

Promotional brochure developed,
translated, printed and distributed in
the last month of the project

Final Version of 15/June/2022

Deliverable Number D.2.4.5.

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	PP3, PP4, PP6, PP7, LP
Status	Final
Distribution	Public

Summary

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

PEPSEA brochure developed, translated, printed and distributed in the last month of the project

The brochures were designed to summarize in a few lines the results and the main activities that the project partners have focused on during these years of the project's life. The goal was to disseminate the main results achieved, encouraging those who receive this material to visit the project website and its social pages to have a more cohesive and complete view of the results obtained.

The graphic layout and the texts of the PEPSEA promotional brochure have been prepared by PP7 - Chamber of Commerce of Bari as the Partner in charge of the Communication of the project and shared with all partners in the print-ready version. In order to best expose these issues in the most direct way possible to the project's target audience, the brochure, initially conceived only in English, has been produced and translated also in Italian and Croatian languages.

To be precise, a total of 520 copies were produced, differentiated as follows:

- N. 300 copies were printed in Croatian language, on behalf of the entire Croatian partnership, by Šibenik-Knin County (PP4). This Croatian brochures have been distributed to guests during a two-day conference in Zadar, part of which was divided during the cleaning of Maestral Bay, some of the brochures were distributed in front of COIN - coworking space for work and cooperation between entrepreneurs, startups and self-employed persons in Zadar and in front of the entrance to the ZADAR County Development Agency ZADRA NOVA. The rest was distributed during the Interspill Conference in Amsterdam;
- N. 220 copies were printed in Italian by Delta Po Regional Park (PP6) and Chamber of Commerce of Bari (PP7) and disseminated respectively at the Porto Viro Visitor Center information point for PP6 and the Bari Chamber of Commerce information point for PP7;
- The English version was maintained in digital format and disseminated to the public through the project website.

Below are all three digital versions of the brochure in Italian, Croatian and English and some photos of the brochures printed and disseminated by the partners.





Promotional brochure in English

FRONT

PROTECTING THE ENCLOSED PARTS OF THE SEA IN ADRIATIC FROM POLLUTION




PEPSEA PROJECT

Project funded by European Regional Development Fund (E.R.D.F.)
PRIORITY AXIS / SAFETY AND RESILIENCE
SPECIFIC OBJECTIVE / 2.2



www.italy-croatia.eu/web/pepsea
facebook.com/pepseaproject
instagram.com/pepsea_project

MORE ABOUT US



PROJECT PARTNER







FIGHTING TOGETHER AGAINST MARINE POLLUTION

PEPSEA PROJECT

BACK

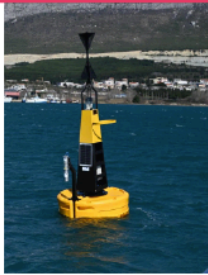


WE HAVE DEVELOPED INNOVATIVE SOLUTIONS FOR ALL THOSE POLLUTION EVENTS IN PORTS, BAYS AND LAGOONS RESULTING FROM NATURAL & MAN-MADE DISASTERS.

1.

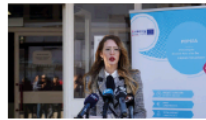
The Interreg PEPSEA project, which stands for "Protecting the Enclosed Parts of the Sea in Adriatic from pollution", is one of the n.84 cross-border projects funded by the Interreg VA Italy-Croatia CBC Programme 2014-2020.

Our starting point was the development of a Cross Border Plan, valid for both Italy and Croatia, including mitigation measures, emergency response and remediation actions to prevent pollution where possible and, where not, to contain it.



2.

We developed and offered to the members of the Italian and Croatian Civil Protection a specific training program developed on three levels of preparedness and response to accidental marine oil pollution covering all phases of intervention (pre, during and post disaster).



3.

During these three years of activity, we have strongly worked together developing preventive and operational actions against marine pollution, effectively tested within our pilot sites (adequately equipped through the funding obtained). The results of our studies have produced n.3 project publications and several scientific publications, achieving mentions also on several European newspapers (online). Today we can say that we have contributed to develop the awareness of citizens, associations and fishing companies, to a correct use of the sea, increasing the safety of our Adriatic Sea.

FIGHTING TOGETHER
AGAINST MARINE
POLLUTION

OUR PILOT SITES



HR

SALI PORT
Zadar County



HR

SAINT ANTHONY'S CHANNEL
Sibenik County



HR

KAŠTELA BAY
Split County



IT

CALERI LAGOON
Po Delta in Veneto Regional Park
Source: Facebook | Ph. Gaston Dissette



IT

SACCA DEL CANARIN
Po Delta in Veneto Regional Park

Promotional brochure in Italian

FRONT

PROTECTING THE ENCLOSED PARTS OF THE SEA IN ADRIATIC FROM POLLUTION



PEPSEA PROJECT

Progetto finanziato dal Fondo Europeo di Sviluppo Regionale (F.E.S.R.)
ASSE PRIORITARIO / SICUREZZA E RESILIENZA
OBIETTIVO SPECIFICO / 2.2



www.italy-croatia.eu/web/pepsea
facebook.com/pepseaproject
instagram.com/pepsea_project

MAGGIORI INFO



PARTNER DI PROGETTO






FIGHTING TOGETHER
AGAINST MARINE
POLLUTION



**IL PROGETTO
PEPSEA**

BACK



ABBIAMO SVILUPPATO SOLUZIONI INNOVATIVE PER TUTTI QUEGLI EVENTI DI INQUINAMENTO NEI PORTI, NELLE BAI E NELLE LAGUNE DERIVANTI DA DISASTRI NATURALI E CAUSATI DALL'UOMO.

1.

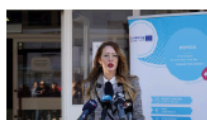
Il progetto Interreg PEPSEA, acronimo di "Protecting the Enclosed Parts of the Sea in Adriatic from pollution", fa parte dei n.84 progetti transfrontalieri finanziati dal Programma Interreg VA Italia-Croazia CBC 2014-2020.

Il nostro punto di partenza è stato lo sviluppo di un Piano Transfrontaliero, valido sia per l'Italia che per la Croazia, che includesse misure di mitigazione, risposte di emergenza e interventi di risanamento atti a prevenire l'inquinamento ove possibile e, il dove non possibile, a contenerlo.



2.

Abbiamo sviluppato e offerto ai membri della Protezione Civile (italiana e croata) un programma di formazione specifico sviluppato su tre livelli di preparazione e risposta all'inquinamento marino accidentale da idrocarburi in grado di coprire tutte le fasi d'intervento (pre, durante e post disastro)



3.

Durante questi tre anni di attività, abbiamo lavorato insieme intensamente sviluppando azioni preventive e operative contro l'inquinamento marino, efficacemente sperimentate all'interno dei nostri siti pilota (adeguatamente attrezzati attraverso i finanziamenti ottenuti). I risultati dei nostri studi hanno dato vita a n.3 pubblicazioni di progetto e diverse pubblicazioni scientifiche, ottenendo citazioni anche su diverse testate giornalistiche europee (online). Oggi possiamo affermare di aver contribuito a sviluppare la consapevolezza di cittadini, associazioni e aziende ittiche, ad un corretto utilizzo del mare, aumentando la sicurezza del nostro Adriatico.

FIGHTING TOGETHER
AGAINST MARINE
POLLUTION

I NOSTRI SITI PILOTA



HR

PORTO DI SALI

Contee di Zara



HR

CANALE DI SANT'ANTONIO

Contee di Sebenico



HR

BAIA DEI CASTELLI

Contee di Spalato



IT

LAGUNA DI CALERI

Parco Regionale Veneto del Delta del Po
Fonte: Facebook | Ph. Gaston Dissette



IT

SACCA DEL CANARIN

Parco Regionale Veneto del Delta del Po

Promotional brochure in Croatian

FRONT

**ZAŠTITA
ZATVORENIH
DIJELOVA
JADRANSKOG
MORA OD
ONEČIŠĆENJA**



PEPSEA
PROJECT

Projekt je financiran sredstvima iz
 Europskog fonda za regionalni
 razvoj (ERDF)
 PRIORITETNA OS / SIGURNOST I
 OTPORNOST
 SPECIFIČNI CILJ / 2.2





 FIGHTING TOGETHER
 AGAINST MARINE
 POLLUTION

www.italy-croatia.eu/web/pepsea
facebook.com/pepseaproject
instagram.com/pepsea_project

VIŠE O NAMA



PROJEKTI PARTNERI





PROJEKT
PEPSEA

BACK



RAZVIJENA SU INOVATIVNA RJEŠENJA ZA REAGIRANJE NA IZNE-
NADNA ONEČIŠĆENJA MORA U LUKAMA, UVALAMA I LAGUNA-
MA UZROKOVANIH PRIRODNIH I LJUDSKIM KATASTROFAMA.

1.

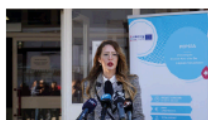
Projekt Interreg PEPSEA, što je skraćeno za "Zaštita zatvorenih dijelova mora u Jadranu od onečišćenja", jedan je od 84 projekta financiranih iz Interreg V-A programa prekogranične suradnje Italija-Hrvatska 2014.-2020.

Naša polazna točka bila je izrada Prekograničnog plana, koji vrijedi i za Italiju i za Hrvatsku, uključujući mjere ublažavanja, hitne intervencije i sanacijske mjere kako bi se spriječilo onečišćenje ili ako do njega dođe, kako bi se uspješno saniralo.



2.

Za pripadnike talijanske civilne zaštite te hrvatske interventne timove, razvili smo i ponudili poseban program edukacije razvijen kroz tri razine, prevenciju, pripravnost i odgovor na iznenadno onečišćenje mora (prije, tijekom i nakon katastrofe).



3.

Tijekom tri godine aktivne suradnje, usmjerili smo se na razvijanje preventivnih i operativnih mjera kako bismo spriječili onečišćenje mora te smo ih testirali na našim pilot lokacijama (koje su danas adekvatno opremljene zahvaljujući dobivenim europskim sredstvima). Naša istraživanja rezultirala su objavom 3 projektne publikacije, nekoliko znanstvenih publikacija te objavama rezultata u nekoliko europskih relevantnih časopisa (online). *Danas možemo reći da smo zajedničkom suradnjom pridonijeli razvoju svijesti građana, udruga i ribarskih društava, odgovornom korištenju mora te povećanju sigurnosti našeg Jadranskog mora općenito.*

FIGHTING TOGETHER
AGAINST MARINE
POLLUTION

NAŠE PILOT LOKACIJE



HR

LUKA SALI
Zadarska županija



HR

KANAL SV. ANTE
Šibensko-kninska županija



HR

KAŠTELANSKI ZALJEV
Splitsko-dalmatinska županija



IT

LAGUNA CALERI

Regionalni park Po Delta
Izvor: Facebook | Ph. Gaston Dissette



IT

LAGUNA SACCA DEL CANARIN

Regionalni park Po Delta