

Del. 2.4.3. - Promotional brochure developed, translated, printed and distributed in first month of the project

Final Version of 28/December/2020

Deliverable Number D.2.4.3.

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	2.4
Activity Title	Promotional materials and media relations
Partner in Charge	PP7 - Chamber of Commerce of Bari
Partners involved	PP7 - Chamber of Commerce of Bari
Status	Final
Distribution	Public

Summary

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Abstract/Executive Summary

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 and through the distribution of promotional items as, in this case, project brochures.

The brochures helped keep the audience thinking about the project and its main goals, guiding local communities to the PEPSEA website and social pages. The main objective behind this action was to increase awareness of respectful use of the sea and EPS spill prevention, through a detailed illustration of the actions that the partners would have developed during the life of the project and emphasizing the importance and benefits of the project for the entire local community.

The graphic layout and the texts of the PEPSEA promotional brochure were prepared by **PP7 - Chamber of Commerce of Bari** as a Leader of the Communication of the project and shared with all partners in the ready to print version.

In order to better expose these topics as directly as possible to the targeted audience of the project, the brochure, initially conceived only in **English**, has been produced and translated also in **Italian** and **Croatian** language. A total of n. 820 copies of the brochure were printed of which n.600 were in Croatian and 220 in Italian.

The three versions, in their ready-to-print format, are attached below in the report.

Promotional brochure in English



-  ZADAR - CROATIA
-  FERRARA - ITALY
-  RIJEKA - CROATIA
-  SPLIT - CROATIA
-  SIBENIK - CROATIA
-  PALMANOVA - ITALY
-  ARIANO NEL POLESINE - ITALY
-  BARI - ITALY

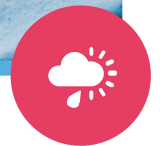
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Project PEPSEA

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 www.italy-croatia.eu/web/pepsea



Protecting the Enclosed
Parts of the Sea in
Adriatic from pollution



Promotional brochure in English

WHO WE ARE

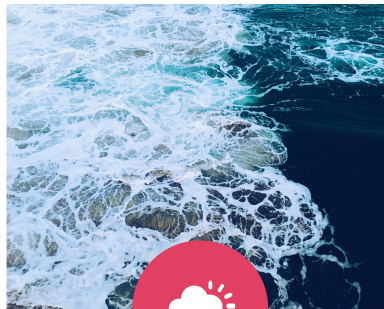
Partners from two European countries have joined their forces to develop and implement solutions to mitigate the sea pollution problem and to develop a new and innovative response system for cases of incidental pollution of enclosed parts of the sea (EPSS) by oils and dangerous substances.

ITALY

- FUTURE IN RESEARCH CONSORTIUM
- ENVIRONMENTAL PROTECTION AGENCY OF FRIULI VENEZIA GIULIA
- PO DELTA VENETO REGIONAL PARK
- CHAMBER OF COMMERCE OF BARI

CROATIA

- ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
- ADRIATIC TRAINING AND RESEARCH CENTRE FOR ACCIDENTAL MARINE POLLUTION PREPAREDNESS AND RESPONSE - ATRAC
- DEPARTMENT FOR TOURISM AND MARITIME AFFAIRS
- SIBENIK-KNIN COUNTY



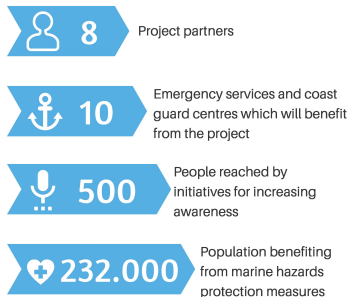
WHAT WE DO

We aim at developing an adequate and timely response system for cases of incidental sea pollution in enclosed parts of the sea.

The system will be a customizable model with an approach that will cover all three different phases of the incident (before, during, after) and will be transferable and applicable in all other EPSS in Adriatic Region, and preferably beyond.

Also, we aim at increasing awareness of the importance of the considerate use of the sea and prevention of spills in all EPSS areas.

FACTS AND FIGURES



OUTPUT

An adequate and timely approach for responding to sea pollution risk and incidents in EPSS based on detailed contingency plans;

Developed and tested technological solution and equipment for response in phases;

Training programmes for response teams and awareness campaigns for considerate use of sea.

WHO FUNDED US

Our project is funded by the Interreg Italy-Croatia Programme, which encourages cooperation on shared challenges in States territories overlooking the Adriatic sea with 236,8 million euros of funding.

Promotional brochure in Italian






Contatti

Project PEPSEA

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Protecting the Enclosed
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Promotional brochure in Italian

CHI SIAMO

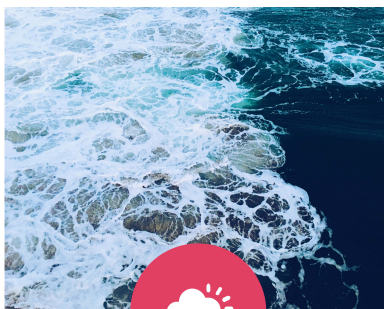
Partner provenienti da due Paesi Europei che hanno deciso di collaborare per sviluppare e realizzare soluzioni finalizzate a mitigare il problema dell'inquinamento marino e sviluppare un sistema di innovativo di intervento per i casi di inquinamento accidentale causato da oli e sostanze pericolose in parti di mare chiuse (EPSs)

ITALIA

- CONSORZIO FUTURO IN RICERCA
- AGENZIA REGIONALE PER LA PROTEZIONE DELL'AMBIENTE DEL FRIULI VENEZIA GIULIA
- ENTE PARCO REGIONALE VENETO DEL DELTA DEL PO
- CAMERA DI COMMERCIO DI BARI

CROAZIA

- ZADAR COUNTY DEVELOPMENT AGENCY ZADRA NOVA
- ADRIATIC TRAINING AND RESEARCH CENTRE FOR ACCIDENTAL MARINE POLLUTION PREPAREDNESS AND RESPONSE - ATRAC
- DIPARTIMENTO PER IL TURISMO E GLI AFFARI MARITTIMI
- CONTEA DI ŠIBENIK-KNIN



COSA FACCIAMO

Il nostro obiettivo è quello di sviluppare un sistema innovativo che permetta di affrontare in modo adeguato i casi di inquinamento marino accidentale in aree chiuse. Il Sistema, disegnato in modo da essere trasferibile ed applicabile in tutte le aree marine chiuse dell'Adriatico, sarà in grado di offrire soluzioni personalizzate e gestire le tre fasi tipiche dell'incidente (prima, durante e dopo). Inoltre per i Partner di PEPSEA è di fondamentale importanza che aumenti sensibilmente la consapevolezza dell'importanza di un uso attento del mare e delle azioni per prevenire inquinamenti accidentali.

RISULTATI

Un approccio adeguato e tempestivo per rispondere al rischio di inquinamento marino e agli incidenti negli EPS sulla base di piani di emergenza dettagliati;

Una soluzione tecnologica sviluppata e testata in 5 aree pilota, dotate di adeguata attrezzature per affrontare le tre fasi dell'incidente.

Programmi di formazione per i team di risposta e campagne di sensibilizzazione per un uso attento del mare.

CHI CI FINANZIA

PEPSEA è finanziato dal Programma Interreg Italia-Croazia, che incoraggia la collaborazione tra Partner dei due Paesi per affrontare sfide comuni ai territori che si affacciano sul mare Adriatico. La dotazione finanziaria del Programma Italia - Croazia è di 236,8 milioni di euro.

PROGETTO IN PILLOLE

-  **8** Partners del progetto
-  **10** Servizi di emergenza e centri di guardia costiera che beneficeranno del progetto
-  **500** Persone raggiunte da iniziative di sensibilizzazione
-  **232.000** Popolazione che beneficia di misure di protezione contro i pericoli marini

Promotional brochure in Croatian



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Promotional brochure in Croatian

TKO SMO

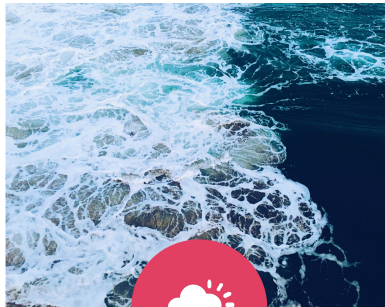
Partneri iz dviju europskih zemalja udružili su snage kako bi razvili i proveli rješenja koja pridonose ublažavanju problema onečišćenja mora te kako bi razvili novi inovativni sustav odgovora u slučaju iznenadnih onečišćenja zatvorenih dijelova mora (EPS) uljima i ostalim opasnim tvarima

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DJELOVANJE

Cilj nam je razviti adekvatan i pravovremen sustav odgovora za slučajeve iznenadnog onečišćenja u zatvorenim dijelovima mora.

Sustav će biti prilagodljiv model koji će obuhvatiti sve tri faze incidenta (prije, tijekom i poslije) te će biti prenosiv i primjenjiv na sve ostale zatvorene dijelove mora u Jadranskoj regiji, a po mogućnosti i šire.

Također, cilj je i povećanje razine svijesti o važnosti obazrivog korištenja mora i sprečavanje izljeva u svim područjima zatvorenih dijelova mora

PROJEKT U BROJKAMA

 **8** projektnih partnera

 **10** interventnih centara će biti opremljeno i njihovo osoblje educirano

 **500** ljudi će biti pobliže upoznato s problematikom putem inicijativa za podizanje svijesti

 **232.000** ljudi će biti zaštićeno kroz mjere zaštite u slučaju rizika od morskih onečišćenja

REZULTATI

Odgovarajući i pravovremen pristup za reagiranje u slučaju rizika od onečišćenja i incidenata u zatvorenim dijelovima mora, temeljen na detaljnim planovima za krizne situacije;

Razvijeno i testirano tehnološko rješenje i oprema za reagiranje u sve tri faze incidenta;

Razvijeni programi obuke za interventne timove i kampanje za podizanje svijesti o obazrivom korištenju mora.

TKO NAS FINANCIRA

Naš projekt financira Program prekogranične suradnje Interreg Italija-Hrvatska, kojim se potiče suradnja dviju zemalja na zajedničkim izazovima, i to sa 236,8 milijuna eura.

Conclusions

These brochures were used and disseminated several times during the three years of the project, especially during physical events organized by the partners. The printing of the brochures took place in a completely autonomous way: the project partners, indeed, printed their own copies of the brochure (in their respective languages) when needed.

Below are attached, purely for illustrative purposes, photos of the brochures printed by project partners.

