

ROC-POPLife

COMMUNICATION AND PUBLICITY PLAN

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prepared by: WWF OASI | AMP MIRAMARE

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INTRODUCTION TO THE PROJECT

The ROC-POP Life project addresses the themes 1 and 4b of Objective 1 of the Biodiversity Strategy 2020, as it seeks to restore the presence of species of the genus *Cystoseira* at two Natura 2000 sites / Specially Protected Areas of Mediterranean Importance (SPAMI) considered as a priority in Habitat 1170. *Cystoseira* is reported in the marine habitat of Community interest "Reef" (code 1170) as a priority biocenosis under SPAMI, listed as strictly protected in Annex I of the Bern Convention (Council of Europe 1979) and in Annex II (List of threatened species or endangered species) in the Barcelona Convention. Moreover, the genus *Cystoseira* is under surveillance by international organizations such as the IUCN (International Union for the Conservation of Nature), the RAC / SPA (Regional Activity Centre for specially protected areas established by the Barcelona Convention), MedPAN (the Mediterranean Network of MPAs). Finally, the Marine Strategy Framework Directive classifies *Cystoseira* belts as worthy of conservation and management efforts.

The Italian Ministry of the Environment has approved the project to contribute to the Italian marine biodiversity strategy.

The project will be implemented through the implementation of the cultivation of *Cystoseira* that will be transferred from the incubation laboratories to the MPA areas of Cinque Terre and Miramare (Natura 2000 and SPAMI sites).

The reintroduction will be carried out in protected areas, where, as a result of the implementation of protection measures, the species will have the potential to settle and spread within the protected area while generating benefits for nearby coastal areas.

Following the reintroductions into the natural environment, the recipient sites and the translocated populations will be monitored to evaluate and quantify the effects of the restoration, both in terms of the density and reproductive success of the target species as well as any improvements observed at the community level.

PROJECT ACTIONS

The project applies an active approach to restoring a priority biocenosis of Habitat 1170 in Natura 2000 / SPAMI sites.

1. The collection of the fertile parts of *Cystoseira* from healthy populations: *C. amentacea* var. *stricta*, from Portofino MPA (Ligurian Sea) and *C. barbata* and *C. crinita* from Strunjan MPA (Northern Adriatic);
2. the setting up of mesocosms for the controlled reproduction and generation of juvenile



- forms to be planted out in Natura2000 sites;
3. planting out phase in the Cinque Terre and Miramare MPAs where its historical presence is recorded and measures are in place to mitigate / counteract the impacts that have led to its loss;
 4. maintenance of the planted out populations (e.g. herbivore regulation) and regular monitoring to assess the plantations' success.

This joint combination of actions will increase recruitment potential and ensure population restocking and growth as well as the possibility of extending the action to other areas.

Since *Cystoseira* has a high reproductive potential, the project will have no effect on donor sites, as only the fertile, apical part of the thalli will be harvested for culture (*ex situ* sowing).

Following a strict protocol, the fertile apical branches will be collected in the MPAs of Portofino and Strunjan and transported to culture chambers at the Universities of Trieste and Genoa for the process of controlled reproduction. The culture process will produce juvenile thalli ready for planting out in the natural environment, which will be transported to reception areas (the Cinque Terre and Miramare MPAs) and re-implanted to begin the restoration process.

All the actions will be supported by a communication action involving the stakeholders.

RESULTS EXPECTED FROM THE PROJECT

Result 1. *Cystoseira* will be reintroduced into the target MPAs and the recovery of *C. amantacea* v. *Stricta*, *C. crinita* and *C. barbata* will be carried out through the production of juvenile forms.

Result 2. In the MPAs the number of thalli will continue to increase after the end of the project as a result of the critical density created and the natural reproduction of the transplanted populations. A natural recolonization of the neighbouring coastal areas is also foreseeable.

Result 3. In the medium-to-long term, the new forests of *Cystoseira* will form an ecological network with a cascade of positive effects on the MPAs, restoring the functions of the habitat of *Cystoseira* (as refuges / nurseries for fauna, food supply, oxygenation of the water and biogeochemical cycles). A study on the intrinsic value (in monetary terms) of *Cystoseira* has been conducted. The results obtained on the basis of the food web provided values of between €10/m² and €30/m² per unit of surface area, supporting the functional importance of *Cystoseira* habitat in the maintenance of biodiversity and ecosystem services.



Result 4. The process activated with the restoration of *Cystoseira*, an indicator of good ecological quality, will also trigger the recovery of the ecological status of the target MPAs.

Result 5. Intensification of territorial promotion and tourist visibility. Environmental tourism, which already characterizes the MPAs (Miramare, Portofino and Cinque Terre are Specially Protected Areas of Mediterranean Importance) will increase further and an increase of about 3% is expected when compared to the last 3 years. The action of publicity is expected to provide information to over 750,000 people considering all the communication tools and the broad visibility of the various MPA Visitor Centres.

COMMUNICATION AND PUBLICITY STRATEGY

The communication strategy defines the structure and content of the messages to be conveyed, to which segments of the population it would prove more useful to send them and identifies the best means to do so. The publicizing of the results implies the existence of a long-term relationship with the stakeholders, who will be encouraged to provide ongoing feedback in order to improve the effectiveness of the message.

The communication plan therefore aims to identify a set of key factors:

WHAT: defining what to communicate, the messages and the results;

WHO: identifying the publicity target groups;

WHY: define the aims of the publicity;

HOW: define the methods used in conveying the publicity;

WHEN: define the most opportune moments for achieving the objectives of the publicity.

AIMS OF THE COMMUNICATION AND PUBLICITY PLAN

The communication and publicity plan for the project is one of the products of the E- **Public awareness and dissemination of results** action and, in particular, of the E1 - **Communication and dissemination to stakeholders and large public**.

The communication plan defines the coordinated image of the project, identifies the recipients and key messages and provides for the segmentation of the communication in relation to the recipients and the contents of the key messages themselves, identifying the most appropriate media to be used.

The communication plan also identifies the stakeholders to be involved. The aim is to publicize the activities carried out by the project through a description of the objectives and actions such



that they can reach the general public and not only the insiders, including tourists and visitors to the MPAs as well as to the sea in general.

The objectives are:

- To increase general public awareness on the topic of the project;
- Disseminate information both on the project in general as well as on the activities and the results, highlighting the added value and its innovative nature;
- Raise awareness regarding the importance of conservation and environmental protection for the sustainable development of civil society;
- Strengthen and expand the involvement and participation of the systems / target groups;
- Facilitate and strengthen relations between the project partners in order to achieve the expected results;
- Provide a “brand” for the project, or an identifying image that becomes familiar and therefore easily and immediately recognized;
- Strengthen the international network of the LIFE programme through the experience of this particular project;
- Publicize the financing of the European Commission and the value of its projects.

PROJECT NAME

In order to guarantee a single voice for the communicative message it is essential that the project is always mentioned using the same name.

The name of the project to be used is: ROC-POPLife.

In addition to the correct name, it should always be remembered to include the phrase in one of the languages listed below and highlighting the co-financing of the European Commission:

ENG – “ROC-POPLife project is co-funded by the European Commission's LIFE Programme under Agreement N° LIFE16 NAT / IT / 000816”

ITA - “ROC-POPLife è un progetto cofinanziato dall’Unione Europea nell’ambito del programma LIFE N° LIFE16 NAT/IT/000816”

SLO - “ROC-POPLife projekt, je sofinanciran s strani finančnega mehanizma Evropske Unije programa LIFE, v skladu s sporazumom N° LIFE16 NAT/IT/000816”



THE COORDINATED IMAGE OF THE PROJECT

In the E1 action, as foreseen, the project logo and visual identity manual have been developed, that show the indications on the logo, the use of the logo and the main lay-outs to be used in communication.

The visual identity manual is available in the main project repository and at the following address: <https://goo.gl/wjNPNv>

Within the visual identity manual the project's font has also been defined. It is called Gibson, the files for which are available in the same dropbox folder as the E1 action.

PROJECT LOGO AND COLOURS




The logo approved by project partners is represented by 4 coloured circles inscribing generalized and stylized forms of *Cystoseira* and the phrase ROC-POP Life in blue that, in its "O" symbolizes the sea with the movement of the waves.



Project logo

For requirements related to its reproducibility, including on the smallest of gadgets it can also be laid out in black and white.

The visual identity manual also identifies the project colours in both four-color and RGB and with its corresponding pantone as shown in the following image.

	CMYK	RGB	PANTONE		CMYK	RGB	PANTONE
	100 90 10 0	40 71 134	288 C		0 0 100 0	255 232 0	102 C
	64 0 0 0	71 189 235	298 C		2 94 0 0	226 62 140	2039 C
	75 5 100 0	63 153 58	347 C		0 98 58 0	226 50 83	185 C



Colour codes for ROC-POP Life visual identity

The manual governs the ways in which the logo can be inserted and, in particular, prohibits the rotation of the logo, its use in an “outlined” fashion or for the realization of “pattern”.

Furthermore, the logo cannot be distorted in its proportions, nor can its colours be changed and nor can it be used partially.

THE TEMPLATES

Main templates for use in communication have been created which are available in the dropbox folder: <https://goo.gl/sXkbik>:

- letterhead
- 4: 3 power point
- 16: 9 power point
- 70x100 notice boards
- website template

As new templates are implemented, they will become available in the same folder.

Users are encouraged to create a local version of the file on their computer, thus avoiding the use of the “master” version.

CHANNELS OF COMMUNICATION

The channels of communication that will be used to convey the messages to the many audiences vary according to the targets and can be summarized in traditional media (the press, radio, national, regional and local television), specialized media (thematic TV and radio channels and magazines specialized by sector, trade fairs, conferences, etc.), websites and online platforms (websites, social media, newsletters), electronic media (photos, videos, etc.), means of display (posters, signs, displays, gadgets, etc.).

To reach the general public we will use the mass media (television, radio, national, regional and local press) and public conferences, the exhibition, the website, blog and social media together with the project materials).

To reach the various audiences of people interested in the sea we will use specialized channels (magazines and industry media, the blog, social media, the dedicated pages on the website, conferences and exhibitions in the various “Salons” and specialist Fairs, together with the project materials).



To reach local, regional and national authorities, the preferred channel is direct communication (letters and direct contacts with decision-makers and project materials).

For networking activities with other projects, participation in conventions, congresses and meetings (presentations and various project materials) is planned.

Internal communication between project partners will obviously be direct and preferably electronic (via email). Where possible the meetings will take place using the Skype web platform so as to ensure constant coordination between partners, limiting costs and the environmental impact of trips as much as possible.

The main actions aimed at raising awareness among the general public include:

- Conferences: three conferences will be organized by WWF OASI MPA MIRAMARE, PORTOFINO MPA and STRUNJAN MPA to inform the general public, present the results of the project and encourage participation through on-site visits;
- A leaflet will be created and distributed during the holiday season in the MPAs, diving centres and tourist facilities, with tourist information (50,000 copies) that will serve to raise awareness of the theme of the algal community and the underwater landscapes.

Dissemination to the specialized public

Two workshops will be held in Liguria and two in Trieste to involve stakeholders in the publicization plan.

Using specific online forms, divers will be invited to report any specimens of *Cystoseira*, indicating the position and sending a photo.

Ferry companies and sports associations related to the sea such as sailing clubs but also swimming and rowing associations etc. will be involved in awareness-raising actions to promote respectful behaviours.

Dissemination and educational commitment

Actions that promote engagement and orientation for schools, youngsters and people interested in the natural environment:

- A dedicated section of the website will be reserved for schools as an online tool for teachers and students dealing with biodiversity, protection and the conservation of habitats;
- Guided visits to the alga propagation laboratory with the support of biologists;



- Guided tours in the areas being repopulated will be organized by the MPAs with the support of biologists and ecotourism associations;
- Educational modules and experiential activities for schools of all levels will be provided using the great experience of WWF OASI MPA MIRAMARE;
- WEBApp ROC-POP: a web app allowing interested parties (visitors, participants in guided tours, tourists and so forth) to send images, videos and other material to be published via the media channels;
- The “Cystoseira media” prize: organized in collaboration with the “Camogli International Marine Reserves Film Festival” at PORTOFINO. The competition is aimed at videos, images and “selfies” testifying to the active participation of people in the project;
- The ROC-POPLife channel: designed to capture interest by providing “continually up-to-date” information like in a TV serial, attracting people to follow it over time. The ROC-POP “channel” will follow the project actions that are organized naturally according to a sequence with the collection, reproduction and growth of juvenile plants and their subsequent planting out. All the steps will be described as episodes in a series to keep people involved.

All the “dedicated” publicity and communication tools and actions will work in synergy with those aimed at the general public, to avoid duplication and to generate critical mass.

INSTRUMENTS OF COMUNICATION

WEBSITE

The website www.ROC-POPLife.eu is at the heart of our communication strategy. The main language is English. It is expected to reach at least 300,000 unique visitors by 09/30/2020. The site is dynamic, frequently updated and has the objective of making the issue of environmental restoration and of marine reforestation activities interesting to the public. It will be the tool to reach a large audience and the full range of target groups of all ages, with texts, photographs and videos. The news section will be updated frequently to encourage reader loyalty. In particular, it will provide information on:

- the project, the partners and the LIFE programme with links to their respective websites;
- all project events, results, and all the materials (posters, brochures etc.)



will be downloadable;

- links to the project social network pages, which will provide a continuous update on the initiatives;
- a newsletter;
- a media area containing all the press releases, a press kit and the press review.

SOCIAL MEDIA

Social media (Facebook, Instagram, and YouTube) represent the project's continuous communication channel with the public. Social media, in particular, allow two-way communication and provide information to citizens in a rapid fashion. This communication activity will be strengthened during the summer months, from May to September, but the information flow will be constant throughout the year. 50 posts per year are expected and 1400 "likes" are expected on the Facebook page.

Facebook (facebook.com/ROC-POPLife) is the preferred channel for the Italian public while the YouTube channel will collect video contributions. Regular news will be published on the WWF MPA Miramare social media channels and of all the other partners. By consolidating all the e-mail addresses available to the partners, a project mailing list will be created for the periodic sending of quarterly newsletters. A press / audiovisual review containing all the articles, news, radio and television broadcasts dedicated to the project will be kept on the website.

VIDEO

Within the first 15 months of the project a short 3 minute animation video will be produced about *Cystoseira*, on its conservation status and its biological and ecological characteristics. The video *finale*, which will use "time lapse" techniques, will be released at the end of the project.

INFORMATION MATERIALS

The materials provide information on the project and aim to raise awareness on the issue of marine reforestation and habitat conservation and always indicate the link to the site. All the materials display the logo of the LIFE programme and carry the sentence:

ENG - "ROC-POPLife project is co-funded by the European Commission's LIFE Programme under Agreement N° LIFE16 NAT/IT/000816"

ITA - "ROC-POPLife è un progetto cofinanziato dall'Unione Europea nell'ambito del programma LIFE N° LIFE16 NAT/IT/000816"

or

SLO - "ROC-POPLife projekt, je sofinanciran s strani finančnega mehanizma Evropske Unije"



programa LIFE, v skladu s sporazumom N° LIFE16 NAT/IT/000816"

To reach foreign tourists, some materials will also be created in English. To increase circulation and impact, electronic / digital versions will be available for download from the website.

Roll-up (with the description of ROC-POPLife, the logos of LIFE and the partners, created in a quantity of 1 copy per partner.

Project gadgets for stakeholders and the public include project posters and small gadgets to be agreed upon with the CCC (Communication Coordination Committee).

Notice Boards produced in 15 copies, two for each partner, include a description of the project, an indication of the financial support received from the LIFE programme and the logos of the partners and that of the LIFE programme itself. After placement, a photo must be taken and sent to the lead partner.

Layman's report - At the conclusion of the project, a layman's report will be drawn up that will detail the project activities and the results. The goal of the report will be to publicize the results, the methodologies and lessons learned, emphasizing that the actions can be replicated. The report will include a description of the activities, the difficulties encountered and the opportunities that emerged during the project, best practices and the results. It will be between 5 and 10 pages long, in Italian and English and in addition to hard copies, it will be possible to download it from the project site, in order to maximize its diffusion while containing costs and the environmental impact. This report will be important in circulating the information and results among citizens and stakeholders, to future LIFE and non-LIFE projects that will deal with the issue of marine reforestation in such a way as to share the difficulties encountered and solutions identified.

After LIFE work plan - the *After-LIFE* plan will be included as a separate chapter in the final report. It will be written in Italian and English and will describe how the communication and publicizing of the results will be carried out at the end of the project. It will provide an indication of the actions to be carried out, of the resources with which it will be done and those responsible for these activities.

RECIPIENTS OF THE COMMUNICATION AND PUBLICITY ACTIVITIES

The recipients identified for the communication and publicization activities, mainly refer to four macro sectors of interest, the institutional, the specialized public, public opinion and the media. By "specialized public" we mean the project partners but also the stakeholders who put forward qualified interests more closely with regard to the project actions, or who are, in any case, able



to evaluate its effects in technical and economic terms. In the public opinion sector this is taken to mean all those people who do not have a direct interest in the project results but who can, however, take advantage of it in terms of quality of life and during their holidays together with the benefits to the prestige of their city. Finally, media operators are strategically important as they are able to amplify the communications addressed to them, providing powerful resonance for the project actions. In light of the various interests brought to the table by the target groups of reference, it is intended to carry out publicization activities via dedicated meetings and placing particular effort into events aimed at the composition and consolidation of the network. The following organizations have already been identified as potential participants in the network:

Scuba associations:

- AIOSS, the Italian Association of Scientific Divers;
- Reef Check Italia, a partnership between the Reef Check Foundation monitoring programme for coral reefs, officially recognized by the United Nations, and the MAC Project (monitoring of the Mediterranean coastal environment);
- DAN, an association that deals with safety during underwater activities and promotes “sustainable” behaviour;
- AssoDiving, the association of the Ligurian diving centre;
- COSTO, the Committee of Operators of Scuba Tourism), which mainly involves the diving centres in the Province of Genoa;
- Scuba bodies and individual divers who often carry out immersion sessions in the MPAs involved in the project.

National and local associations of professional fishermen

- Regional and national associations of categories of fishermen (such as Federcoopescas, Legapescas and Coldiretti);
- Local fishermen's associations and cooperatives;
- Recreational fishing associations (such as the *Alleanza Pesca Ricreativa*);

Environmental networks and associations including:

- MedPAN, the network of Mediterranean protected areas;
- AdriaPAN, the network of protected areas of the Adriatic;
- The WWF is the world's largest nature conservation organization and on its behalf OASI manages Miramare MPA and 43 other wildlife OASES;



- MareVivo
- Legambiente

Further groups and stakeholders may be added as the project proceeds.

INDICATORS

A network of at least 20 organizations
around 750,000 citizens
150 fishermen
200 divers
1,000 brochures for students and youngsters
50,000 for tourists
300,000 visits through the web/social channel

CHECKLIST FOR PUBLIC EVENTS

Evenings, meetings with the public, lessons at school and appointments in which the partners participate or to which the project is invited, are all important awareness-raising activities for ROC-POPLife.

REMEMBER TO ...

- Take every opportunity available to present ROC-POPLife;
- Understand the importance of conserving the biodiversity of underwater landscapes;
- Collect and send photographs of the activities;
- Always mention the role of the LIFE programme and the European Commission as co-financiers;
- Invite people to visit the web page and follow the project's social media channels (Facebook, Instagram, etc.)
- Take pictures and videos of the event and publish them, tagging them @ ROC-POPLife

HOW TO ORGANIZE:

- **LOGO ON THE POSTER** Ask to add the ROC-POPLife logo on the event poster;



- **ROC-POPLife DESCRIPTION** If you ask you for a few lines to accompany a piece you can use the descriptive piece from the internet page (<http://www.ROC-POPLife.eu>). Remember to always add in one of the following languages:
 - ROC-POPLife project is co-funded by the European Commission's LIFE Programme under Agreement N° LIFE16 NAT/IT/000816
 - ROC-POPLife è un progetto cofinanziato dall'Unione Europea nell'ambito del programma LIFE N° LIFE16 NAT/IT/000816
 - SLO - "ROC-POPLife projekt, je sofinanciran s strani finančnega mehanizma Evropske Unije programa LIFE, v skladu s sporazumom N° LIFE16 NAT/IT/000816"

And, at the bottom, always add www.ROC-POPLife.eu and/or the project's Facebook page.

- **ROC-POPLife PRESENTATION** - Use the ROC-POPLife Powerpoint presentation.
- **TRANSFORM THE EVENT IN A NEWS PIECE** Take photos and videos of the event in which you see the ROC-POPLife logo and the Life logo.
- Post the photo while **TAGGING IT ROC-POPLife** so that the news can be spread more easily.
- Have your picture taken while talking, with the logos. Cite the website, invite people to put a "like" and follow the project's social media output: all of them @ ROC-POPLife.

