



COMMUNICATION PLAN ST.eR.N.A. PROJECT

ABSTRACT (September 2012)



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1. Introduction

LIFE+ Project STagni e Recupero Ambientale e Naturalistico di Casaraccio (ST.eR.N.A.) wants to preserve, protect and improve humid zones such as Stagno di Pilo Casaraccio and Saline di Stintino and in order to protect nesting species

It is a project financed by European Commission Directorate General for the Environment in the light of Life Plus 2010 Programme Nature & Biodiversity to sustain projects that contribute to the implementation of the EU's Birds and Habitats Directives, the Natura 2000 network and that contribute to the EU's goal of halting the loss of biodiversity.

SIC/ZPS "Saline di Stintino" is of great naturalistic relevance: it represents a transition place really fragile and complex. This specific ecosystem is at risk, subject to human pressure, environmental impact, infrastructures, pollution etc.. Municipality of Stintino is working hard in order to protect and improve this system one of the most important humid zone of Sardegna.

Project partners are **Comune di Stintino (Coordinating Beneficiary)**, **Agenzia Conservatoria delle Coste della Sardegna – Regione Autonoma della Sardegna** and **Cooperativa Pescatori Stintino (Associated Beneficiaries)**.

The project foresees five different types of action:

A: Preparatory actions, elaboration of management plans and/or of action plans;

B: Purchase of land "Zone Umide-Saline";

C: Concrete conservation actions;

D: Public awareness and dissemination of results;

E: Overall project operation and monitoring.

ST.eR.N.A. **Communication Plan** contemplates a different set of actions and products to inform about objectives, results all the involved stakeholders. Moreover these actions are willing to reach subject operating in national and international network in order to improve the participation and consensus about the project.

1.1 Project ST.eR.N.A. objectives

Within ST.eR.N.A. Stintino Administration and its project partners wanted to realize a concrete safeguard action, habitat and species conservation.

The species taken into consideration, according to the European Directive, are at first *Sterna Fraticello (Sterna albifrons)*, the *Sterna Comune (Sterna hirundo)*, the *Garzetta (Egretta garzetta)* and the *Cavaliere d'Italia (Himantopus himantopus)* which are under risk of extinction and secondly all the fauna present in the area.

Specific objectives of the project are:

1. protect and conserve habitat and species;
2. guarantee conservation and increasing of the living species in SIC Saline di Stintino;

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3. reconciling human activities which have an impact (direct or indirect) on habitat and species with conservation and promotion of eco-sustainable economic activities;
4. valorize the intervention area by the integration of naturalistic paths and the realization of an ecologic corridor to create a continuity between SIC of Saline and coastal zones;
5. disseminate environmental values.

2. Communication and dissemination strategy

Communication strategy defines structure and content of the messages to be delivered, to whom it is appropriate and within which means. Results dissemination imply a long time period with stakeholders which have to give feedback during the action in order to improve the message. The communication plan has the scope to underline some key factors as:

- WHAT: define what to communicate, messages and products
- TO WHO: target group identification for the dissemination
- WHY: define dissemination objectives
- HOW: define dissemination methodology
- WHEN: define appropriate time to reach dissemination objectives

2.1. Project ST.eR.N.A. communication and dissemination plan objectives

The communication and dissemination plan is one of the product of the project action "Sensitization, information and participation campaign" (D.4) particularly of the sub action "Elaboration of project communication plan" (D.4.1.).

The communication plan defines the corporate image of the project, identifies beneficiaries and key messages and defines the communication target with respect to the different contents to be delivered and recipients. The plan identifies the stakeholders to be involved in sub action such as conferences and territorial animation. The purpose is that of disseminate the activity through project objective and activities description in order to reach the vast public even tourists highly present during summer time in the area concerned.

2.2. Communication and dissemination activities beneficiaries

Tab. 1 Target groups for communication

Target groups concerned	Interested Subjects
Institutions	European Commission
	Environmental Ministry
	Regional Department for Environment
Specialised public	Project partners (Conservatoria delle coste; Cooperativa pescatori)

	Academic representatives
	Entrepreneurs with economic interests in the area concerned
	Information touristic points
	Associazioni ambientaliste
	Tour operator
	Centri studi o società di ricerca
Public opinion	Citizenship
	Tourists
Media operators	Newspapers, magazines
	TV
	Radio

Font: our elaborations

2.3. ST.eR.N.A. key messages

The messages that the project wants to promote are the following:

- ST.eR.N.A. creates ecological awareness.
- ST.eR.N.A. contributes to reduce the risk of extinction of the local avifauna.
- ST.eR.N.A. contributes to pursue the European objectives on environmental preservation.
- ST.eR.N.A. creates synergies between public and private actors.
- ST.eR.N.A. as visibility opportunity in Europe.
- ST.eR.N.A. as development leverage of the territory and its economic activities.

3. The Communication and dissemination plan

3.1. I ruoli del capofila e del partenariato di progetto

The project lead partner (Comune di Stintino) is in charge of the Communication Plan design and of its concrete realization by involving the most suitable subjects depending on the different actions to be carried out. By doing this the Coordinating beneficiaries works together with project partners and external agencies.

3.2. The corporate image of the project

Specific objective: identify the project clearly, immediately and highly communicative

Specific Target: all

Description: the design of a corporate image helps to create a common identity of the project actions. This will help the public in recognising documents, products referred to the project.

Are parts of the corporate image: logo, colors, templates, pictures, graphic components. All the production made during the project can be used and accessible through the project web site.

3.3. Communication and dissemination channels and instruments

To reach the Communication Plan objectives the following communication and dissemination channels have been taken into consideration:

- Press release for local and national media (radio e TV, at least 16)
- Promotional materials (1 brochure, presentation, articles 36 on newspaper or magazine and 48 on line)
- Web site
- Events (2 conferences, 10 workshops, 2 seminars)

Different communication instruments could reach different target of public. More detailed, mass media are more suitable for the vast and general public; editorials or printed products are useful in order to give detailed information and to communicate more effectively with potential beneficiaries; instruments such as the web site helps to reach potential final beneficiaries; direct communication means (conferences, workshop, seminars) help in presenting activities results to different kind of public and institutions.

4. Evaluation methods of achieved results

To evaluate the efficacy of the present Communication Plan to pursue its objectives some verification methods have been planned: press review, web site monitoring visits, presence detection during events, evaluation questionnaire for participants to the public events (seminars, conference).

This set of instruments is useful for monitoring the ongoing activities as well as for objectively evaluating their real efficacy.

The following table shows a summary of the evaluation method for each single communication instrument selected.

Tab. 2 Communication Plan evaluation

Beneficiary	Communication Instruments	Actors to be involved		Communication Objective	Evaluation Object/s	Evaluation methodology
		Internal	External			
All	Web Site	x	x	Inform/Update	Web site accesses	Monitoring web site access (monthly) N° di link of other project LIFE registered on web site Web site and public events indexing on searching engines
All	Brochure		X	Inform	Copies	Number of printed copies distributed Brochure published on web site
Media	Press release	X		Promote information on a vast scale	Press release/review	Press release/review collection n. press release produced n. press release published Web research on press release auto replicated or copied/transferred to other systems
General Public	Radio and TV Communication		X	Promote information on a vast scale	Radio and TV Reportage	n. of reportage broadcast Collection of radio and TV broadcast
Specialised Public and all	Articles	X		Specific information on ongoing project activities	Published articles	n. of articles published n. of articles published on line Press review collection

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						Web research on articles wrote from others
General Public	Conferences		X	Inform and consensus building	Conferences Participants	Attended list n. participants n. conferences realised n. press conferences realised Search engine positioning Evaluation/satisfaction questionnaire
Specialised Public and general	Seminars		X	Specific information on ongoing project activities	Participative Seminars	Attended list n. participants n. conferences realised n. press conferences realised Search engine positioning Evaluation/satisfaction questionnaire
Specialised Public (decision makers)	Workshops		X	Consensus building and operational proposals for future sustainability	Participative Workshop	Attended list n. participants n. conferences realised n. press conferences realised Search engine positioning Evaluation/satisfaction questionnaire

Fonte: nostra elaborazione

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5. Project LIFE network realised on regional, national and community territory

Is more than 20 years that the European Community Programme LIFE is financing projects which aim to support environmental and nature conservation all through Europe. In the last few years, since 2007 to today¹ (data referred to 2011 are not yet available) Italy has had a good number of approved and realized projects. The preferred strand is that of “Environment Policy & Governance” with an increasing number of financed projects: 13 in 2007 and 35 in 2010. In the time considering in Italy have been financed 105 projects, the 26,85% of the total projects financed by the strand; nevertheless Sardegna did not present a single project on this strand.

Still numerous are projects presented on “Nature & Biodiversity” strand: between 2007 and 2010 50 are the projects realised in Italy equal to 17,42% of those realised in all Europe. Sardegna, along those years, participate to this effort on conservation with 4 projects: “Providune” e “M.As.Co.T.T.S.S.” in 2007, “Oristanese” in 2008 e “ST.eR.N.A.” in 2010.

Finally with respect to “Information & Communication” only 52 projects have been financed 9 of which in Italy equal to 17,3% of the total.

The following table presents a summary of the approved LIFE projects among 2007 and 2010.

Tab. 3 Financed LIFE Projects 2007 – 2010 per geographical area

		Nature & Biodiversity	Environment Policy & Governance	Information & Communication	TOTAL
2007	Sardegna	2	0	0	2
	Italy	8	13	3	24
	Europe	49	60	8	117
2008	Sardegna	1	1	0	2
	Italy	13	23	2	38
	Europe	66	74	13	153
2009	Sardegna	0	0	0	0
	Italy	15	33	2	50
	Europe	69	83	9	161
2010	Sardegna	1	0	0	1
	Italy	10	35	2	47
	Europe	53	69	13	135
TOTAL		287	391	52	730

Font: our elaboration on European Commission Directorate General for the Environment

Nel corso del periodo cui fa riferimento la tabella in Sardegna, oltre il progetto STeRNA, sono stati finanziati i seguenti 3 progetti:

¹ Fonte: <http://ec.europa.eu/environment/life/>
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Generally speaking there is a great participation from Italy to the LIFE Programme. This means that all these financed projects represent an important network on issues related to the environment and its protection.

Due to the importance of the network and in order to improve the exchange of the experiences a proposed action is that of create a junction with other Nature & Biodiversity projects by positioning the respective links on projects web sites.

A mailing list of financed LIFE projects will be created in order to disseminate the actions realised and those which are currently undergoing with ST.eR.N.A. to other LIFE beneficiaries and to improve exchange of experience not only at regional level but even at national and transnational level.

To this end the project partnership even if they do not have common working experiences can share good achieved results, way to overcome difficulties, plan action together to improve environmental conservation.