FAIRSEA (ID 10046951)

"Fisheries in the AdriatIc Region - a Shared Ecosystem Approach"

D 2.2.1 – Project webpage content, update and maintenance

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Project webpage content, update and maintenance

FAIRSEA – Fisheries in the Adriatic Region – a shared Ecosystem Approach

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Acronyms used

AB	Advisory Board
CFP	Common Fisheries Policy
CM	Communication Manager
EAF	Ecosystem Approach to Fisheries
EAFM	Ecosystem Approach to Fisheries Management
FAIRSEA	Fisheries in the AdrIatic Region – a Shared Ecosystem Approach
FS	Factsheet
JS	Joint Secretariat
KoM	Kick-off Meeting
LP	Lead Partner
MA	Managing Authority
OGS	Istituto Nazionale di Oceanografia e di Geofisica Sperimentale - OGS
PA	Partnership Agreement
PC	Project Coordinator
PM	Project Manager
PMU	Project Management Unit
PP	Project Partner
SC	Steering Committee
TC	Technical Committee
WP	Work packages
WSM	Web/social media Manage

INTRODUCTION

The FAIRSEA project (Fisheries in the AdrIatic Region – a Shared Ecosystem Approach) aims at enhancing transnational capacity and cooperation in the field of an ecosystem approach to fisheries (EAF) in the Adriatic region by exchanging knowledge and sharing good practices among partners. The complementary expertise of the partners is shared, interlinked and integrated, considering also challenges and opportunities identified by stakeholders.

Communication to general public and stakeholders is crucial for the effective dissemination of the importance of ecosystem approach and its effect on the society at large. The project website thus represent the first tool (than supported by other digital activities and channels) to disseminate project activities and results, as well as promote specific events and news related to the partnership.

About FAIRSEA Project

The overall objective of FAIRSEA is to enhance the conditions for implementing innovative approaches in the sector of sustainable fisheries management in the Adriatic Sea in conformity with the Common Fisheries Policy (CFP). This is done through the development of a shared conceptual and operational framework for an Ecosystem approach to fisheries (EAF). It will be achieved through the implementation of a spatially explicit and territorially integrated tool that considers water mass circulation, physical-chemical properties, plankton productivity, dynamics of resources including their interactions, fisheries displacement and bio-economic drivers. The technical integration is adapted to address stakeholders' and policy makers' issues and is used for increasing awareness, for understanding EAF, for increasing technical skills and capacities in the region also through demonstrative applications. The platform result in a high technological and innovative tool for EAF to be useful for policy makers, institutions and organizations and might require patent.

Overall objective will be achieved through three specific objectives as in the following.

Project specific objectives

- Enhance trans boundary integrated competence in the field of ecosystem approach to fisheries
- Implement a shared "state of the art" integrated platform for the region
- Share benefits and challenges of ecosystem approach to facilitate the achievement of CFP objectives.

FAIRSEA PROJECT WEBSITE

FAIRSEA project website is integrated and hosted on the Programme website and it has been set up and continuously updated by the Web/social media manager (WSM) in collaboration with the Communication Manager (CM). These figures have been appointed during the KOM and are part of the Project management Unit (PMU). The WSM and CM will be supported by all PPs with information, but especially the CM of PP8 offered support to web/social media activities.

The main sections of the website are:

- General information about the project
- Events
- News
- Multimedia section
- Useful documents
- Links to social media

The FAIRSEA webpage represent the first point of reference and source of information about the Project and will contain news and deliverables produced as well as other communication items aimed at stakeholders (press releases, policy papers, fact sheets and other digital materials).

The FAIRSEA webpage is supported by other digital activity related to the Project since “online public” is very inhomogeneous and, in order to reach different targets, it is nowadays mandatory to use different communication channels and strategies (from the website to social media and multimedia materials).

Updating of the website

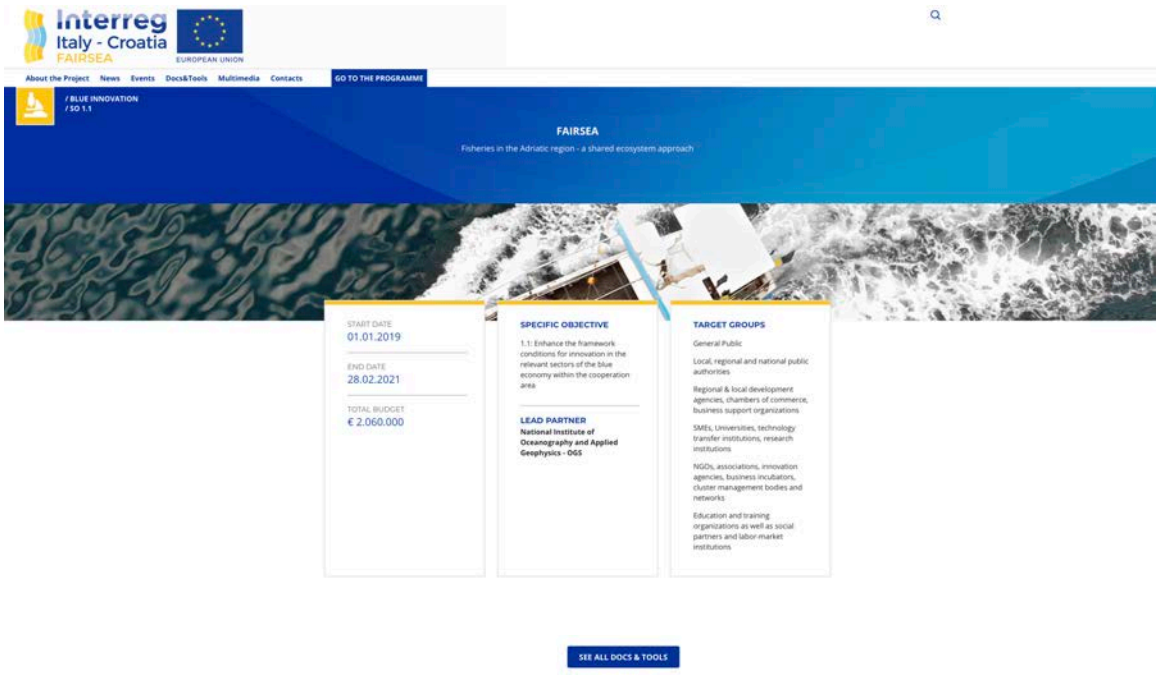
The website was setup by JS and filled with the information from all PPs collected by WSM. The setting up phase of the webpage was significantly delayed and since its first release there have been some modification caused by some bugs of the system. Thanks to the assistance of the Programme Communication Manager and the help desk almost all the problems have been fixed.

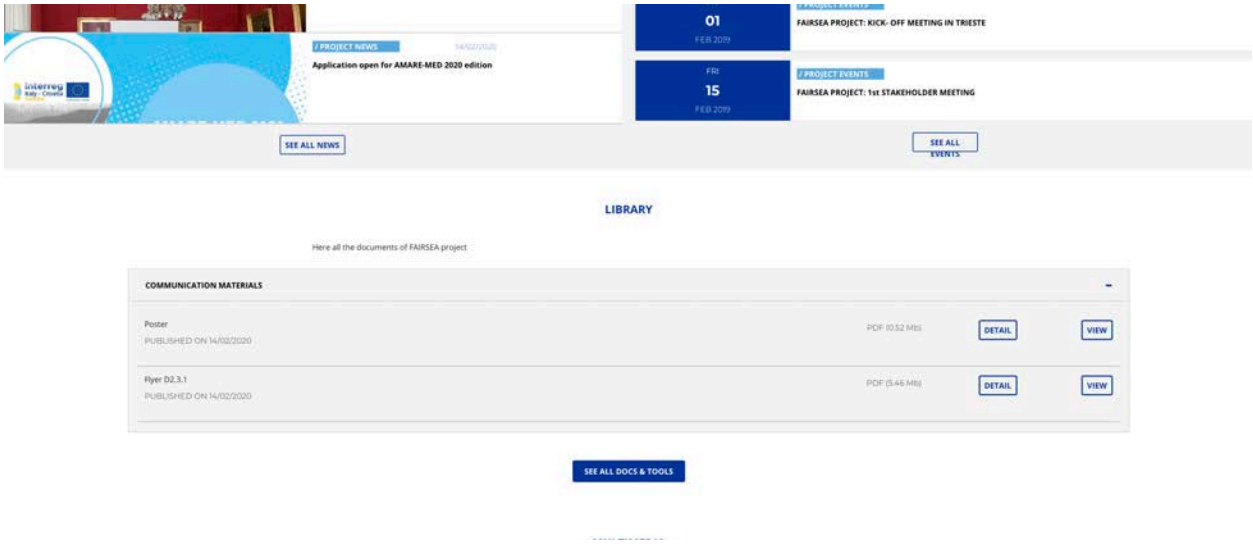
Since the first reporting period the website was updated with the information related to the project and also multimedia, social media and documents sections have been updated and filled.

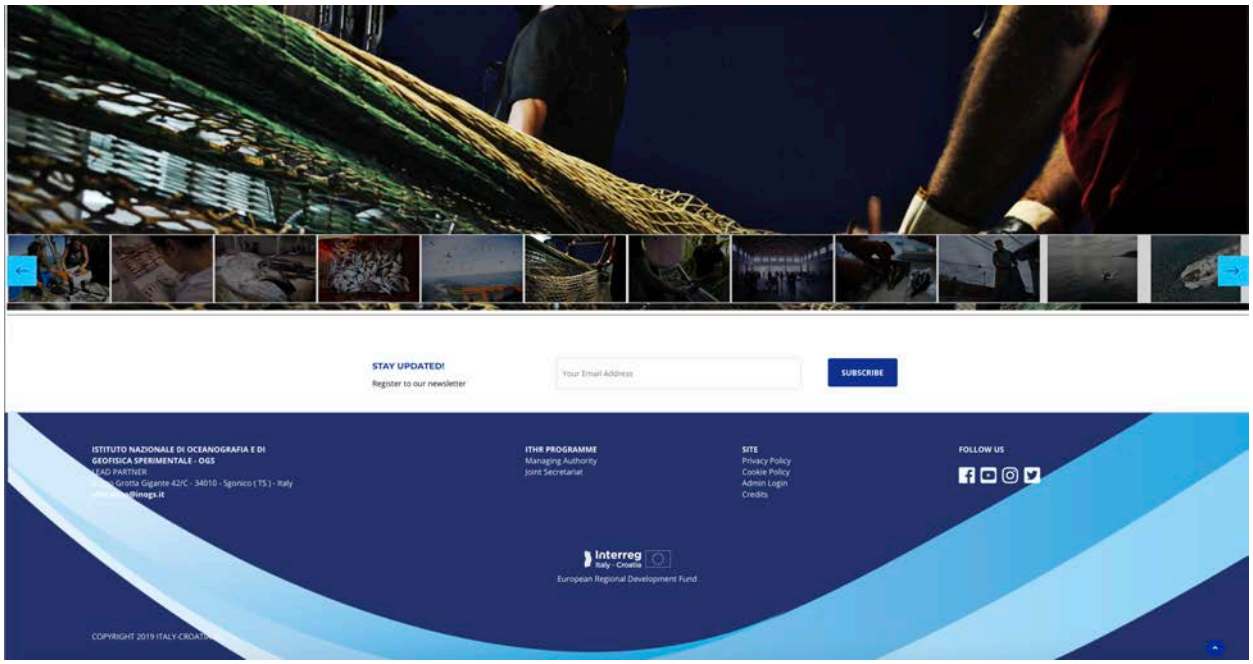
Constant communication will guarantee that relevant activities implemented during the project will be published on the website timely for the entire duration of the project.

FAIRSEA contents on the website

Screenshots below show the situation of the website..







Future development of the website

The content of the FAIRSEA webpage will be continuously updated with PPs' activities, project outputs, as well as with events and news for the scientific community and the general public. A special attention

will be paid to the creation and constant promotion of social media accounts in order to maximize project's dissemination across different target groups.