



Communication Plan: requests to partners





Ecosea messages

Request to Partners: 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 ...



Ecosea Events

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



Raising awareness of educational institutions

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



Facebook and Google advertising

Request to 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

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.



Audio-video Information Material

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-video.



Newsletter:

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.



Implementation of the plan

Request to partners: to 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

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.



WEB site content

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 website contents in English and 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; assess whether the arrangements for sharing proposals are adhering to the need for cooperation between the project partners.