



ECOSEA

WP2: Communication and Dissemination
Elements for guideline's development

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COMMUNICATION GOALS

- Wide spreading of project events, outputs and results
- Promotion of ECOSEA goals:
 - protection and enhancement of sea and coastal environment
 - innovative approach to a coordinated management of fishery activities
 - increase marine biodiversity

DISSEMINATION GOALS

- disclose information on the objectives of the project
- engage stakeholders

DISSEMINATION Channels

- The following channels will be used for dissemination of information on the implementation of the project activities and its results:
 - Non-media communication:
 - ECOSEA events
 - Participation in events: fairs, seminars, congresses
 - Media communication:
 - Project website
 - Third parties web sites (contents and advertising)
 - Audio and video for web and public presentations
 - Informative materials (paper)
 - Mailing list / Newsletter

AUDIO AND VIDEO CLIPS PROPOSAL

- To enhance communication via internet and to enforce events presentation
- Will be delivered:
 - a 30" audio-spot, in english (for delivering in project and partners websites)
 - a 30" video presentation of ECOSEA project, in english (for events opening and websites)

Videos will be realized with animated infographics to efficiently present data, informations and reached goals.

WP 2 OUTPUT

- Communication Plan
- Logo and graphical identity
- Project Website
- Graphic elements / Templates
- Audio and video clips

COMMUNICATION PLAN

- **GOAL:** identifies the procedures used to manage communication for the ECOSEA
- **RESPONSIBLE PARTNER : Emilia-Romagna Region**
- **ACTION TIME :** Emilia-Romagna Region must approve in a single measure for all communications activities.

We hope by the end of February to proceed with administrative tasks related to external assignment

COMMUNICATION PLAN

1. Determine goals
2. Identify target audiences
1. Identify tools

Each goal address al least one rilevant

TARGET AUDIENS

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

FOR ALL PARTNERS

Define audiences. List all the audiences to contact, attempt to influence or serve as :

- Bodies responsible for the institutional governance of the fishery sector
- Governmental bodies (Ministries of IT and HR)fishery
- Fishing/aquaculture entrepreneurs
- Organization of producers
- Scientific bodies in the fishery and maritim enviroment fields
- Stakeholders local institutions touched by the environment quality as well as fisher entrepreneurs
- european citizens with interests in ambient, sea, fishery activities

and :

- What are the expectations of entrepreneurs, Organization of producers and Stakeolders ?

IDENTIFY TOOLS

Logo and graphical identity Action 2.1

A graphical identity is composed of visual elements that aim to represent a project.

- The ECOSEA graphical identity will include logo, fonts, colours and their declinations for all the defined channels.
- In particular will include graphic elements for the coordination of the local publications and informative materials (WP 2.4, 4.4 and 4.5)
- A detailed Guideline will define the use of every element of the graphical identity

LOGO

- **GOAL:** Realisation of unic and knowable *logo* for all initiatives also online, of the Project:
 - 3 logos will be produced and must be approved by the Project Committee Steeriing
 - Will include a coordinated graphic assets to be used for all promotional and technical issues relating to the project
- **RESPONSIBLE PARTNER : Emilia-Romagna Region**
- **ACTION TIME :** Emilia-Romagna region must approve in a single measure for all communications activities
We hope by the end of February to proceed with administrative tasks related to exsternal assignament

WEB SITE:

Action 2.2

- **GOAL:** informe of policies, strategies, services and support, projects.
- **RESPONSIBLE PARTNER :** Emilia-Romagna Region for desing, structuring, implementation and management of the section of the website.

ALL PARTNERS WILL PROVIDE CONTENTS OF THE WEB SITE

- **ACTION TIME :**Emilia-Romagna region must approve in a single measure for all communications activities.
We hope by the end of February to proceed with administrative tasks related to exsternal assignament .

WEB SITE: tool for partners

The website serves and will also serve as a working tool for the partners, thanks to a section where you can find a forum, area news and a tool for the exchange and sharing of files between users registered.

The implementation will last for the duration of the project and the section of the site will be maintained for at least 5 years after the end of the project.

The update will be borne by all partners

Project website

- The Web site of the project will be the front end of the project, available in italian, croatian , albanian and english. Will become a reference information tool for public institutions, scientific bodies and fishery enterprises.
- The list below includes proposals for items to be published on the Web Site:
 - Description of the project including a summary, a standard presentation and downloadable materials
 - Project partnership (with links to partners' web site)
 - Work Packages descriptions and outputs
 - Publications /Analysis, etc/
 - Database of Adriatic ichthyic projects (Altoadriatico, Adrifish, Adriatic GIS, Corin, Fish.Log, Connect, AdriBlu)
 - Events
 - Contacts
 - Links
 - Private section, for co-operation among the partners of the project (Access will be granted by a username and password).

Graphic elements / Templates

- Graphic elements and templates are important to give a uniform image of the project and to establish a visual language that will indicate at a glance that the presented information concerns the ECOSEA project
- Items will be used from the ECOSEA partners to produce documents for:
 - Project Steering Committee meetings
 - Events for the sensitization of the project target group and stakeholders
 - Local publications and informative materials
 - Roll Up, displays
 - Informations seminars
 - Training events
 - Technical materials
 - Final report publications
 - A graphic template for DOC and Power Point presentations
 - Online newsletter

Graphical identity

- Output examples -

IMMAGINE COORDINATA

ECOSEA

- > CARTA INTESTATA
- > BUSTA AMERICANA

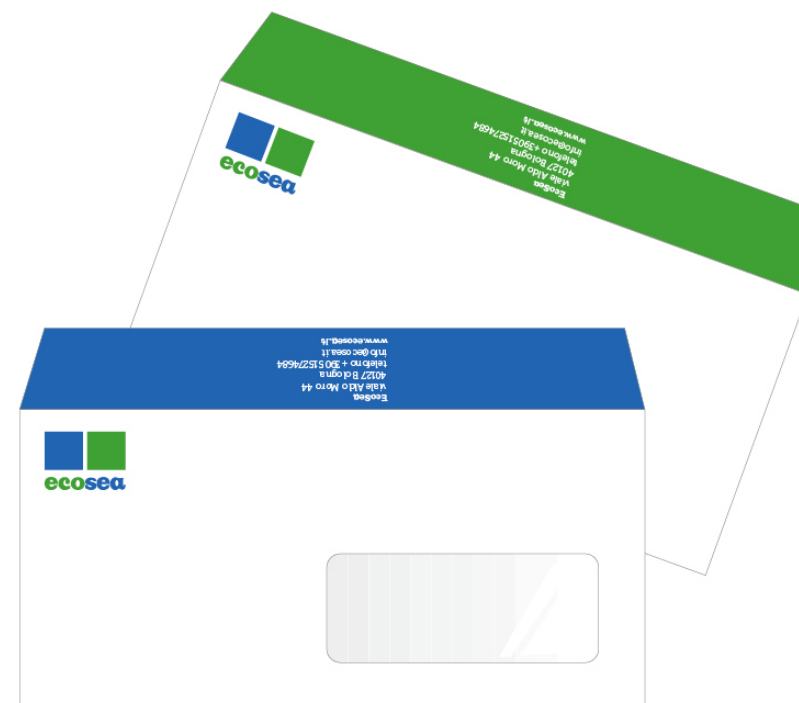
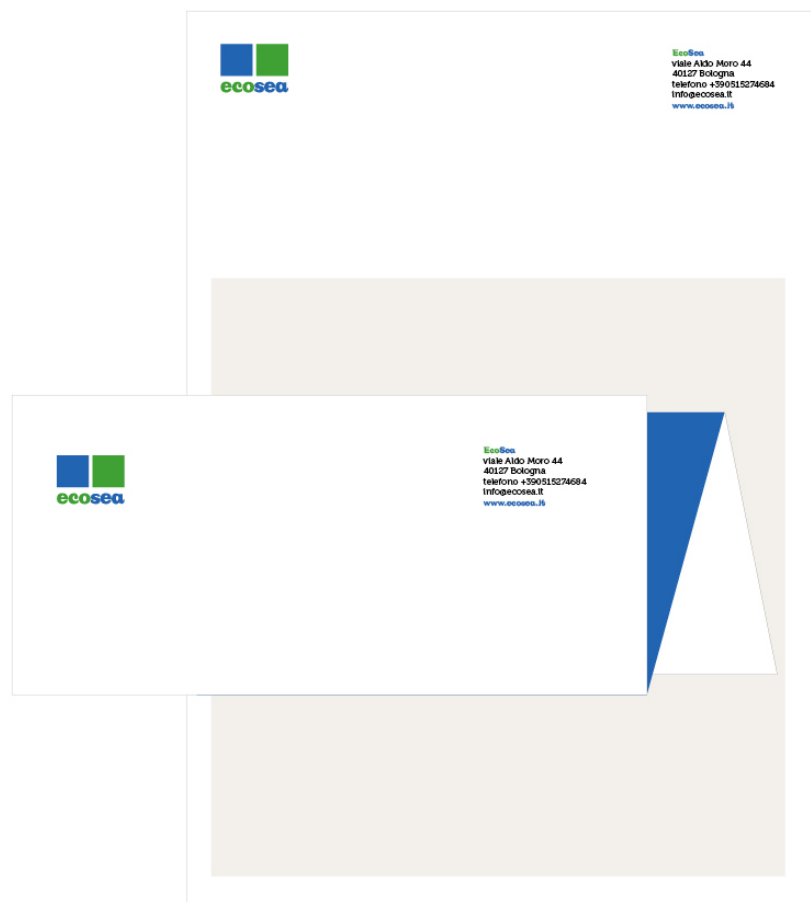


IMMAGINE COORDINATA

ECOSEA

- > BIGLIETTO DA VISITA 8,5X5,5 CM
- > CARPETTA

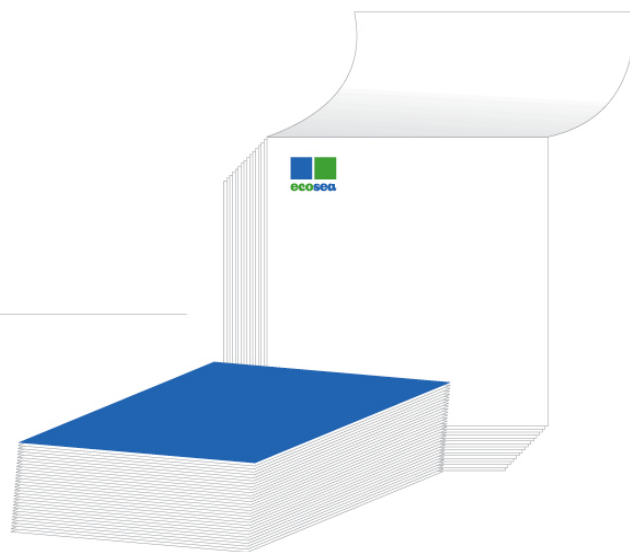


IMMAGINE COORDINATA

ECOSEA

- > BLOCCHETTO FOGLI 10X10 CM
- > BLOCK NOTES 15X21 CM

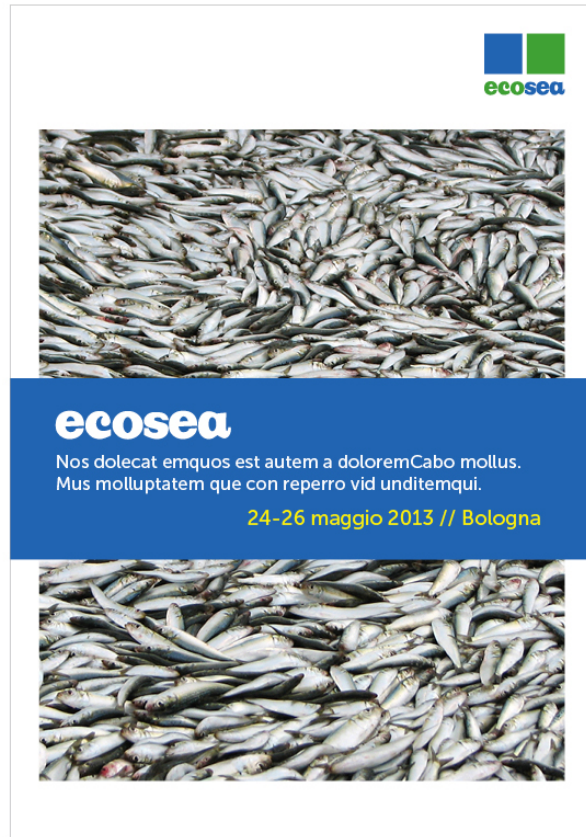
> BLOCHETTO FOGLI



> BLOCK NOTES



> DECLINAZIONE SU MATERIALE ISTITUZIONALE



> MANIFESTO ISTITUZIONALE
30 CM



> PIEGHEVOLE ISTITUZIONALE
2 ANTE 10X21 CM



> CARTOLINA INVITO
15X20 CM FRONTE/RETRO

> DECLINAZIONE SU MATERIALE ISTITUZIONALE

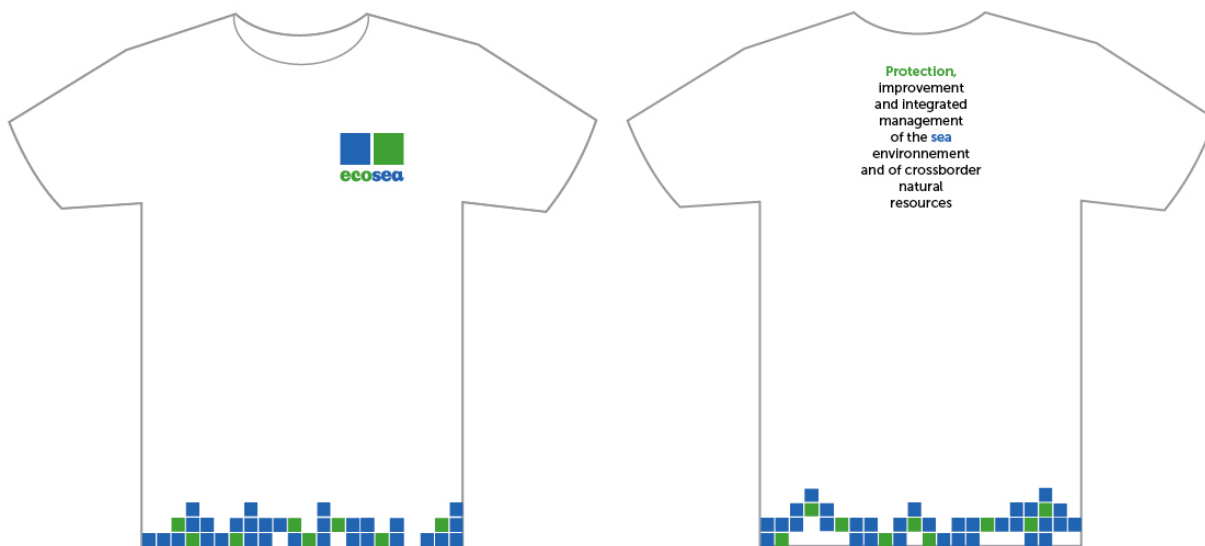


> BROCHURE 20X21 CM

> SHOPPER



> T-SHIRT



Logo and graphical identity

Please note that the Beneficiary and the partners must acknowledge the support given by the Community in all documents and media produced by the project, in particular books, brochures, press releases, CDs, videos, etc..

The logo of the IPA Adriatic program and Project Ecosea will therefore appear on all documents, media and consumer durables.

Products that do not show the logos are regarded as ineligible





PROMOTIONAL AND TECHNICAL MATERIAL

Actions 2.3 2.4 2.5 and 4.4

Time plan - Definition of roles

Press releases and press conference:

Action 2.3- Started action

- **GOAL:** Disseminate information about the project at the local level and on specific aspects and project activities
A press conference at beginning of the project (first Kick off meeting in Venice) and the other at the end of the project (Final conference in Bologna or in Rimini)
- **RESPONSIBLE PARTNER :** Veneto Region
- Emilia-Romagna Region
- **ACTION TIME :** - Kick off meeting
- - Final Conference: Bologna or Rimini July 2015

PROMOTIONAL MATERIALS

Action 2.4

- **GOAL:** present the project and its objectives in different ways according to the target audience

The brochures, roll ups, etc., in italian, croatian , albanian and english languages, are a means of communication to promote the project Ecosea to a wider audience.

- **RESPONSIBLE PARTNER :** Puglia Region will develop materials based on corporate image provided by Emilia-Romagna and gives the material to all partners.
- **ACTION TIME :** April 2013-Settembre 2013.

CROSS FERTILISATION

Action 2.5

- **GOAL:** interchange of thinking ,know how,etc, that is mutually productive, with other projects currently undergoing (FAO Adriamed and SHAPE).

A suggest: make a standard presentation of the project to be used in public events.

- **RESPONSIBLE PARTNER :** All partners based on corporate image provided by Emilia-Romagna
- **ACTIONS TIME :** From November 2012 to July 2015

Informative pannels

Actions : 2.3 (started action), 4.4

GOAL: give visibility to the project and program the whole population.

Use information panels for the first kick off meeting and for the final conference and during exhibitions and fairs.

During the information sessions for the pilot project addressed to the operators.

- **RESPONSIBLE PARTNER : Puglia Region** with the support of all partners, based on corporate image provided by Emilia-Romagna.
- **ACTIONS TIME :** From November 2012 to July 2015

TECHNICAL MATERIALS

Action 4.4

- **GOAL:** create a consensus on these actions on the fishery operators.

The material in national languages must be used during:

- Information seminars on the pilot actions
- Training events on sustainable fishery and aquaculture activities.

- **RESPONSIBLE PARTNER :** All partners based on corporate image provided by Emilia-Romagna
- **ACTION TIME:** April 2013 – July 2015

Syntheses and international Promotion

Final Conference – Action 2.3

GOAL : present the main results of the activities pursued under ECOSEA .

We remember that the successful of the project is the common understanding of the pilot action in the Adriatic Region.

Forecasts :

speakers expressed support for the results achieved and for the proposals put forward.

One press conference will be organized in this occasion.

RESPONSIBLE PARTNER : Emilia-Romagna Region

- ALL PARTNERS: will participate in event giving their contributions.

ACTION TIME : July 2015

FINAL PUBLICATION

Action 2.3

- **GOALS:**

- collecting all results of the ECOSEA project .
- support the spreading of project results also to other Adriatic areas.

CD-ROM or USB with output and publication project saved in.

- **RESPONSIBLE PARTNER : each partner supports writing content.**

- **Puglia region will coordinate the collection of content and will check with the LP.**

- **Puglia will translate into the languages : italian, croatian, albanian and english**

- **ACTION TIME :.July 2015**



Thank you for your attention!

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Emilia-Romagna Region