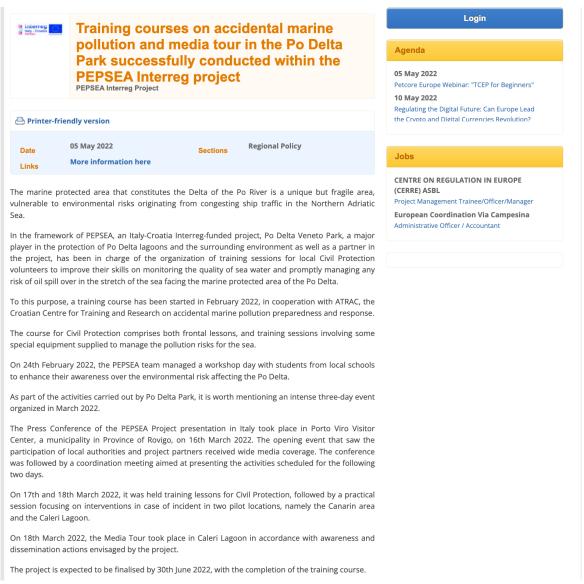


Figure 5 - Po Delta Veneto Regional Park Article



Šibenik-Knin County Article

According to the partnership agreements also Šibenik-Knin County will publish n.3 article on **EURACTIV** containing the press release of the media tour for journalists organized on April 21, 2022 at port Vrnaža in Šibenik in wich journalists from HRT-Croatian National Television, TV Šibenik – local TV station, local portals and local radio station attended.

Here you can find the link to the first article: https://pr.euractiv.com/pr/ibenik-knin-county-croatia-private-media-tour-public-event-and-awareness-campaign-234383?fbclid=lwAR3yNYiYk-CASvGGHulQO19QppXkllcQiN707 vun3n09SKbocUwmrl6hnc

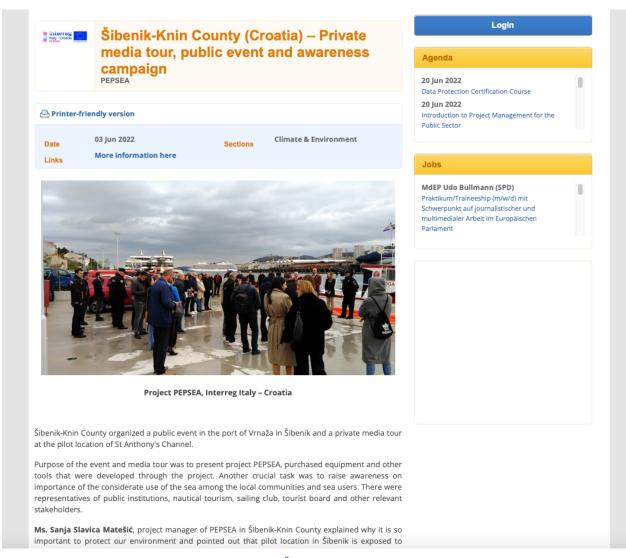


Figure 6 – 1st Šibenik-Knin County Article



Here you can find the link to the second article: https://pr.euractiv.com/pr/atrac-pepsea-training-courses-234597

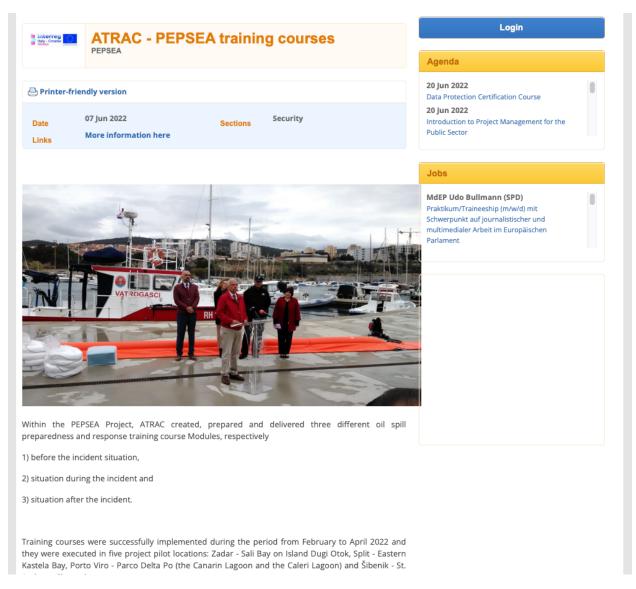


Figure 7 - 2nd Šibenik-Knin County Article



Here you can find the link to the third article: https://pr.euractiv.com/pr/awareness-campaign-marine-pollution-and-media-tour-successfully-conducted-within-pepsea-interre-0



Figure 8 - 3rd Šibenik-Knin County Article



Conclusions

At the end of the project, the partnership produced and published a total of No. 8 articles, two more than originally expected within the Application Form.

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