Mapping and recycling of marine litter and Ghost nets on the sea-floor

marGnet
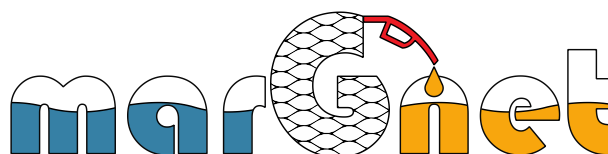
DELIVERABLE 2.1.1.
Communication Strategy

WP	2
Responsible PP	BWI
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INTRODUCTION

This Communications Strategy addresses both communication within the project, between partners, and external communications between the project and stakeholders.

Clear internal communication between partners is essential to ensure the project moves forward without missunderstandings. Such communication needs to be strategically planned and this document provides guidelines and timetables for partners to adhere to ensure the smooth running of the project.

External communication to the relevant stakeholders needs to be consistent in both message and delivery from all partners. This Communication Strategy outlines the "marGnet" project key messages, branding and visual identity considerations, stakeholder needs, and planned communications events and activities. This Strategy provides guidelines how external communication activities can help the project achieve its overall vision and goal.

Since the quality of communication is often crucial for project success, this Communication Strategy is essential part of the "marGnet" project deliverables.

THE "marGnet" PROJECT SUMMARY

The „marGnet" project focuses on marine litter (ML) from sea-based sources, precisely to the ML on the sea floor and especially on ML generated by the fisheries and aquaculture activities, including not only abandoned, lost and otherwise discarded fishing gears (ALDFG), but also all the litter that generates by the on-board fish and ichthyic products management, such as ropes and mooring posts and other general waste produced during aquaculture activities as well as the ordinary waste generated by the fisheries activities (exhausted nets and their components).

The objectives of th „marGnet" project are setting up and testing multi-level solutions to monitor, map, prevent, remove and recycle marine litter from sea-based sources present on the seafloor.

General aims of the „marGnet" project are:

- ✓ Monitoring the presence of ML from sea-based sources especially from fisheries and aquaculture activities by mean of combined multi-sensor high resolution acoustic mapping, data analysis, underwater surveys
- ✓ Predicting accumulation hotspots of ML on the sea floor especially from fisheries and aquaculture activities on a wide scale throughout the development of predictive model, able to stimulate dispersion of the sinking marine litter
- ✓ Promotion of sustainable removing of marine litter at the sea floor by capitalising and strengthening the exploitation of removal protocols based on conservation of environmental good status and secure processes set up in previous initiatives (GHOST project)
- ✓ Improvement of the environmental sustainability and efficiency of recycling process of marine litter by the engineering of prototype that exploits low temperature pyrolysis method to transform the marine litter in an energy source with reasonable costs
- ✓ Reducement of the quantity of marine litter from fisheries and aquaculture activities by testing the described prototype in fishing port areas demonstrating its easy-usability and therefore, convenience for fishermen, lastly promoting a sensitisation and a change of behaviours of fishermen towards sustainable practices
- ✓ Improvement of the governance framework for the management of marine litter by providing decision supporting tools and best experience to policy makers to orient the policy making process

The „marGnet" project is promoted by a consolidated Consortium, that integrates scientific and technical public and private bodies (CNR-ISMAR, Laguna Project s.n.c., Techneprojects s.r.l.s), an innovative start up SME (Sintol s.r.l.) and NGO (Blue World Institute of Marine Research and Conservation). It acts on two pilot sites of North Adriatic sea – Venice Lagoon in Italy and Cres-Lošinj Archipelago in Croatia. These locations were chosen due to the fact that both sites are listed as Sites of Community Importance (SCI) within the EU Natura 2000 Network. Additionally, these sites have two different types of sea-floor, so the various field activities will be performed in both sandy and rocky bottoms, as well as in coastal and lagoon areas, consequently improving the robustness and the replicability of the proposed approach.

OBJECTIVES & GOALS OF THE COMMUNICATION STRATEGY

A clear communication strategy is vital to the success of any project, as it ensures that all of the staff as well as the stakeholders are kept properly informed of the progress of a project. The "marGnet" project Communication Strategy aims at informing project stakeholders as well as the general public about advantages arising from the establishment of measures for prevention and management of the marine litter problem.

Goals that are to be achieved by the implementation of this Communication Strategy are to:

- ✓ Keep stakeholders informed of project timeline and project needs
- ✓ Provide clear insight into any decisions needed, milestones or obstacles during the implementation of project activities
- ✓ Increasing stakeholder awareness on the project objectives
- ✓ Provide structured opportunities for feedback from stakeholders
- ✓ Give stakeholders needed into to gain acceptance of the project
- ✓ Improving team efficiency and productivity

Communication and dissemination activities of the „marGnet" project will be addressed to several target groups – general public such as the local population of project areas, stakeholders inside and outside the project areas, such as policy makers, public administrations and SMEs that could replicate the initiative in other geographical scenarios. These initiatives will initiate a permanent change in behavioures and minds of people towards deeper attention to the phenomenon of ML dispersal in the environment, its severe impacts on marine ecosystems, and the need to develop ecologically sound tools for its prevention and management. In particular, the action is needed in order to draw attention to the existence of the project and also, when possible, in order to favour the repetition of the models, technical solutions and tools adopted for the prevention and management of ML.

The objectives of this Communication Strategy are:

- ✓ Centralization of communication efforts
- ✓ Enhanced teamwork of the project partners
- ✓ Visibility of the project
- ✓ Improved involvement of project stakeholders
- ✓ Increased awareness of stakeholders concerning ALDFG management and development strategies created through the project
- ✓ Improved delivery processes of project deliverables
- ✓ Enhanced information trasfer to parties involved
- ✓ Encouragement of project stakeholders to produce feedback
- ✓ Increased awareness of citizens and young people on ML issues stressing the need to arise a world wide consciousnees for actively tackling the problem

Within the working process the project partners will need the support of different stakeholders to achieve best possible results. Therefore, a specific objective of communication is to build up a climate of trust between the target groups of stakeholders and project partners.

This goal can be achieved by following these communication guidelines:

- ✓ All messages will be audience-specific
- ✓ Every key message will be communicated formally
- ✓ Messages will be distributed through an appropriate channel
- ✓ The team will communicate what people need to know *before* they need to know it
- ✓ Communication will be tailored, based on what people need to know
- ✓ The project team will listen and act on feedback
- ✓ Each stakeolder may contact its affiliated project partner to get further explanations on messages

Communication activities like meetings, workshops and events will give the opportunity for all parties involved in the project to meet and to get in contact with each other. This will increase the possibility of cooperation on innovative approaches and techniques.

PROJECT STAKEHOLDERS

In order to reach the goals set up in the "marGnet" project communication and publicity activities will be tageted for the following stakeholders that act in the sector of ML within Italy and Croatia and in particular in the project areas – Veneto Region and Cres-Lošinj Archipelago:

1. Local, regional and national authorities

10 directly involved	5 in Croatia + 5 in Italy	Issuing permits for different project activities; participating at project events
20 reached	10 in Croatia + 10 in Italy	contacted and informed through web-site, social networks and media

2. Fishermen

60 directly involved	20 in Croatia + 40 in Italy	participating in promotion and demonstration days;
400 reached	150 in Croatia + 250 in Italy	contacted and informed through web-site, social networks and media

3. Divers

50 directly involved	30 in Croatia + 20 in Italy	participating in promotion days (clean ups); assisting in field operations
200 reached	100 in Croatia + 100 in Italy	contacted and informed through web-site, social networks and media

4. Port Authorities

Project activities will take place at two pilot sites located at Veneto region coast in Italy and Cres-Lošinj Archipelago in Croatia. Therefore, two Port Authorities that have jurisdiction at these sites will be contacted and involved in the project.

5. Waste Managers

Project activities will take place at two pilot sites located at Veneto region coast in Italy and Cres-Lošinj Archipelago in Croatia. Therefore, two Waste Management companies that are in charge for managing waste at these sites will be contacted and involved in the project. Additionally, 10 more Waste Management companies will be contacted and informed about the project through web-site, social networks and media.

6. Scientists and Researchers

30 directly involved	20 in Marine Sciences + 10 in Chemical Industry	participating in the different stages of the development of project outuputs; participating at project events; assisting in field operations
200 reached	100 in Marine Sciences +100 in Chemical Industry	participants at the project outputs presentations at scientific events such as conferences and congresses; contacted and informed through web-site, social networks and media

7. Environmental Associations

10 directly involved	5 in Croatia + 5 in Italy	participating in promotion and demonstration days (clean ups) and events
100 reached	50 in Croatia + 50 in Italy	contacted and informed through web-site, social networks and media

8. External Suppliers and Contractors

12 directly involved	4 in Croatia + 8 in Italy	will be included in several project activities with their services (providing studies, catering, translation, printing, conducting analysis)
40 reached	10 in Croatia + 30 in Italy	contacted for the offer for several different services

9. Media Representatives

30 directly involved	15 in Croatia + 15 in Italy	Reporting on various project activities and events (TV, radio, newspapers, web portals)
80 reached	40 in Croatia + 40 in Italy	contacted and informed through web-site, social networks and media

10. Other Public Organisations

During the implementation of various project activities there will be at least 20 different public organizations contacted and involved – Universities, Schools, State Agencies, Scientific and Research Institutes etc. Additionally, 30 more will be contacted and informed about the project through web-site, social networks and media.

11. General Public

200 directly involved	100 in Croatia + 100 in Italy	participating in promotion and demonstration days;
1.000 reached	500 in Croatia + 500 in Italy	contacted and informed through media, web-site, social networks, brochures and posters

COMMUNICATION TOOLS

In order to reach the objectives and perform the activities of the „marGnet" project several different communication tools will be used taking into account the targets to whom the communication is oriented. Therefore, one of the aims of this Communication Strategy is to define most appropriate tools in order to assure message dissemination in connection to the importance and to the features of its content, also through the use of information technology and computer tools.

The "marGnet" project visual identity

At the beginning of the project all project communications will be graphically coordinated in order to maximize their efficiency, to communicate in a consistent way with all target groups and to ensure the fulfilment of publicity obligations.

All European projects shall use the European emblem (flag) to acknowledge the support received under EU programmes. In the case of the „marGnet" project the emblem shall be associated to a specific sentence that indicates the name of the programme marGnet project has received funding from:


Additionally, all the official communication of the marGnet project shall bear the reference of the Grant Agreement – EASME/EMFF/2017/I.2.1.12/S2/SI2.789314, as a marGnet project Code.

More details on the rules of indicating EU Co-funded projects can be found at:

https://ec.europa.eu/easme/en/communication-toolkit

https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

The "marGnet" project logo symbolically represents main project activities and it's designed in two versions – horizontal:
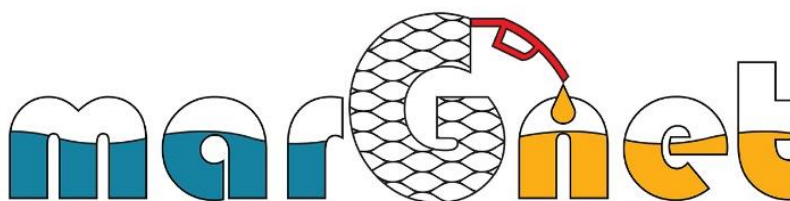
and rounded version:

Depending on the layout of communication tool both versions of the logo can be equally used.

The design of the project website, the project deliverables, the information and promotion materials and a draft for power point presentations will be created based on this logo.

Internal communication of the "marGnet" project partners

Efficient internal communication between staff from all partner organizations is one of the most important prerequisite for successful implementation of all project activities. The main purpose of such internal communication is to share information between all the partners to enable them contribution in reaching project's strategic goals, meaning working together and keeping the whole project environment updated on the progress of the project.

Internal communication within the „marGnet" partners is implemented foremost by using modern communication technologies (ICT) – e-mails, phone calls, Skype messages and video conferences.

For the purpose of internal e-mail communication, the e-mail list with the addresses of project staff from all the partners is created by coordinators. Each e-mail connected to the project activities should be marked as **[EASME/EMFF marGnet]:** (subject).   Additionally,   a   Google   drive   at https://drive.google.com/drive/folders/10wXRAessb57tl9zsGheJZHGpzLAlTbQX?usp=sharing and a marGnet Google Calendar with all important marGnet activities were created to enhance internal communication between the partners.

Since the personal contact between the partners is the most important form of communication it will take place at project meetings, workshops and events as well as the stakeholder meetings. These internal communication channels were identified during the kick off meeting, organized at the very beginning of the project implementation. Also, monthly Skype meetings will be arranged at the end of the each month during the project implementation.

At the KoM the Project Steering Committee has been set up as the management structure with the representatives of all project partners to ensure successful project implementation.

External communication of "marGnet" project

Following categories of communication channels will be used for external communication:

- ✓ Traditional - poster, leaflet, brochure, notice boards, other promotion materials
- ✓ E-communication chanells - web site, DVD, video clips, social media
- ✓ Media – press, TV clips, radio shows, web portals
- ✓ Public events – promotion events, public lectures, workshops/conferences, demonstration days

TRADITIONAL PROMOTION MATERIALS

In order to draw attention of the wider public to the existence of the „marGnet" project and of its activities, following promotion materials will be prepared and disseminated:

- ✓ **Project presentation brochure** – introduction of the project in 3 languages (English, Italian and Croatian) with the intention to increase the level of awareness about the threats of ML to the environment as well as about the initiative of this project for its prevention and management.
- ✓ **Notice boards** – in the form of roll-ups describing the project activities in 3 languages (English, Italian and Croatian) suitable for transportation to different project events.
- ✓ **Posters** - introduction of the project in 3 languages (English, Italian and Croatian) to be used for project public events.
- ✓ **T-shirts** – with the marGnet project logo, appropriate EU logo and project Code indicating the EASME and EMFF.

THE „marGnet" PROJECT WEBSITE

The project website should be the main communication tool for presenting the "marGnet" project to the wider audience. It will be created in the way to fulfil the applicable accessibility standards and become the framework information tool for all project stakeholders containing all relevant information about the project that will be updated regularly.

The content of the "marGnet" project website will be prepared in English, Italian and Croatian languages with the following structure:

- ✓ Project Overview
- ✓ Consortium
- ✓ Management Structure
- ✓ Scientific Methodology and Work Packages
- ✓ Networking
- ✓ Deliverables and Publications (Resources)
- ✓ News and Events
- ✓ Media centre

The website will be online six months after the start of the project at the latest and will be kept for at least 5 years after the end of the project.

SOCIAL NETWORKS

The „marGnet" project social networks should help promoting project activities and goals using the specific form of messages targeted to different audience. The social networks will also act as gateways to the project website. Besides that, the information on project events and news/events related to the project topic will be posted in order to keep the followers updated. Several social networks are already in use:

Facebook
#Facebook @marGnet.project
https://www.facebook.com/marGnet.project

Twitter
#Twitter @marGnetproject
https://twitter.com/marGnetproject

Instagram
#Instagram @margnetproject
https://www.instagram.com/margnetproject/

Additionally, beside these three wide spread social networks, several scientific specialized social media networks and platforms will be also used. So far there is one acount open at:

LinkedIn
#LinkedIn marGnet project
https://www.linkedin.com/company/margnetproject

Members of the project team from all partner organizations will be engaged to create the „marGnet" project on their personal profiles on the platforms like **Researchgate** and **Zenodo** in order to present the outcomes of the scientific work on the project.

VIDEO MATERIAL

During the field and laboratory activities of the „marGnet" project will be filmed in order to produce a short video clip with a duration of 3-5 minutes. Also, in this video clip, infographics and animation will be used for better illustration of the project's highlights and results. The main voiceover will be in English language. However, two different versions with Italian and Croatian subtitles will be prepared.

MEDIA

Cooperation with different media is the matter of high importance for the project visibility and promotion. The „marGnet" website and social networks will be used to invite and attract interest of media for the project activities. Additionally, for all project events, special attention will be put on inviting media representatives to join us and cover all the activities. For this purpose, list of media contacts will be essential part of the „marGnet" project's Stakeholder Map. Copies of the press articles and links to the TV shows, news portals, radio shows and other records of media appearances will be collected in a document called Press Review.

PROJECT EVENTS

During the project implementation several project events are planned in order to promote the „marGnet" project to the wider public, but also to share the experience, network and transfer of knowledge with other scientists, researchers and policy makers.

Local events
These events will be targeted to the general public at the local communities where the project activities will take place with the aim of raising awareness about the threats of ML to the environment and human health. Additionally, it will be the opportunity to introduce the initiative of the „marGnet" project its value and possible positive spill-over effects for the local population and for the promotion of protection of the marine environment. At least one event will be organized at each project area in Italy and Croatia in national languages.

Demonstration Days
At least two demonstration days will be organized as public events in local fishing harbours in Italy and Croatia to introduce the functioning of the „marGnet" project prototype for transformation of ML into marine fuels and its benefits for the environment but also for fisheries. Demonstration days will be targeted to both fisheries and aquaculture operators and local administrators engaged differently in the management of ML.

Mid-term event with scientists and researchers
This event will be organised as an operative workshop to present first feedback on the project approach and methodes by the scientific and research community. Both, marine researchers as well as chemical industry rsercher representatives will be involved to disucss generally the process of the recycling of ML to asses the technical solutions proposed by the project. During the event a signed list of participants will be produced and stored together with the presentations produced for the purpose of the project and with the photo taken to evidence the action implementation. Also, meeting minutes will be prepared after the event.

Final event with policy makers and interest groups
The final event will be organised as the conference in order to present the results of the project with the intention to promote adoption and replication of the methodologies in different scenarios. Additionally, this event will be the gateway to sensitize policy makers and interest groups about the achievements of the project. For this purpose, besides public institutions of the whole Adriatic basin, representatives of the other initiatives ongoing in the region and other European wide networks engaged with marine conservation (EUSAIR, H2020 COST etc.) as well as interest groups will be invited to attend. During the event a signed list of participants will be produced and stored together with the presentations produced for the purpose of the project and with the photo taken to evidence the action implementation. Also, meeting minutes will be prepared after the event.

PARTICIPATION TO EXTERNAL EVENTS

In order to promote the project, share the ideas and exchange the knowledge on related subjects, the members of the project team will attend relevant events such as workshops, meetings, congresses, conferences dealing with the project topic organized at local, national and European level. At the same time, a strong effort will be carried out to find the opportunities to present the project to the wider audience.

PUBLICATIONS

Besides brochures and other promotion materials several other publications will be prepared such as reports, guides, studies and other supportive tools for succesfull project implementation. Additionally, specific questionnaires will be developed to collect feed-backs from fishermen on the use of the „marGnet" project prototype for transformation of ML into marine fuels. In order to encourage the policy-uptaking of project achievments, at the end of the project implementation a "Vademecum for policy makers and institutions" will be published as a separate document.

CALENDAR OF THE MOST RELEVANT „marGnet" PROJECT EVENTS

Events	Responsible partner	Action	Period
Kick-off meeting for the projects from Sustainable Blue Economy Call	CNR/ISMAR	-	29/01/2019
Kick-off meeting	CNR/ISMAR	2.1.3.	31/01/2019
Presentation of the project at „ML-Repair" project event, Italy	CNR/ISMAR	-	13/05/2019
Presentation of the project at Maritime School in Bakar, Croatia	BWI	-	29/03/2019
Presentation at European Maritime Day in Lisabon	CNR/ISMAR SINTOL	-	17/05/2019
Local event at Lošinj (Dive Clean up)	BWI	2.3.2.	18/05/2019
Presentation at World Oceans Day Event in Venice	CNR/ISMAR	-	08/06/2019
Presentation at Coast Expo in Ferrara	CNR/ISMAR	-	18/09/2019
Presentation at 17th International Waste Management and Landfill Symposium at Sardinia	SINTOL	-	30/09/2019
Local event in Veneto Region	CNR/ISMAR	2.3.2.	TBD
Mid-term event with scientists and researchers in Venice	CNR/ISMAR	2.4.1.	January/2020
Demonstration day in Italy	Techneproject CNR/ISMAR	2.5.	June/2020
Local event at Lošinj – Dolphin Day	BWI	2.3.2.	01/07/2020
Demonstration day in Croatia	BWI	2.5.	September/2020
Final event - conference at Lošinj	BWI	2.4.2.	December/2020

TBD – to be decided

LIST OF COMMUNICATION DELIVERABLES TO BE PRODUCED

Deliverable	Responsible partner	Action	Period
Rules of procedures of the Project Steering Committee	CNR/ISMAR	1.1.	January/2019
Communication Strategy	BWI	2.1.1.	March/2019
Stakeholder Map	BWI	2.1.2.	March/2019
Logo and graphic layout	BWI / LP	2.1.3.	March/2019
Project website	BWI/ LP	2.2.1.	April/2019
Project profiles on specialist platforms and social networks	BWI	2.2.2.	April/2019
Feasibility Study	SINTOL	4.1.1.	April/2019
Prototype basic design	SINTOL	4.1.2.	April/2019
Project brochures in English language	BWI	2.3.1.	May/2019
Project brochures in Italian language	BWI	2.3.1.	May/2019
Project brochures in Croatian language	BWI	2.3.1.	May/2019
Promotional materials	BWI	2.3.2.	May/2019
Plan of the field experiments and definition of survey areas	CNR/ISMAR	3.1.1.	May/2019
1st Progress Report	CNR/ISMAR	1.4.4.	July/2019
Report on experiment rules	CNR/ISMAR	3.2.1.	October/2019
Research Object with the experiment data and algorithm	CNR/ISMAR	3.2.2.	October/2019
Report on the survey and elaborated data in the Italian survey area	CNR/ISMAR	3.3.1.	November/2019
Recycling Prototype	SINTOL	4.2.1.	November/2019
Report on prototype realization	SINTOL	4.2.2.	November/2019
Project videos	LP	2.2.3.	December/2019
Interim Report	CNR/ISMAR	1.4.5.	March/2020
Report on Prototype testing	SINTOL	4.3.1.	June/2020
Report on environmental analysis and oil quality	SINTOL – CNR/ISMAR	4.4.1.	June/2020
2nd Progress report	CNR/ISMAR	1.4.4.	July/2020
Report on oil usage	SINTOL	4.5.1.	July/2020

Report on the survey and elaborated data in the Croatian survey area	CNR/ISMAR	3.3.2.	August/2020
Scenarios on potential marine litter hotspots and distribution	CNR/ISMAR	5.1.1.	August/2020
Questionnaire for fishermen	TECHNE	5.2.2.	August/2020
Questionnaire for local administrators	TECHNE	5.2.3.	August/2020
Vademecum for policy makers and institutions	TECHNE	5.3.1.	November/2020
Evaluation of Communication Strategy	BWI	2.5.	December/2020
Final Report	CNR/ISMAR	1.4.6.	February/2021

DISSEMINATION ACTIVITIES ASSESSMENT

The efficiency of the communication and dissemination activities described in this Communication Strategy will be evaluated using the following performance indicators and evaluation measures:

- ✓ 2,000 web page visitors;
- ✓ 100 social network followers;
- ✓ 200 likes & shares;
- ✓ 300 participants to events;
- ✓ 15 events attended by project partners;
- ✓ 200 brochures printed in 3 languages and available online as pdfs;
- ✓ 20 publications and press articles;
- ✓ Feedback from the participants of the events, meetings and workshops using questionnaires and interviews;
- ✓ Analysis of comments and replies at the social networks;
- ✓ Engagement with target group to develop innovative tools for the ML management
  - o collection of comments and suggestions, arisen from organized meetings