

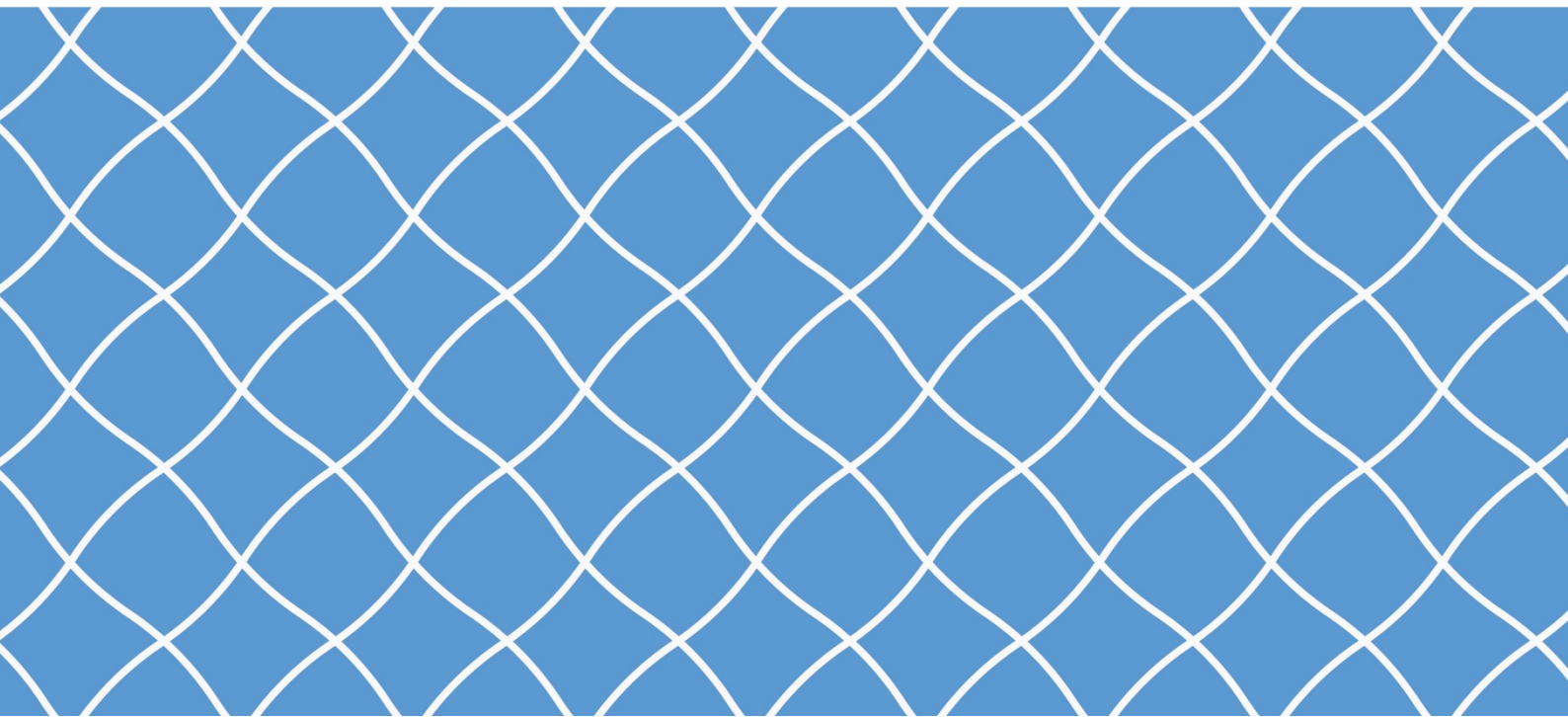
MARELITT



Baltic

Communication strategy

2016 – 2018



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1. Project background

It is an undisputable fact that a substantial number of fishing gears have been and to some extent still are lost in the Baltic Sea. In 2014 HELCOM included derelict fishing gear (DFG) in the coming Marine Litter Action plan which indicated the problem as evident for the Baltic Sea. Wherever actions are made DFG is found. DFG have negative effects on the Baltic marine environment, for example continuous fishing is threat to animals. DFG can in the long run turn into an “invisible” health risk as degrading nets can become micro plastics and become a part of the food chain. The presence of DFG can also be a danger for divers and swimmers etc.

The aim with MARELITT Baltic is to develop and implement a project that will minimize these negative impacts of DFG by removing them from the sea and by creating a toll that allows to reduce the amount of nets lost every year in the Baltic Sea.

Today there is no harmonized protocol on DFG and many Baltic countries lack a national DFG policy leading to no or temporary support for mitigation measures. The dialogue about DFG on political level, but also between the fishing sector and authorities, is problematic because the topic is too unclear and undefined. There are no methodologies in common use to locate and risk assess DFG, no methods to collect DFG from different targets exits or are commonly known.

Within MARLITT Baltic a cost-efficient, safe and environmentally friendly DFG cleaning method will be developed and identified through demonstration actions for sampled targets (soft sea bed/wrecks/rocky bottoms) including an environmental impact assessment analysis for sensitive areas. As a result, a handbook on DFG cleaning methodologies based on evaluation of dragging operations and documentation of lessons learned will be produced. MARELITT Baltic will constitute a baseline for future cleaning measures while gaining an overview on host areas in the Baltic Sea in form of a map and developing a plan for post project operation.

MARELITT Baltic also aims to increase responsible fishery while developing a code of conduct for the fishing industry. Other objectives include the improvement of fishing gears for responsible fishing and a minimization of the DFG problem while improving the retrieval of DFG giving an overview about technologies to reduce gear loss.

The project compiled recommendations for regulations on prevention in form of a recommendation paper on national and EU level. It should result into a long-term impact and a change of fishing strategies and legislations on the different spatial levels.

An overview about harbour reception facilities for old fishing gear and DFG aims for an improvement of reception facilities in harbours including environmentally sound waste management for DFG. A feasibility study on economic solutions for DFG recycling should find efficient ways to reuse/recycle DFG in a best way. A DFG treatment scheme should point out solutions on how to prepare DFG for processing and to find economical solutions for recycling small volumes.

All project activities, outputs and results will create the basis for all future dragging operation in the Baltic Sea. It will contribute to a clean Baltic Sea concerning DFG and will increase a sustainable behaviour on the issue.

2. Project objectives and overall communication strategy

The project will create the basis for all future dragging operations in the Baltic Sea. It will contribute to a Baltic Sea free from marine litter and hazardous substances and it will increase sustainable treatment of derelict fishing gear. MARELITT Baltic will be the first transnational initiative working with the problem and will result in an enhanced international readiness to act.

All communication concerning the MARELITT Baltic project will be done in accordance with the Interreg guidance for communication and with the requirements of the Monitoring Committee (MC), the Managing Authority/ Joint Secretariat (MA/JS).

The aim of the communication in the MARELITT Baltic project is to ensure that external stakeholders are well informed about the progress, outputs and impacts of the MARELITT Baltic project. The aim is also to ensure a strong two-way communication within the partnership of the project.

The wp5 leader and the project management will monitor the progress and delivery of the communication plan throughout the lifespan of the project. The progress will be a standing point on the agenda on all Partner management group meetings and evaluated on a regular basis.

The project aims are:

- Reducing the impact of marine litter in the form of derelict fishing gear in the Baltic Sea environment
- Increased institutional capacity in the Baltic Sea region to solve the ghost fishing problem.
- Improve reception facilities in harbours and environmentally sound waste management.
- Develop cost-efficient, safe and environmentally derelict fishing gear cleaning methods.
- Produce a handbook on derelict fishing gear methodologies consisting of evaluation of dragging operations and documentation of lessons learned.
- Establish a baseline for future cleaning measures and a map over the host areas in the Baltic Sea and a plan for post-project operation.
- Increase responsible fishery while developing a code of conduct for the fishing industry.

Examples of project outputs are following:

- The project will create the basis for all future dragging operations in the Baltic Sea.
- A series of dragging operations in different areas in the Baltic Sea
- Methodology for planning DFG mapping and dragging operation.
- Environmental impact assessment analysis for sensitive areas.
- Overall DFG host area map and sampling plan for the targeted part of Baltic Sea.
- Survey of harbour reception facilities for DFG and old fishing gears.

Overall communications strategy

- To increase knowledge about the DFG issue and sustainable fishing among national fishermen organisations, fishermen and divers. That will be made through logbook workshops and by letting them be part of the dragging experience and learning by doing process.
- All communication will be as transparent as possible
- The tone of the communication should be simple and easy to understand

External communication

- Inform the general public about the DFG issue.
- Involve target groups in different activities within the project to increase knowledge and awareness.
- Improve the dialogue between decision makers – fishermen, fishermen organizations, media, municipalities, general public etc.
- Circulation of the project results to the target groups.
- Gain visibility of projects outputs and results.

Internal communication

- Keep a continuous contact with all project partners about the progress and results of the project.
- Maintain motivation and coherence within the project.
- Provide proper implementation of the project.
- All wp leaders should communicate with wp5 when a communication activity about the project is made.

3. Target groups

The aim with the communication in the project is to increase capacities of decision makers to highlight the issue on national, Baltic Sea Region and European level. All communication will be targeted to its relevant target audiences.

The success of project communication depends on establishing and developing continuous relations with the key target groups throughout and even beyond the project lifetime.

External Target groups:

- General public
- Stakeholders
- Fishermen
- Fishermen organizations
- Divers and diver organizations
- Decision makers
- Media
- Scientific institutions

- Local municipalities around the area of the Baltic Sea.
- Port and harbour authorities
- NGO.s
- Industry in the recycling sector of plastics
- Other relevant EU projects

Internal target groups:

- Project partners
- National financiers
- Reference group
- Steering group
- Associated organisations

The different type of target groups depends on the work package various alignment.

4. Communication strategy and measures regarding target groups

To ensure the project sustainability it is essential to use an intensive external communication to increase capacities of target groups (e.g. decision makers, general public, fisherman, fishermen organisations and divers etc.). An involvement of target groups leads to awareness raising, knowledge increase, attitude and behaviour change. This will be achieved by conferences, workshops, trainings for divers/fishermen, site visits for media/decision makers, campaigns and publications via various media channels.

The guiding principles and strategic considerations

- The project contains transparency, consistency, and innovativeness in reaching the target groups.
- The project serves an innovative approach, how the dragging activities, workshops and site visits could raise better understanding about the DFG issue.
- The project result will help to frame future actions and strategies to raise awareness about the DFG issue and change attitude of decision-makers.

Target groups specific messages and measures

General messages:

- DFG is addressed worldwide as a source of marine litter with extensive hazardous effects on the marine ecosystem.
- It is possible to combat DFG problem using existing knowledge and a correct approach
- Improvement of fishing gear and fishing strategies as well as strengthening of a more responsible attitude toward fishing can reduce the DFG issue.

Communication measures

External:

- Full scale dragging and diving operations
- Press releases and press meetings
- International stakeholder meetings and conferences
- Social media campaigns targeting the DFG issue
- 1 exhibition focusing on the DFG issue
- Distribution of information material
- Online information provided by project partners.
- Newsletters
- Site visits

Internal:

The regular internal communication for an effective coordination & consultation among project partners is essential to the achievement of project objectives.

- Partner meetings to supervise project procedure
- Internal online platform - created interactive workplace for the project at www.dropbox.com where to share the information, latest news, issues and weekly reports of the project

5. Timeframe of communication related activities

Period 1 – 01/03/2016 - 31/08/2016
Communication plan
Project profile and common communication tools
Set-up project webpage
Newsletter
Press release – kick off the project
Set up contacts lists
Press meeting – dragging activities
Invitation till international kick-off
Set up a Facebook page as a platform fishermen, general public
You Tube - channel
Facebook
Period 2 – 01/09/2016 - 28/02/2017
International kick-off conference in Malmö, Sweden
Workshop
Newsletter
Information material about the project

Start the procurement of communication agency for the DFG campaign
Period 3– 01/03/2017 - 31/08/2017
Press releases on dragging/cleaning operations
Press meeting combined with site visits/cleaning demonstration
Newsletter
Update social media
Report 2.1
Report 3.1
Report 4.1
Report 4.2
Period 4 – 01/09/2017 - 28/02/2018
Press release about the results so far – International meeting
Newsletter
Update social media
Produce film about dragging activities
Mobile photo exhibition
Report 2.3
Report 3.2
Report 4.2
Period 5 – 01/03/2018 - 31/08/2018
Newsletter
Update social media
Mobile photo exhibition
Report 3.4
Report 3.5
Report 3.6
Report 4.3
Period 6 – 01/09/2018 - 28/02/2019
Newsletter
Update social media
Produce film about dragging activities
Final international conference
Report 2.6
Report 2.7
Report 3.7
Report 4.5
Final Project Report

6. Evaluation measures

Communication measure	Activity indicator	Result indicator
Dragging activities and clean-ups	Number of stakeholders taking action, number of fishermen taking action	
Media	Number of press releases, press meetings	Number of media articles, news; Number of media representatives at the action place.
Information material, online information	Number of information material, innovativeness and attractiveness of information	Number of information material distributed, home page visitors, page downloads, feedbacks
Newsletters	Number of newsletters	Feedbacks; Number of recipients
Events/conferences	Number of events according to project proposal, number of participants	Number of participants
Film	Number of views	100 000 views
Social media	People reached	500 000 people reached. Post engagement reached . 40 000 people
<i>Webpage</i>	Page views	10 000 page views

7. Use of visual identity – guidelines

MARELITT Baltic have its own visual identity for MARELITT Baltic. That way we can show a coherent picture of the project and it will be easier for everyone to communicate the project properly. The MARELITT Baltic logo will always be used together with the Programme logo and the EU emblem (see specifics in next chapter).

The logo for MARELITT Baltic. The word "MARELITT" is in a bold, black, sans-serif font. Below it is a stylized blue wave graphic. Underneath the wave, the word "Baltic" is written in a black, sans-serif font.

EU supplement

Next to the Programme logo, every communication item has to display the European Union Emblem (flag) and name. In addition, the name of the European Structural Fund needs to be specified. More details concerning the positioning and size of the Emblem and the reference to the fund are specified for different media in Implementing Regulation (EU) No 821/2014 and must be followed.

They propose two options for use:

1. next to each other
2. separated from one another

The EU supplement can be used in three arrangements to meet different requirements: solo, vertical and horizontal.

Do

If BSR logo and EU supplement are displayed side by side, they have to be aligned on the same baseline, if “Interreg BSR” and EU supplement are shown separated from another, the supplement has to be scaled up. The flag is the benchmark:

it has to be the height of “I” in Interreg plus wave as depicted beside. The EU supplement has to be aligned to the BSR logo position according to the 11#grid.

Logo size and adaptations

The logo is to be displayed in entirety. There is a different logo version for small sizes between 25 und 15 Millimeters. In case the medium is a tiny one or the area to be printed/displayed on is very small (e.g. Favicon, Apple-Touch-Icon), it is allowed to just use the wave visual together with the EU emblem and name.

Basic typography - logotype

The typographic system in the MARELITT Baltic logo is Calibri.

Office typography

Common Word-, PowerPoint- and Email-documents can use Calibri. Calibri are part of standard Microsoft Windows Vista/7/8 system installations and/or come with Microsoft Office packages. Calibri is destined to be used for all plain text.