



**MODELLING OF HAZARDOUS SPILLS IN AIR  
AND SEA AND FLOATING CONTAINERS**

**Call: UCPM-2022-PP**

**PROMPT**

**PREparedness for Operational Monitoring and Prediction  
of contaminant Transport in the Sea**

**COMMUNICATION AND DISSEMINATION PLAN**



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### 1. Objectives

#### 1.1 Communication objectives

- Raise awareness of the project and train the employees and volunteers in charge of civil protection actions;
- Motivate local communities to participate in the project and raise awareness of the project local public authorities and regional ones;
- Raise public awareness of the project;
- Disseminate project activities and results;
- Highlight the benefits of project results;
- Raise public awareness of the impact of spills of dangerous substance on the marine environment and related ecosystems;





- Improve stakeholder engagement;
- Provide inspiration for further projects;
- Stimulate reflection and discussion about issues related to the protection of the marine environment and related ecosystems.

## 1.2 Target groups

### A. Project Direct Beneficiaries

The project direct beneficiaries are the ports involved in the consortium such as La Spezia, Tripoli, and Aqaba.

**Communication objective:** communication on advances in project activities and future activities. Communication aims at ensuring the ownership of project results, improving their engagement in the project, providing opportunities for feedback to be shared, and raising awareness of the impact of the project on the marine environment.

### B. Local, Regional, and national public authorities as communities of relevant stakeholders namely the communities of La Spezia in Italy, Tripoli in Lebanon, and Aqaba in Jordan but also other public authorities of partner countries.

**Communication objective:** communication aims at raising public awareness of the project, disseminating project activities and results, highlighting the benefits of project results, improving stakeholder engagement, and building support for the project.

### C. Employees and volunteers in the Civil protection field that are located in the EU.

**Communication objective:** communication focuses mainly on raising awareness of the project and training on the tool developed by Be-Ready and extended by Prompt project. It also aims at disseminating project activities and results, highlighting the benefits of project results, improving stakeholder engagement, and building support for the project.

### D. Environmental Associations such as NGOs and CSOs that champion marine environmental protection

**Communication objective:** communication aims at disseminating project activities, and results, and highlighting the benefits of project results.

### E. EU authorities

**Communication objective:** communication aims at disseminating project activities and results, highlighting the benefits of project results.

## F. The general public in the EU and neighboring countries

**Communication objective:** communication aims at raising public awareness of the project, disseminating project activities and results, raising public awareness of the impact of spills of dangerous substances on the marine environment and related ecosystems, and stimulating reflection and discussion about issues related to marine protection.

## 1.3 Key messages to target group

### A. Direct beneficiaries

#### Key messages

- Major project activities and deliverables implemented in the project intervention areas (La Spezia, Tripoli, and Aqaba);
- What are the impacts of the project activities on local communities;
- Information on project management activities;
- Information on future project activities;
- Calls for feedback on project implementation.

### B. Local, Regional, and national public authorities

#### Key messages

- Information on project achievements;
- Information on major project impacts on local communities;
- Dissemination of project results.

### C. Employees and volunteers in the Civil protection field

#### Key messages

- Areas of intervention;
- Focus on major achievements of the PROMPT project;
- Dissemination of project results.

### D. Environmental Associations

#### Key messages

- Focus on major achievements of PROMPT project;
- Dissemination of project results;
- Sharing of good practices.

### E. EU authorities

#### Key messages

- Dissemination of project activities and results;



- How EU funds have been used.

## F. The general public in the EU and neighboring countries

### Key messages

- The impact of oil or HNS spills on the marine ecosystem and its main threats;
- Information on project activities, results, and benefits;
- How EU funds have been used.

## 2. Activities

### 2.1 Communication tools and channels identified

- **Project factsheet**

Creation of a factsheet that includes the basic information about the project. It will be printed out and distributed during project events and circulated through the project's social media profiles, the websites of the partners, and the Union Civil Protection Knowledge Network Platform.

- **Social media profiles**

Dedicated profiles were created on Facebook; Instagram; Twitter and LinkedIn in order to enhance the dissemination of information about project activities and results.

- **Press releases**

Different press releases will be produced and circulated among local media in order to inform on key steps, achievements, and events of the project. The objective of the press releases is the publication of articles about the project in local newspapers and the promotion of events.

- **Visibility material**

Padnotes and pens will be purchased and distributed to partners and other participants in the project events in order to enhance the visibility of the project and the EU contribution. In addition, rollers and leaflets (factsheet) will be designed and produced. Such material will bear the project logo and the EU logo.

- **Video**

An informative video will be made including all the relevant information about the project and showing the implementation of project activities.

- **Events**





The first Kick-off meeting will be organized in Italy at the end of May including an internal meeting and open meeting in order to start the involvement of the relevant stakeholders. Each partner will hold a local kick-off meeting in the countries involved. National events and stakeholders roundtables will be organized in each country in order to increase the engagement of stakeholders. Some events will be organized with youth and civil protection associations in order to train youth and young activists on the Be-ready tool and its developments and upgrades thanks to Prompt project. One international event will be organized at the end of the project in order to disseminate information about project activities and results and establish a long-lasting network at an international scale. During the events and thanks to a social network campaign the stakeholders' contacts will be gathered to set up a project mailing list.

- **Union Civil Protection Knowledge Network Platform**

The UCPKN will be updated monthly. It will be the main communication tool where every information (photos, developments, events etc...) about the project will be uploaded.

Tools and channels	Target groups					
	Project Direct Beneficiaries	Employees and volunteers in Civil protection field	Local, Regional and national public authorities	Environmental Association	EU authorities	The general public
Project factsheet	X	X	X	X	X	X



Social media profiles	X	X	X	X	X	X
Press releases		X	X	X		X
Visibility material	X	X		X		X
Video	X	X	X	X	X	X
Events	X	X	X	X	X	
UCPKN	X	X	X	X	X	X

## 2.2 Main communication activities

### 2.2.1 Prepare project factsheet

A project factsheet will be prepared before the kick-off meeting; it includes essential information about the project and is a useful tool to provide a quick overview of the project. It will be posted on the dedicated social media profiles, the websites of the partners, and the Union Civil Protection Knowledge Network Platform and a printed version will be distributed during project events.

### 2.2.2 Create and post news on social media profiles

After the production of the communication and dissemination plan, the communication team will prepare an editorial plan where the content will be established and the posting scheduled. The communication team will be constantly in touch with the project manager and all partner experts to obtain the information and photos needed to produce content for the social media profiles. For this purpose, each partner will communicate with the expert in charge of updating the



communication team. The project's social media profiles will be updated ( twice a month and in case of events more content will be published) with news and posts about project activities and results. Each post will have a copy and visual part and different types of contents will be used e.g.: copy, visual, photos, brief video, gif, and interactive content such as a survey to better engage the followers. In order to get followers, the communication team will use this strategy: posting appealing content; asking partners to share the posts and project social accounts; contacting private or public groups/social pages potentially interested in the project field, and inviting them to follow the project page; including social network link in communication material such as in project factsheet, in press release and mail.

### **2.2.3 Produce and circulate press releases**

The team will prepare press releases and circulate them among local media in order to have some articles published in the local newspapers. Press releases will be related to key steps of project implementation and they will be also an occasion to promote the project events.

### **2.2.4 Disseminate information about project activities and results**

The dissemination of information about project activities and results will mostly take place during the main events of the project. The Kick-off meeting scheduled for the end of May will be an opportunity to present the project and the consortium, to describe the planned activities and the expected results. Instead, the international event will focus on a presentation of the activities implemented, the project outputs and outcomes and to strengthen a long-lasting network. Several national events and stakeholders roundtables will be organized in each partner country in order to

increase the engagement of stakeholders and to train them. Every events will be promoted through the project social networks, press releases, mail, and the Union Civil Protection Knowledge Network platform.

### **2.2.5 Union Civil Protection Knowledge Network Platform**

The communication team will constantly update the project page on the UCPKN platform, uploading photos and any kind of information about the project implementation, outputs, and events.

### **2.2.6 Simulation Exercise**

During the simulation exercise of the main output of the project and meetings with partners and relevant stakeholders, the promotional materials will be shared to all participants and displayed during the events in order to maximise project's visibility.

## **3 Resources**

### **3.1 Human Resources**

All communication activities will be done under the supervision of the project coordinator and with the contribution of all partners.





## Staff in charge of the implementation of communication activities

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All communication and visibility material will be validated and approved by the lead partner in order to ensure the relevance of actions and contents to this Communication and Visibility Plan.