

MEDSEALITTER

At the beginning of the project, a communication plan will draft, including:

- internal communication objectives and rules;
- general requirement and obligation in communication activities (Med programme logo, reference, MA contacts...)
- cooperation with Programme and Horizontal project communication
- targets of communication activities
- media activities including social media activities strategy
- partners' tasks and roles
- timing

The **Lead Partner**, also Partner responsible of the WP, is in charge of relationship with programme Managing Authority and secretariat as well as with the Horizontal project referents. **LP** will represent the projects in external events or in programme events, but it can designate a substitute when the topic of the events, the event venue or date will justify the replacement. The project foresees a communication activity complementary and coordinate with the general programme communication with the sectorial media and social media, in each country. Legambiente for Italy, EPHE-CEFE for France, University of Barcelona/Valencia for Spain and MEDASSET for Greece will take care about media relation and social media activity, but all partners will participate in generating contents. **PN5T** will guarantee that all project partners will follow the communication flow of the project and it will collect stories, information, experiences and practices useful to tell about marine litter monitoring and mitigation and effect on biodiversity, as well as about MPAs role in biodiversity conservation. MEDAsset and Legambiente will in charge to provide to the partners some template for all communication products or tools (press releases models, graphical templates, posters) even if all partner will contribute to the contents of communications.

Coordination

The activity aims at ensuring the right methodology for getting the WP specific objectives and at coordinating the participant partners' work. The WP coordinator will support the respect of the deadline and guarantee a good communication among project partner involved in the activities. A mailing list internal to the WP, including staff reference of each partner, will be created and used to coordinate the work. The activity will follow timetable and recommendations of the working plan defined in WP1 and it is the basis for monitoring the progressing of the work. The WP leader will keep informed partners about external information, events and news, useful for carrying out the activities.

Communication Plan

At the beginning of the Project, **LP** and partner will prepare a communication plan in order to establish targets, aims, timing and tools of communication activities, defining the partners' contribution to the communication content and a common strategy of activities at EU, Mediterranean, Country and local level. The communication plan will take in account the Horizontal project activities and MED programme Activities, after having collected information about them. Some general communication principles will be fixed in the communication plan, as well as the responsibility and the rules of project representation.

Coordinating with Horizontal Projects communications

Project partners will contribute to the dissemination, communication and capitalization activities organised by the Horizontal project in the framework of ToR 3.2. A project leaflet addressed to the main targets of the project (Mediterranean MPAs and biodiversity conservation entities) and with both technical and generalist information will be produced in order to spread the project ratio and objectives. The brochure will be produced in English and translated in Spanish, Italian, French and Greek in 105 copies each language, but 400 copies of ENG.

Contributing to Programme communication

In each Country, media relations will be ensured, especially with a specific work on social media: consortium members' social networks accounts will be available for spreading projects activities and result, in connection with MED Programme tools and website. The WP responsible will provide to MA information and data about the project and will prepare project abstract and web leaflet useful for project communication at Programme level; partners will be available to participate in programme events or meetings.

International conference on Marine Litter in Mediterranean Sea

An international event will be organised near the end of the period in order to deliver the project results, experiences and lessons learnt. The event will be addressed to sectorial and technical organisations: MPAs and managing authorities of marine and coastal areas, research institutions, existing Mediterranean networks, environmental NGOs, public institutions and all subjects that are interested in marine litter monitoring and mitigations. We expect at least 50 attendants and international speakers for sharing best practices and promote the protocol subscription.

LIFE – RELIFE

E. Public awareness and dissemination of results (obligatory)

ACTION E.1: Communication and dissemination to stakeholders and large public

Description and methods employed (what, how, where, when and why):

The main objectives of this action are:

1. to increase the awareness of the general public about the environmental problem addressed by the project
2. to disseminate the project and its results to the stakeholders

E1.1 Dissemination and communication planning

This sub action includes the elaboration of a detailed communication and dissemination “master-plan” describing the target audience, the actions and the expected results. The plan will comply with recommendations included in the EC communication COM(2010) 352. The plan will be used also for monitoring and assessing the activity.

E1.2 - Transversal communication tools and actions

Tools for all the targets will be used during the whole duration of the project:

- **Notice boards;** n° 15 Notice boards will be produced to be located where the project is implemented.
- **Website:** within the third month, the website will be delivered. It provides the primary entry point to the Re-Life project and will be updated regularly.
- **Logo and project identity:** it will be produced within the third month and it will be used to identify all the produced materials and all the communications releases
- **Layman’s report:** at the end of the project a Layman’s report will be produced in electronic and paper format.
- **Press releases and media communication:** traditional and social media will be. Periodical press releases will be produced at least yearly. Periodic news will be published on the social media channels of Costa Edutainment and the other partners. A press/audiovisual review containing all articles, news, radio and TV emissions devoted to the project will be maintained in the website.
- **Video:** within the first 15 months of the project a short animation video (3 minutes) will be produced to raise awareness about *Patella ferruginea*, its conservation status and its biological and ecological characteristics.
- **Final video** at project end a “Time Lapse” video will be released.
- **Gadgets** will be produced on eco-friendly materials and distributed during events and activities.

E1.3 Dissemination to general public

Actions targeting awareness raising in large public

Conferences: three conferences will be organised by ACQUARIO, PORTOFINO and TAVOLARA to inform general public, present project results and foster participation through on-site visits.

Tourist info a leaflet will be produced (50,000 copies) to be distributed at marine protected areas, diving centres, tourist accommodations during holiday season.

E1.4 Educational dissemination and engagement

Actions promoting engagement and targeting schools and young people as well as people interested to natural environment:

Online portal for schools An online tool for teachers and students addressing: a) Biodiversity and conservation problem and b) solution adopted and how to safeguard the habitat (video) c) webcams showing the hatching laboratory and the "Patella tank".

Patella tank in Acquario: an "Exhibition tank" in the visit pathway of Genoa Aquarium with specimens in reproduced natural environment to make the project visible to all aquariums visitors (about 1.2 million every year).

Guided tours to hatching laboratory: will be organised in Camogli and in ACQUARIO with the support of biologists.

Guided tours in the repopulation areas: will be organised by MPAs with the support of biologists and naturalistic tour associations.

ReLife App: an app for mobile devices to allow everyone in touch with the project (visitors, participants to guided tours, tourist...) to send picture, videos and other material to be published in the media channels and participate to contests.

Best "Patella media" prize: organised in cooperation with the "Camogli International Marine Reserves Film Festival" hold near PORTOFINO. The contest address: video, pictures and "selfie" that witness active participation of people.

Re.Life serial channel : designed to catch the interest by providing "evolving" information as in a TV serial which attracts people for a long period. The RELIFE "channel" will follow project actions which are naturally organized according to a sequence: sample collection, replantation, breeding, growth of juveniles and repopulation. All steps will be described as the episodes of a serial to keep people involved. A live webcam will provide images of the areas, of the breeding facilities and of the exhibition tank. The "time lapse" movie of the growth of juveniles limpets will be shown.

E1.5 Stakeholders network establishment and involvement

The action will be carried out by preparing and distributing information on the project to the potential stakeholders, by inviting them to dedicated meetings and finally by organizing dedicated events for finalizing the network composition and establishment. The following organizations have been identified already as potential participants to the network:

Local diving associations:

- AssoDiving, which involves diving centres of S.Margherita Ligure, Rapallo, Camogli and Recco;
- C.O.S.T. (Committee of Operators for diver tourism), which involves above all diving centres of Genoa;
- Individual divers who often make diving sessions in the Portofino MPA

National and local professional fishermen associations:

- Regional and National fishermen categories associations (such as Federcoopescas, legapescas, Coldiretti)
- Local fishermen associations and cooperatives
- Recreational fishermen associations (such as Alleanza Pesca Ricreativa)

Environmental associations:

- MareVivo, an environmental association www.marevivo.it
- Legambiente, www.legambiente.it
- WWF is the biggest world organization to preserve nature; www.wwf.it

Sport fishermen The cooperation of fishermen, especially sport fishermen, is crucial to be able to mitigate the problem of illegal harvesting and reduce the impact on the limpet. A specific activity will be directed to game fishing association and fishermen cooperatives in order to create awareness of the environmental problem.

Divers will be involved thanks to the dissemination of the census campaign organized by RAMOGE(www.ramoge.org), in collaboration with ISPRA: divers will be invited to report, through specific online forms, any findings of *Patella ferruginea* specimens, indicating the position and sending a picture.

Ferry companies and leisure boating associations: to promote respectful behaviour

The actions will be combined with those addressing general public, to avoid duplication and generate critical mass, including: conferences, website, visits, dissemination material distribution, participation to contests. A specific section devoted to stakeholders will be set up in each activity.

Expected results

A network of at least 20 organizations will be created.
It is expected to:

- reach about 1.500.000 citizens, 500 fishermen and 500 divers.
- produce n°1000 brochure for students and children, n°50.000 leaflets for the tourists
- 300000 .visits to the web site channel

Beneficiary responsible for implementation:

ACQUARIO

Softeco will be responsible of the technical aspects: Creation of the specific channel on the web site PORTOFINO and UNIGE Networking activity and in the workshop organization
BERGEGGI, TAVOLARA and 5TERRE will participate to dissemination events, will contribute to stakeholder networking and to publication preparation and diffusion