

FAIRSEA (ID 10046951)

“Fisheries in the Adriatic Region - a Shared Ecosystem
Approach

DELIVERABLE 2.3.3: PROMOTIONAL GADGETS

Work Package:	WP2, Communication activities Activity 2.3: Promotional material production
Type of Document	Project partners: IOF, SUNCE, OGS an MINISTRY OF AGRICULTURE produced the promotion gadgets and shared it during a promotion event.
Use	Public
Responsible PP	IOF SUNCE, OGS, MINISTRY OF AGRICULTURE
Authors	External companies
Version and date	Final Version, From July till December 2019

Deliverable 2.3.3

Promotion gadgets

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

FAIRSEA is financed by Interreg V-A IT-HR CBC Programme (Priority Axis 1 – Blue innovation)

Start date: 01 January 2019

End date: 28 February 2021

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 Adrlatic 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 Manager



Contents

INTRODUCTION	1
About FAIRSEA Project.....	1
Project specific objectives	1

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. Social media represent a crucial channel that support the project website 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

All promotional materials aimed at presenting and promoting the project will be distributed to participants in events, workshops and conferences. IOF, UNIST and RERA participated in the activity and distributed gadgets during events.



Figure 1 Promotion gadgets IOF



Figure 2 Promotion gadgets Ministry of Agriculture