

# Implementation plan

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Project Acronym	SASPAS
Project ID Number	1004XXXX
Project Title	SAFE ANCHORING AND SEAGRASS PROTECTION IN THE ADRIATIC AREA
Priority Axis	3 - Major change Environment and cultural heritage
Specific objective	3.2 - Contribute to protect and restore biodiversity
Work Package Number	2
Work Package Title	Communication activities
Activity Number	2.1.1.
Activity Title	Implementation plan
Partner in Charge	PP6
Partners involved	LP
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## 1. Project presentation

### 1.1. Aim and objectives

The common challenge of Project SASPAS (Safe Anchoring and Seagrass Protection in the Adriatic Sea) is to preserve and get a better status of conservation of biodiversity of the Adriatic Sea ecosystem in order to decrease its vulnerability. The overall objective is to improve seagrass preservation and restoration through: laying safe anchorage innovative systems, performing pilot transplantations, carrying out monitoring activities and by defining an integrated management system for seagrasses in Adriatic area. The change will result in an increased level of conservation status of habitat types and species in the involved Natura 2000 sites of the Programme area. To reach the foreseen change the project will take a scientific-applied approach, following the DPSIR (Driving force – Pressure – State – Impact - Response) causal framework, analyzing the interactions between society and the environment - the cause-effect relationships between interacting components of complex social, economic and environmental systems. Doing so is possible to measure the effectiveness of responses put into place.

Since the seagrass and especially the *Posidonia Oceanica* beds (1120\*) do not know boundaries and are widespread in all the Program coastal areas, irrespectively to the state in which we are, and also the problems with the conservation status are similar in the two member states, **significant results can be reached only by setting up a good cross-border cooperation within Italian and Croatian key partners.**



The cross-border approach ensures coordinated and cooperative actions in planning and performing the protection and restoration activities, as well in developing the foreseen **Marine Seagrass Safeguard Integrated Management Program** with the guidelines with regulations for the management and the correct attitude and behaviour in protected areas. The innovative aspect that goes



beyond existing practices consists in joint cross-border biodiversity protection and restoration through the development of specifically- tailored innovative solutions, harmonized for the entire Adriatic area and applicable to other similar realities facing with the same biodiversity protection and restoration issues.

**The main outputs of the project referred to the foreseen activities are:**

- monitoring system with 2 data collections/monitoring campaigns (1 per year)
- placement of environmentally friendly anchoring systems (anchorages and simple signalling buoys)
- pilot transplantations of seagrasses
- Integrated Management System for seagrasses in the Adriatic area, made by a GIS Digital Information Platform (DIP) and a Marine Seagrass Safeguard Integrated Management Program (MSSIMP)

Managers of protected areas, local, regional and national public bodies, environmental associations and NGOs, as well as general public will mostly benefit from project activities.

## 1.2. Project partners

- 1) MUNICIPALITY OF MONFALCONE – **lead partner**
- 2) PP1 - NATIONAL INTERUNIVERSITY CONSORTIUM FOR MARINE SCIENCES
- 3) PP2 - PROVISIONAL MANAGEMENT CONSORTIUM OF REGIONAL NATURAL PARK, “COASTAL DUNES FROM TORRE CANNE TO TORRE SAN LEONARDO«
- 4) PP3 - ASSOCIATION FOR NATURE, ENVIRONMENT AND SUSTAINABLE DEVELOPMENT SUNCE
- 5) PP4 - KORNATI NATIONAL PARK PUBLIC INSTITUTION
- 6) PP5 - UNIVERSITY OF RIJEKA

VENICE LAGOON SYSTEM

**Table 1. Brief overview of the communication related assignments of each individual Project partner**

Name	Specific communication-related assignments for individual partner	Communication-related assignments for all partners
<b>Lead applicant</b>		
MUNICIPALITY OF MONFALCONE	<ul style="list-style-type: none"> <li>- day-to-day project management of the entire project: Management kit, coordination &amp; communication, list with the contacts of every involved expert in the project</li> <li>- to do periodically updates of the Project Implementation Plan and to prepare 4 Short/midterm implementation plans</li> </ul>	
<b>Project partners</b>		
SELCO SOC. COOP (PP1)		-
NATIONAL INTERUNIVERSITY CONSORTIUM FOR MARINE SCIENCES (PP2)		- to organize press conferences and public releases through the media



<p>PROVISIONAL MANAGEMENT CONSORTIUM OF REGIONAL NATURAL PARK “COASTAL DUNES FROM TORRE CANNE TO TORRE SAN LEONARDO» (PP3)</p>		<ul style="list-style-type: none"> <li>- to organize public events for the presentation of realized activities/output/achievements at projects end</li> <li>- to organize meetings in their locations</li> <li>- To communicate with local and minor stakeholders</li> </ul>
<p>ASSOCIATION FOR NATURE, ENVIRONMENT AND SUSTAINABLE DEVELOPMENT SUNCE (PP4)</p>		<ul style="list-style-type: none"> <li>-</li> </ul>
<p>KORNATI NATIONALPARK PUBLIC INSTITUTION (PP5)</p>		<ul style="list-style-type: none"> <li>- to organize the high level project final event - Project final conference in Split</li> </ul>
<p>UNIVERSITY OF RIJEKA (PP6)</p>	<p>WP2 – Communication activities</p>	
<p>CONSORTIUM FOR THE COORDINATION OF RESEARCH ACTIVITIES CONCERNING THE VENICE LAGOON SYSTEM (PP7)</p>		<ul style="list-style-type: none"> <li>- responsible of the Project workplan</li> <li>- in charge of regularly update the project website</li> <li>- to do a collection of articles delivered by other partners,</li> <li>- to do one short portrait of the project</li> <li>- to organize a press conference and prepare a press release in occasion of the high level final</li> </ul>



	conference
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## 1.1. Project budget

### Project budget - breakdown per WP / budget line

WP (N/Title)	Preparation costs	Staff	External expertise and services	Office and administration	Travel and accommodation	Equipment	Small scale infrastructure and construction works	Total
0 - Project preparation	€ 15.000,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 0,00	€ 15.000,00
1 - Project management and coordination of activities	€ 0,00	€ 136.050,00	€ 196.500,00	€ 20.407,50	€ 23.420,00	€ 0,00	€ 0,00	€ 376.377,50
2 - Communication activities	€ 0,00	€ 163.700,00	€ 92.600,00	€ 24.555,00	€ 26.060,00	€ 0,00	€ 0,00	€ 306.915,00
3 - Integrate real-time monitoring system of marine seagrasses (Phanerogamae) in the involved N2K sites	€ 0,00	€ 197.750,00	€ 63.900,00	€ 29.662,50	€ 16.700,00	€ 15.500,00	€ 0,00	€ 323.512,50
4 - Protecting and restoring marine seagrasses	€ 0,00	€ 132.450,00	€ 81.300,00	€ 19.867,50	€ 11.200,00	€ 306.350,00	€ 0,00	€ 551.167,50
5 - Integrated Management System for seagrasses in Adriatic Area	€ 0,00	€ 195.850,00	€ 107.200,00	€ 29.377,50	€ 700,00	€ 0,00	€ 0,00	€ 333.127,50
<b>Total</b>	€ 15.000,00	€ 825.800,00	€ 541.500,00	€ 123.870,00	€ 78.080,00	€ 321.850,00	€ 0,00	€ 1.906.100,00

## 1. The communication plan for the SASPAS project

### 1.1. Target groups

In this section the target groups are defined from the perspective of the Communication plan. Target groups have direct/indirect benefit from the project outputs and results in the short or long term and are an essential support for achieving the project outcomes.

Target group	Role	Target number
Project partners (PP), joint supporting institutions	Development of the project plan and raise of own expertise, skills and competences, promotion of	7 SASPAS partners 2 joint supporting institutions



	the project activities	
Programme authorities		2 national administration levels 2 regional administration levels
High-education institutions	Improved knowledge and expertise, skills and competences within a mutual interaction with PP, ground for development of novel monitoring procedures	3 Universities
Research institutes	Improved knowledge and expertise, skills and competences within a mutual interaction with PP, ground for development of novel monitoring procedures	2 research institutes
Public sector stakeholders (local authorities, national authorities, regulatory agencies)	Increased level of awareness of the key policy makers achieved through networking procedures, a common ground for development of novel monitoring plans	4 local authorities 2 national authorities 2 regulatory agencies
Schools and high schools	Increased level of awareness	20 schools and high-schools

Marine transport sector	New knowledge for development of the improved	10 transport service operators and providers
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	preservation plan	from the private and public sectors
Civil society organizations involved in preservation of the environment	New knowledge for development of the improved preservation plan	4 civil organizations
Media (TV, press, web sites)	Improved delivery and communication of project goals to a wide audience.	8 TV stations 10 radio stations 10 newspapers 10 web sites

Each stakeholder will be approached according to specific requirements and in line with the general communication plan rule: raising of the awareness on the project content and project goals, dissemination of information on what is going to be done within the project and assurance of the explanation of the details of interest for the stakeholder.

The communication between partners will occur through the internal communication (e-mail correspondence and joint meetings) while each partner will bear a specific role in communication with third parties.

### 1.3. Awareness raising strategy

A vibrant media communication strategy will accompany project lifetime, to ensure to activities and outputs a higher visibility and impact on all target groups involved inside and outside the Programme territories.



services with mainly consultative tasks and for monitoring support, addressed to two types



of users: public management entities and private users, such as leisure boat users. The aim is to manage the regulation of pleasure boat anchoring, which, if unregulated, can pose a threat to the preservation of marine seagrass meadows and, on the other hand, to provide the bodies concerned with a sensitive and valuable management tool for achievement of the environmental protection targets, imposed by the National and international regulations. The construction process involves collection and processing of geo-data, related to the geographical distribution of marine seagrasses, the location of the eco-friendly mooring/anchoring points and of any other element of interest in the areas.

Communication plan will be active for the entire project's duration to assure: (i) visibility and raise awareness towards relevant target groups; (ii) dissemination and transfer of action's results; (iii) transparency of the allocated funds; (iv) visibility at EU level.

In particular, the main elements of the awareness raising strategy will include:

- Synergic actions of the PP integrated with the project goals
- A well-planned and personalized communication strategy for each target group and entity
- An understandable language for the project content explanation used in all communications
- Use of well-shaped key messages towards the stakeholders and the public
- An interactive collaboration and communication with stakeholders
- An understanding and exploitation of the cultural heritage shared between involved countries



## 1.4. Visual identity

### SASPAS project visual identity:



### Visual identity of individual partners:



## 1.5. Internal communication channels and tools

This is the main horizontal activity of the project, aiming to provide a sound and effective cooperation and communication throughout the implementation phase, coordinating project

work that is carried out according to plans developed and responsibilities agreed jointly by all the PPs. All Project partners actively implement the activities, eventually in cooperation with external experts.

The lead applicants Project Manager is responsible for the day-to-day project management of the entire project. To facilitate Day-to-day coordination & communication between Management Team, Steering Committee and Project Office, Lead Applicant will set up and distribute a Management kit, as well as a contact list with the contacts of every involved expert in the project with the indication of her role/function in the Management Team /Project Office. A project mailing list will be set up. The Lead **Applicant periodically updates the Project Implementation Plan and prepares other 4 Short/midterm implementation**

