

WP2 Communication activities

Project details

PROJECT ACRONYM	SASPAS
PROJECT FULL TITLE	SAFE ANCHORING AND SEAGRASS PROTECTION IN THE ADRIATIC AREA
AXIS	Major change Environment and cultural heritage
OBJECTIVE	3.2 – Contribute to protect and restore biodiversity
START DATE	01.01.2019
END DATE	30.06.2022

Deliverable details

WORK PACKAGE	Communication activities
ACTIVITY NUMBER	2
PARTNER IN CHARGE	PP6 UNIRI
OTHER PARTNERS INVOLVED	
STATUS	(Final)
DISTRIBUTION	(Public)
DATE	01/07/2022

The University of Rijeka (UNIRI) was in charge of the communication activities of the SASPAS project. UNIRI PP has created 3 social media profiles for the project and regularly updated them: [Facebook](#), [Instagram](#), and [Twitter](#) accounts. The aim was to carry out a viral marketing campaign by targeting young, well-educated individuals through social media. Also, UNIRI provided few Google Drive folders where all relevant documents, presentations, as well as the reports for previous all reporting periods were stored. That way, all PPs could reach all relevant information and see what their responsibilities are regarding WP2. UNIRI was in the charge of updating and taking care of the official [SASPAS webpage](#). In order to better convey all project activities on the official website towards the very end of the project, an IT specialist was hired to update the existing website. UNIRI participated in evaluation and help in the final version of preliminary survey report and made analysis of the relevant parameters for assessment of the seagrass status in the Adriatic sea in the scientific literature. UNIRI prepared the text and designed 3 SASPAS e-newsletters in Croatian, English, and Italian. The E-newsletter was delivered to all e-mail addresses at our stakeholders list. UNIRI prepared, designed, and printed 3 versions of SASPAS flyer in Croatian, English and Italian. About 3.000 flyers were distributed to the general public. PP6 attended the 13th International Fisheries Fair that took place in Poreč, Croatia from November 22nd to 24th 2019. The PP6 activities at the fair included a lecture about SASPAS project to the general public on the 23rd as well as having a stand for the entire duration of the fair. UNIRI team presented the SASPAS Project at the 13th and 14th edition of CROATIA NAUTIC SHOW (HDMB) and TOURIST ATTRACTIONS EXPO at Marina Kaštela, in 2021 and in 2022. UNIRI participated in evaluation and help in the final version of preliminary survey report and made analysis of the relevant parameters for assessment of the seagrass status in the Adriatic sea in the scientific literature. UNIRI prepared 2 articles about SASPAS project that was published in the Platinum magazine. Article was published in the beginning of the July 2020 and July 2022 and achieve high visibility due to the high circulation of the magazine (265 000 copies). UNIRI participated in the scientific publication that was published in the specialized issue of the journal Waters "Restore Degraded Marine Coastal Areas in the Mediterranean Sea." Also, UNIRI team published the article in the local Croatian newspapers Novi list about the SASPAS Project. UNIRI presented the SASPAS Project at the radio show at Laganini FM local radio station - Radio show "Na svježem zraku", 2 times. The UNIRI team presented the general goals and purpose of the project, announced future events in the project and informed the general public about where they can follow the activities of the SASPAS project.

On July 7, an [exhibition of graphics and photographs of the SASPAS project was opened on the University Campus in Rijeka](#), i.e. with photographs of activities on site and facts about the Project itself as part of the visualisations created by a student of the Academy of Applied Arts of the University of Rijeka, Ivana Birkaš. The photo exhibition marked the beginning of the marketing campaign "Be/Become a Posidonia Keeper". The exhibition was launched in July and lasted until September. The UNIRI prepared SASPAS PR publication for the Photo Exhibition in Kampus, at University of Rijeka. The opening of the exhibition was attended by television and radio media, and was accompanied by Internet portals. The PP6 team from the University of Rijeka was the initiator of this campaign and, together with project partners from Croatia and Italy, calls on sailors and boat owners to anchor responsibly and protect the seabed during the summer

months. After the Campus, in cooperation with the Student Cultural Center of the University of Rijeka, we put the graphics of [the exhibition on the boards at Korzo, the center of Rijeka](#). The exhibition was scheduled for Tuesday, August 24, without a special opening like the first time on campus. During the first and second exhibition, we sent a press release, an invitation to the PPs, a notice about the establishment of the exhibition, and sent an official invitation to the staff of the University of Rijeka. Numerous media followed our exhibited graphics in both locations (University of Rijeka Kampus and Korzo, Rijeka city center) and informed the public about the exhibition and the campaign.

The UNIRI team has publicized 3 Storytelling videos. Links:

1. <https://www.youtube.com/watch?v=mJW4BqDDDKM>,
2. https://www.youtube.com/watch?v=FkrYgOu_COY,
3. <https://www.youtube.com/watch?v=W9o1pKkLNfA>

"Become a Posidonia Keeper" campaign

UNIRI and Association Sunce created and published the SASPAS marketing and PR plan for the "Become a Posidonia Keeper" campaign/development of information guidelines for the marketing campaign and preparation of all campaign activities for all PPs. Development of information guidelines for the marketing campaign "Be/Become a Posidonia Keeper" and preparing the whole campaign activities. The campaign was carried out in such a way that the media covered the campaign, companies distributed our promotional materials and flyers, and we encouraged sailors to become guardians of Posidonia through flyers and promotional materials. The campaign was successfully completed in October 2021. The PP6 and PP4 team were the initiator of this campaign and, together with project partners from Croatia and Italy, called on sailors and boat owners to anchor responsibly during the summer months and protect the seabed. The UNIRI team created the promotional materials on which we printed the project logo and campaign messages. The Sunce Association team contacted all the stakeholders and nautical companies in direct contact with the nautical sector.

Preparing and publishing SASPAS marketing and PR plan for the „Become a Posidonia Keeper“ Campaign / Development of information guidelines for the marketing campaign "Be a Posidonia Keeper" and preparing the whole campaign activities for PPs.

During the spring months and during the conversation with Sunce Association gave rise to the idea of launching a campaign that would last through the summer of 2021 and continue next year in 2022. Vida Zrnčić (Sun Association) sent Dora Lazzarich (UNIRI) all the materials she had at the time about the campaign, and Dora made a proposal for a marketing campaign based on this draft. After the UNIRI team led by prof.dr.sc. Sandra Kraljević Pavelić reviewed the draft campaign, it sent to all partners for review. All partners had a specific deadline by which they could provide comments, suggestions and other information to make the campaign as successful as possible in Italy and Croatia. The beginning of the campaign was marked by the opening of a graphic exhibition in July on the Kampus of the University of Rijeka. Building on this campaign, we started with special posts on social networks: Instagram, Facebook

and Twitter. The campaign lasted until October 2021, due to the extended nautical season. They organized communication with specific companies that are in constant contact with boaters (e.g. charter companies, ACI marinas) and prepared communication packages for them. Sandra Kraljević Pavelić, Dora Lazzarich and Vida Zrnčić were responsible for the PR communication part, they completed the call to the companies. Then Dora Lazzarich made preparations for the social networks and media, and Vida Zrnčić reviewed the documents and shared suggestions. After their work and before sending the invitations to the media and companies that are in close contact with our target audience - sailors - reviewed and approved prof.dr.sc. Sandra Kraljevic Pavelic. The campaign was carried out in such a way that the media covered the campaign, companies distributed our promotional materials and flyers, and we encouraged seafarers to become guardians of Posidonia through flyers and promotional materials (caps, chemicals, canvas bags, diaries, paper folders). The campaign was successfully completed in October 2021.

During the presentation of the SASPAS project and the start of the "Become a Posidonia Keeper" campaign, it was necessary to create promotional materials on which we print the project logo for the visitors of the fair and for the campaign that will take place in the summer of 2021. Also we put on the material the "Become a Posidonia Keeper" logo/text. The target audience was sailors who visit Kornati National Park with their own or rented boats and anchor in the habitats of the seagrass *Posidonia oceanica*, destroying it. We presented the SASPAS project to visitors in short or longer speech presentations and conversations. We provided written social media coverage of what was happening in the campaign and handed out promotional materials to our partners.

UNIRI laboratory work: sampling and laboratory analyses were carried over into the 2021 monitoring campaigns to verify the success of the conservation measures. The purchased materials were used within the SASPAS Monitoring Protocol for field activities planned in activity 3.3 (Monitoring campaigns). The sampling and sample laboratory analyses, were adopted in the 2021 monitoring campaigns, to check the success of the protection measure activities (activity 4.2 - pilot seagrass transplants).