

Press conference organized at the end of the project

Final Version of 16/June/2022

Deliverable Number D.2.4.11.

Project Acronym	PEPSEA
Project ID Number	10047424
Project Title	Protecting the Enclosed Parts of the Sea in Adriatic from pollution
Priority Axis	2
Specific objective	2.2
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.4.
Activity Title	Promotional materials and media relations
Partner in Charge	PP7
Partners involved	PP3, PP4, PP6, PP7, LP
Status	Final
Distribution	Public

INTRODUCTION

LP ZADRA NOVA

Press conference was held on June 13, 2022, in Zadar in order to present the project outcomes to policy makers and other high representatives and to interest the other response centres in charge of pilot EPSs in transferring and implementing the model. In HAZU park, introductory speeches were given by Marina Dujmović Vuković, Director of the Zadar County Development Agency ZADRA NOVA and Olivio Meštrović, head of Zadar County. Project manager, Mia Perica also joined the speech, emphasizing the implemented project activities and project results and giving a short statement to the press on the cleaning of Maestral Bay. Also, other project partners have said a few words about project activities carried out at their pilot locations. It has been announced that the second day of the conference, as part of the media tour of journalists, the pilot location in Sali will be visited, where project activities and installed equipment will be presented.

D.2.4.11. Press conference organized at the end of the project

The Zadar County Development Agency conducted a simple procurement procedure and the company Mad Props d.o.o. was selected as part of it. Supplier Mad Props d.o.o., Tina Ujevića 3, 23000 Zadar, Hrvatska, OIB: 87504245574 based on simple procurement, number: IT-HR-PEPSEA 6, within the PEPSEA project, concluded with the Client Zadar County Development Agency Zadar County ZADRA NOVA.

2.4.11. Press conference organized at the end of the project Press conference was held on June 13, 2022, in Zadar in order to present the project outcomes to policy makers, high representatives and the general public. There was 32 people on Press conference on signing list. Present media were: 1. Novi radio Zadar, 2. HRT, 3. Zadarski list and 4. 057 info.

The director of the Agency Zadar Nova said that during the final conference, the cleaning of the Maestral Cove in Zadar was organized, with the aim of promoting the visibility of the project but also encouraging the population to participate in actions to clean up the coast and to raise awareness among citizens at the local level about the importance and preservation of the sea.

Olivio Meštrović said that this project is important for our County and looks forward to further implementation of projects co-financed by European funds, which aim to protect and preserve closed parts of the sea in the Adriatic.

Mia Perica, said that the results of this project are really evident today after 3 1/2 years and that she looks forward to the fact that the intervention teams today will be able to go out for interventions with adequate equipment, both on the territory of Croatia and Italy.

In total, six articles were published in the media on the topic of the final conference. How realistic the number of views is cannot be claimed with certainty because some media do not allow access to the above data, but from what is transparent it is evident that the articles have : 19 likes, 6 shares and 49 views.

1. <https://www.glasistre.hr/hrvatska/projektompepsea-za-zastitu-jadrana-opremljeno-pet-lokacijau-hrvatskoj-i-italiji-801966>
2. <https://www.zadra.hr/hr/novosti/3448-odr%C5%BEana-zavr%C5%A1na-konferencija-projektapepsea>
3. <https://more.slobodnadalmacija.hr/om/vijesti/projektom-pepsea-za-zastitu-jadrana-od-oneciscenjaopremljeno-pet-lokacija-u-hrvatskoj-i-italiji-1200644>
4. <https://ezadar.net.hr/dogadaji/4250278/odranazavršna-konferencija-projekta-pepsea/> - 19 likes, 6 shares
5. <https://radio.hrt.hr/radio-zadar/vijesti/uzpepsea-do-cisceg-okolisa-7929553>
<https://www.zadarskilist.hr/clanci/14062022/izuvale-maestral-izvucene-cak-i-traktorske-gume> - 49 views
6. <https://www.noviradio.hr/interreg-pepseazastita-zatvorenih-dijelova-mora-u-jadraniu-odoneciscenja>

Conclusions

During the press conference in Zadar, all activities and results of the PEPSEA project were presented and the importance of the project for Zadar and Zadar County was emphasized, as well as for other pilot locations. Also, as part of the final conference, media tours of journalists were held.



