

ECOSEA PROJECT – COMMUNICATION AND DISSEMINATION PLAN

I. INTRODUCTION

The main goal of communication and dissemination is to raise awareness of the project activities in order to make ECOSEA a successful and sustainable project. This will be carried out by using various communication channels and materials, and also by, conferences and public events.

In this first stage the communication project presents the graphical identity (including logo, colors, font), and also graphics and structure of the official web site Ecosea.eu and newsletter.

Purpose of the Dissemination and Communication Plan

This document describes the communication and dissemination plan to be adopted by ECOSEA. Its purpose is to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination and communication plan are:

- to establish and maintain mechanisms for effective and timely communication;
- to inform stakeholders of the progress of the development and encourage interactions between stakeholders;
- to coordinate all levels and types of communication in relation to the project.

This document is intended to be a live folder, which will continuously be enriched with the forthcoming project's achievements and contributions from partners.

II. COMMUNICATION AND DISSEMINATION STRATEGY

Main communication goals

- Promotion of knowledge exchange and institutional capacity building addressed to the application of innovative models of environment and economic activities governance for improving fisheries sustainability and strengthening the marine biodiversity.
- Wide spreading of project events, outputs and results.
- Promotion of ECOSEA goals:
 - Protection and enhancement of sea and coastal environment
 - Innovative approach to coordinated management of fishery activities
 - Increase marine biodiversity

Target audience

The Dissemination and Communication Plan contemplates tools for activities and actions to attract the following big categories of target groups:

- Bodies responsible for the Institutional governance of the fishery sector.
- Governamental bodies
- Organization of producers
- Scientific bodies
- Stakeholders local institutions touched by the environment quality as well as fisher entrepreneurs
- European citizens with interests in ambient, sea, fishery activities.

Ecosea Messages

The aim of a Communication Plan is to guide the producers of the project contents - at all levels – toward precise communication objectives to be considered as standard in all respects .

In the case of Ecosea , in developing content authors will aim to communicate - in addition to data and information directly related to outputs, activities and events - an information plus linked to the image of Ecosea as a major European project , which develops through different years of work and with a tremendous impact on the fishing industry and its natural environment. This great European project that promotes among its partners and actuators a strong sense of belonging to a unique sea - that unites and is also a limited resource (unique) - able to overcome historical differences and geographical basis of a new awareness of the central role of fishing in Europe and the importance of its sustainability. This new role comes - according to our vision - even from the stories and the story of the individual players in the Adriatic fishing system (researchers , fishermen, retailers , etc. ..) , which will be the protagonists of communication: by voice, video and web spread news and newsletter.

But since the primary objective of a European project is always to focus on the results of the project and the practical benefits that will make the whole fisheries sector grow, it is important , alongside the communication on ecological aspects , to maintain a leading role in the technological and economic development of Project Ecosea .

It will therefore be important to show and always emphasize the threefold range of the Project:

ENVIRONMENT / TECHNOLOGY / ECONOMY

recounting the contents, providing practical examples and testimonies relating to actions taken on all levels.

Given the great wealth of characters, stories and faces that the fisheries sector is able to express, in order to give strength and credibility to the message also for the insider workers, we recommend involving opinion leaders and testimonials to support the campaign, identified between the exponents the most charismatic and active in the industry. The messages will then have a concrete result of the experience in the daily practice of the issues affecting the Project Ecosea.

Request to Partner: identify local figures of reference that can be proposed with concrete posts of the Project Ecosea both to the industry and to the wider public, using the communication channels (media and non-media) proposed by the communication plan. We recommend: fishermen who adopt the techniques proposed by Ecosea; administrators who verify the positive results, researchers who can recount their search path, etc ...

Tools and communication channels (media and non-media)

To reach the widest audience, promote the objectives and disseminate effectively the contents of the Project Ecosea, we propose to use multiple channels of communication, which can be divided into two main areas:

NON MEDIA COMMUNICATION AND MEDIA COMMUNICATION

Non media communication:

- Ecosea Events, partners' events, Ecosea partners Participation to events of third parties : we propose to Partners of the Project to evaluate the possible participation in public events in order to devise the standard models to use for each event (ie banners , sails, information panels , etc. .) . In addition to printed materials which provide the first layout attached to this project.

Request to Partner: also provide a calendar with the different types of intervention of public events related to the Project Ecosea .

- Raising awareness of educational institutions : we believe it is useful to sensitize the young

generation on the issues of Ecosea . To this end, we propose the Purchaser to evaluate the involvement of schools through lectures, seminars, themed competitions aimed at providing , for example : knowledge of marine biodiversity , the culture of respect for the sea , the importance of proper nutrition, the interest for the long history and tradition of fishing in Europe and within individual territories.

Request to partners : to evaluate the feasibility of educational activities in schools in different areas of the project Ecosea .

Media communication:

- Project website: VOLI Group will develop and implement by December 25, 2013, the official website of the project Ecosea (ecosea.eu). Attached to this project are a first draft of the graphic appearance of the homepage of the site, which also highlights the different areas and functions of the portal.

Request to partners: Collect the main contents to be included in the different areas of the site. Translation in local languages (and English)

- Advertising for websites of third parties: we believe that an important tool of communication is content development for advertising (eg, Facebook and Google Adv) in order to create some promotional banners to enhance the visibility of the website and Ecosea.eu its contents.

Request partners: we propose Partners to invest at least € 300 per month in advertising on Google and Facebook platforms (from January 2014) focusing on user profiles and backgrounds in line with the main target of the project. This investment will allow you to target every month hundreds of web users ecosea.eu to the Site and its contents.

- Hard copy Information Material: the communicative project presents the graphic and defines the guidelines for the production of paper materials (including the sourcing of sustainable materials) relating to the communication of project activities Ecosea. They can be used both for internal communication between partners and for dealing with the public. Attached to this project are the graphics declined according to the different types of materials.

Request to partners: evaluate the proposed artwork attached and the types of materials developed in order to proceed with the subsequent definition of the guidelines for the production of the final models.

- Information Material-audio: we find it useful for dissemination of the goals of the project Ecosea to the wider public the production of some audio commercials of 30" in English - eventually translated by the partners of the project in other languages (Italian, Croatian, Albanian) – for the ecosea.eu website and the sites of partners and at the same time useful for dissemination via radio in targeted campaigns. As communicative figure we suggest the use of the direct account of the experiences of testimonial and opinion leaders of the project identified by the partners, who could testify in handsfree the results of Ecosea telling their practical experience in the field.

Request to partners: to evaluate the possibility of using testimonials and opinion leaders in the production of commercials. Reporting the most curious and interesting of the various measures envisaged by the project in order to assess the effectiveness of communication in audio.

- Information Material - video: make a video in English - possibly titled or dubbed in Italian, Croatian and Albanian (lasting approximately 30 "/ 1 ') for the presentation of the project Ecosea during public events and for the dissemination via the web or on TV channels. Also in this case the protagonists of the video may be selected from the local endorsers (eg fishermen, technicians, researchers, etc.. from different areas) to tell directly Ecosea activities and in this way bring the audience to the purposes of the Project.

Request to partners: to evaluate the possibility of using testimonials and opinion leaders in the making of the video. Reporting the most curious and interesting of the various measures envisaged by the project in order to assess the effectiveness of communication in video.

- Newsletter: a necessary tool to inform the public and stakeholders on the news, appointments and different phases of the project is the production of a newsletter every two months, of the Project Ecosea. The newsletter will be printed and pdf format (also downloadable from the website), and sent to a mailing list.

Request to partners: Collect 2 news for Partner with meaningful images, to be distributed with the first newsletter (which we assume in December 2013), in order to lay out the first number, which will serve as a model for the autonomous creation of additional outputs.

Organizational model of cooperation between the partners

With regard to the mode of communication between partners, we expect the website, active by December 25, 2013, will become a valuable meeting point between the various operational components of the Project and the overall coordination.

The reserved area within the platform - but also the various profiling possible for the preparation of online content - will be sharing documents and files securely, and cooperation in the creation of editorial content of the site. The website will open a portal to the world of fishing capable of providing effective communication tools between the partners and to create new connections between the parties involved, allowing the exchange and verification of confidential information in real time.

Request to partners: assess whether the arrangements for sharing proposals are adhering to the need for cooperation between the project partners.

Implementation of the plan

- Period of launch and dissemination of the Project. In this first phase is the construction of the institutional image of the project, and as a result of the brand and corporate identity that will be easily recognizable and identifiable. The communication plan suggests the most efficient tools to provide the widest possible dissemination of the objectives and activities under the Project, both locally and internationally.

Timing: October to December 2013.

- Period of Action of the Project. At this stage the communication plan will focus sull'informare, raise awareness and promote the project in the industry, and to foster the exchange and transfer of knowledge, for example by promoting new practices of sustainable aquaculture, together with other additional initiatives tested within the project.

Period: from the publication of the website (December 2013) to the end of the project.

- Periods of verification and dissemination of results: In the final phase the communication plan foresees the disclosure and dissemination of the results obtained locally and internationally, addressing both the subjects relating to the Project, and to the citizens of partner countries and to the international public.

Request to partner: assess and collect the timing and stages of maturation of the Project, and to highlight what are the activities already implemented by communicating to the public during the launch and dissemination of the Project.

Executive integrated Graphic design: logo and corporate identity



The graphic identity consists of visual elements that aim to represent and recognize clearly the Project Ecosea in all its manifestations. In this first phase we started from the indications of the partners to define key concepts and basic colors from which the elaboration of the official logo. The resulting logo combines the two key elements of Ecosea - marine environment and sustainability - in a simple, elegant and intuitive -

in continuity with the graphics used within the IPA Adriatic program and, in the past, Adriblu, Adrifish, and Altoadriatico.

From the logo so we developed an initial proposal as graphic and editorial coordinated, identifying the basic elements of the identity of the project such as fonts and colors, which we used on all material product, website included.

Examples of materials include graphic declination (waiting for any other proposals defined together with partner):

- Envelopes
- Business Cards
- Files briefcase
- Notepads
- Letterhead
- Postcard invitation
- Poster (eg. For meetings and dissemination of outputs)
- Shopper
- T-shirt
- Model newsletter

Request to Partners: Evaluate the graphics of these elements, before proceeding with the final models that also include the template. ppt., doc and project brochure.

B. DESIGN AND MANAGEMENT OF THE WEB SITE OF THE PROJECT

The Co-operative Voli Group will realize the website ECOSEA.EU taking care of the various stages of planning, draft and graphic design, implementation and management of the portal , as well as training and assistance of operators responsible for managing the content until the official closing of the Project expected to 31/12/2015. .

It will also deal with registration, hosting and maintenance of the domain identified , backup services and protection from viruses and hackers, and ensure connectivity of at least 2Mb for the duration of the project and up to two years after the end of the 31/12/2015 referred to above , while continuing to ensure adequate storage capacity to the demands of the site.

The design of the portal will be implemented along requirements of accessibility and safety , according to the regulations . It will be therefore used a CMS (Content Management System) open source (Wordpress platform customized) intuitive and flexible while respecting the rules of accessibility, with the ability to view video content , audio material , photographs , maps and manage content in a dynamic way .

Graphic design

The layout of this site, which Partners can evaluate in the annex to this document, is designed in line with the overall graphics of the Project paying maximum attention to the needs of accessibility of content. It was therefore privileged clear and simple graphics, instantly recognizable and able to facilitate the use of online content.

Social features of the portal and advertising

The contents of the site (in its public part) will be shared by all tools such as Facebook , Twitter and RSS , to ensure maximum dissemination of information Ecosea in the world of social platforms . As for the advertising and placement in search engines , VoliGroup will provide graphics and hints for the eventual creation of international advertising campaigns on Google AdWords and Facebook platforms.

Training and content management

Site content and translations are borne by the participants in the project , but will be provided assistance for their inclusion in the site until the official close of the project expected to 31/12/2015 .

Flights Group will handle the recovery of data and information from the portal Altoadriatico.org (project fact

sheets , archives of online content , etc. .) , And will provide a period of 20 hours of training to operators designated . The training will be delivered at the offices of the Principal or even via the Internet, and will aim to :

- To train the client in the management of the online platform ;
- Provide online assistance to foreign partners who encounter problems with the integration of language content
- Update the client on new features or updates of the platform, possibly implemented during the project or during the maintenance period .

Content organization and functions provided

The design and the articulation of site content ECOSEA.EU wants to respond to all the needs of the project Ecosea both as regards the pages of public access , both for the part reserved . Following a preliminary examination , we estimate that the site will contain the following sections and content:

- Home
- The project
- The objectives
- Partners
- The main steps
- The expected results
- Events
- Contact
- Materials
- Archive of projects AdriBlu , Connect, Altoadriatico , Adrifish , Corin , Fishlog
- Partners Area , with conditional access to the inclusion of personal identifiers (username and password) , which provides the ability to upload and download files , and sharing of documents
- Reports and statistics Google Analytics
- Search engine
- Newsletter (downloadable in pdf file)
- Registration form for the paper newsletter

Request to partners : to identify the contents of the archive to be retrieved from the sites of previous projects ; provide by November a first draft of the lyrics in English and the languages of the project to implement the first version of the site (to be published December 25, 2013) , provide materials photographic, graphic , audio for online publication .

Stages of production of the website

Analysis Phase (October-November , 2013)

The analysis phase involves assessing the Purchaser together with all the requirements of the project in order to get to the definition of an organizational scheme of the contents, functions and layouts that you will implement. All information gathered will then be processed within the CMS in the next phase of implementation .

Realisation, beta version and verification features, security, and accessibility (December 2013)

The first version of the website (beta version) will be subjected to two control phases : an internal debugging to evaluate all the functions and their operation and debugging by the CUSTOMER for any modifications, additions , etc. . The publication of the beta version will also be the first time to test the functionality with respect to usability and accessibility of the site, according to the regulations .

Publication, monitoring of operation and maintenance phase

At the time of publication of the website Flights Group will present the Client with a self-certification of the first level of accessibility as required by the technical specifications. Following the publication Flights Group - within 15 days from the commissioning of the platform - will ensure the verification of compliance with all the requirements set by the contract and will produce a report, signed by the responsible Flights Group for the project and by the Principal . As for the maintenance flights Group will ensure all the site's features up to two years after the end of the project (scheduled for 31/12/2015) .