

2.4.12. Five private media tours organised in five EPSs

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Project Acronym	PEPSEA
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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	All Partners
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 strength 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.

The COVID-19 pandemic, however, has definitely negatively impacted on the project activities, forcing the partners to organize all the preventive project events within the pilot sites (awareness campaign, public event and training courses) on the same dates. This action, however, has certainly allowed to better express the causality link highlighted before to the participants.

The private media tours organized by the project partners responsible for the pilot sites are summarized below.

ZADRA NOVA: Private Media tour on Sali bay

On February 23, 2021, as a part of PEPSEA project, a private media tour and a campaign was held to raise awareness about environmental pollution. Departure by boat was organized at 10.30 A.M., and a presentation of PEPSEA project was held at 12:30 P.M. Also, installed equipment was presented by Nikša Orlić from Geolux d.o.o. and Vedran Marinić from ATRAC. After the presentation, a tour of the installed equipment (sensors, cameras, meteo stations) was organized on pilot location.



The event was attended by about 50 people including employees of the Zadar County Development Agency, Vedran Martinić and Anja Pilepić from Rijeka, representative of ATRAC and Nikša Orlić, representative of Geolux d.o.o. Also, there was 11 journalists: Vanesa Gazić and Matija Cicvarić (Diadora TV), Vladimir Šetka (HRT – HR), Matija Lipar (Antena Zadar), Saša Čuka and Valentina Tokić (057info), Ana Marušić (ART Centar Zadar), Nikolina Lucić and Vedran Sitnica (Zadarski list), Danijela Đimoti (Novi radio Zadar) and Paolo Sarić. The event was also attended by local stakeholders, representative of people from the municipality of Sali.

Split-Dalmatia County: Private Media tour on Kaštela bay

In the framework of the project PEPSEA - Protecting closed parts of the sea in the Adriatic from pollution, Split-Dalmatia County organized on Tuesday, March 1, 2022 in Kaštel Gomilica a media tour for journalists where the pilot location and the equipment installed on it, as well as the complete equipment purchased through the PEPSEA project was presented. The media tour was conducted on board of an ecological boat departed from the fire station in Kaštel Gomilica, with the host of the Fire Center Sv. Florian. During the tour, the installed equipment and how to prevent possible sea pollution were presented to the media.



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.

Po Delta Veneto Regional Park: Private Media tour on Canarin and Caleri lagoon

On 17 and 18th March 2022, in accordance with awareness and dissemination actions envisaged by the project, two Media Tour took place in the Po Delta Veneto Regional Park pilot sites: the first one on March 17 in Canarin Lagoon and the second one the next day in Caleri Lagoon.



The departure by boat, for both days, was organized around 3.00 p.m. and lasted about two and a half hours of navigation during which were presented to the various journalists present the equipment implemented in the pilot site thanks to the PEPSEA project.

Šibenik-Knin County: Private Media tour on St. Anthony's Channel

On 21 st of April, 2022, Šibenik-Knin County as project partner organized public event at port Vrnaža in Šibenik and private media tour at pilot location St Anthony's Channel in Šibenik. Event started at 11:30 AM and ended at 15:00 PM. Purpose of the event and media tour was to present project PEPSEA, purchased equipment and other tools that were developed through the project. Another crucial task was to raise awareness on importance of the considerate use of the sea among the local communities and sea users.



At the event of Šibenik-Knin County there were around 70 people present (37 of them signed on signature list) with media representatives of HRT-Croatian National Television, TV Šibenik – local TV station, local portals and local radio station together with representatives of nautical tourism, sailing club, tourist board and other relevant stakeholders.