

## MEDGuard project



### Deliverable

#### D4.1 Press Release

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2	CIFP Hespérides	HESPÉRIDES	ESP	Public
3	Identidades, valores y estrategias alternativas para los empresarios marítimos y pesqueros	IVEAEMPA	ESP	Non-Profit

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- Cofradía de Cartagena y Cofradía de Mazarrón.
- Students of “Ciclo Formativo Transporte Marítimo y Pesca de Altura”.
- Students of “Ciclo Formativo Operaciones Subacuáticas e Hiperbáricas”.
- Universidad Politécnica de Cartagena (Laboratorio de Vehículos Submarinos)
- Asociación Ambiente Europeo.

### Abstract

This document is the Deliverable “D4.1. Press Release” of the MEDGuard project funded by the DG Mare of the European Commission within the call “Guardians of the Sea, MARE/2014/24”. This call funds preparatory actions to promote the reassignment of fishing vessels and the professional re-orientation of fishermen for activities and services outside fishing. In the MEDGuard project the reassigned fishing vessel “Ciudad de Cartagena” is operated in the coast of Cartagena with the aim to identify the requirements needed to guarantee the sustainability of the reorientation of the medium size fishing fleet. This confidential document describes one of the channels of the dissemination plan used in this project: the publishing of articles in specialized media.

## Table of Contents

<b>1</b>	<b>Introduction</b>	<b>6</b>
<b>2</b>	<b>Press Release</b>	<b>8</b>
<b>2.1</b>	<b>Written Press</b>	<b>8</b>
2.1.1	“La Verdad” newspaper	8
2.1.2	“La Opinión de Murcia” newspaper	8
<b>2.2</b>	<b>Digital Media</b>	<b>8</b>
2.2.1	“La Verdad” newspaper	8
2.2.2	“La Opinión de Murcia” newspaper	9
2.2.3	“Murcia Confidencial” newspaper	10
2.2.4	Official website of the Promotion Institute of the Region of Murcia	11
2.2.5	<a href="http://es.makemefeed.com">http://es.makemefeed.com</a>	11
<b>2.3</b>	<b>TV Press</b>	<b>11</b>
2.3.1	7 Región de Murcia television	11
<b>2.4</b>	<b>Agencies</b>	<b>12</b>
2.4.1	EFE	12
<b>3</b>	<b>Conclusions</b>	<b>13</b>

## List of figures

Figure 1	Work Plan Structure	6
Figure 2	Article of the MEDGuard Project in “La Verdad” newspaper	8
Figure 3	Article of the MEDGuard Project in “La Verdad” digital newspaper	9
Figure 4	Article of the MEDGuard Project in “La Opinión de Murcia” digital newspaper	10
Figure 5	Article of the MEDGuard Project in “El Cofidencial de Murcia” digital newspaper	11

## List of tables

Table 1	This table shows all dissemination activities carried out in the MEDGuard Project	13
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## Bibliography

- Call MARE2014/24. Guardian of the Sea. Ref. Ares(2014)3588218 - 29/10/2014
- MEDGuard Project Proposal.
- Grant agreement

#### List of Abbreviations

<b>CTN</b>	Centro Tecnológico Naval y del Mar
<b>HESPÉRIDES</b>	CIFP Hespérides
<b>IVEAEMPA</b>	Identidades, valores y estrategias alternativas para los empresarios marítimos y pesqueros

## 1 Introduction.

The MEDGUARD Project is funded by DGMare of the European Commission within the call “Guardians of the Sea, MARE/2014/24”. This call funds preparatory actions to promote the reassignment of fishing vessels and the professional re-orientation of fishermen for activities and services outside fishing which should contribute to the sustainable management and use of marine and maritime resources.

In the MEDGuard project the reassigned fishing vessel “Ciudad de Cartagena” is operated in Cartagena coast to examine and demonstrate the feasibility and economic viability of substitute activities to fishing with the main aim of identifying the requirements needed to guarantee the sustainability of the reorientation of the medium size fishing fleet. The Project has the following specific objectives:

- ✓ To perform a series of tests in Western Mediterranean Coast using the reassigned fishing vessel “Ciudad de Cartagena”.
- ✓ To analyse the technical viability of using the acoustic systems and devices of fishing vessels for collecting lost fishing gears.
- ✓ To analyse the economic conditions and operational costs of vessels to perform maritime activities outside fishing and identify ways for future funding.
- ✓ To identify the relevant training needs of fishermen and vessel owners to perform the substitute activities.
- ✓ To provide useful data and information about costs and ways of funding to the promoters of the diversification activities, fishermen and the authorities with competences in the management of programmes related to the CFP Reform.

To achieve its objectives, the project has 5 work packages which relationships are shown in Figure 1.

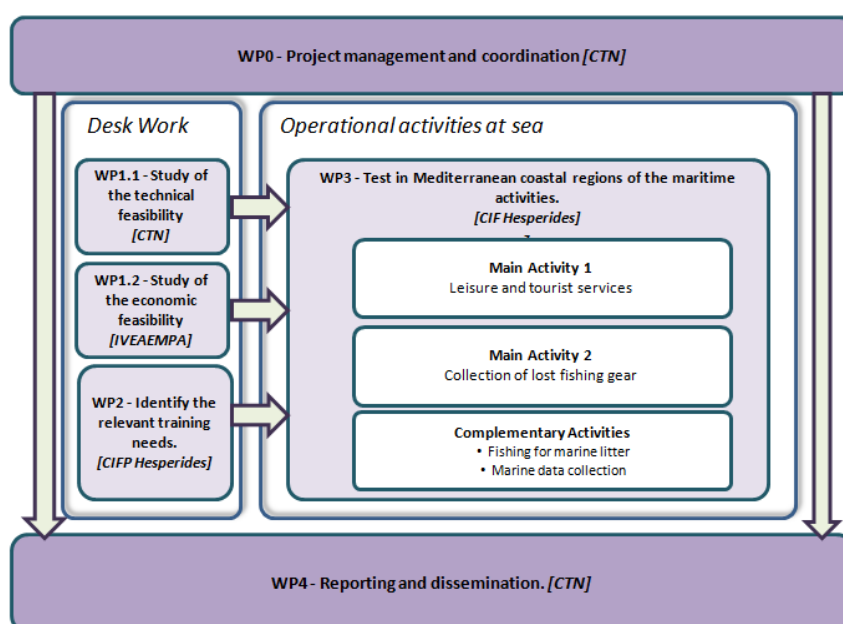


Figure 1. Work Plan Structure

A strong dissemination plan has been elaborated within the Project MEDGuard in order to guarantee the dissemination of the results at regional, national and international level. One of the tools implemented is described in this document, the press release.

The project has been developed by a consortium made up of 3 entities coordinated by CTN and it has a duration of 12 months starting on August 2015.

## 2 Press Release

MEDGuard project has developed a powerful dissemination plan to spread out the aim of the project as many people and potential entities as possible. One of the tools used for this purpose is the publication of articles in newspapers and radio.

### 2.1 Written Press

#### 2.1.1 “La Verdad” newspaper

November, 23, 2015. Page. 12. Región. Brussels allocates 226,000 euros to the restructuring of the regional fishing fleet.



Figure 2 Article of the MEDGuard Project in “La Verdad” newspaper.

#### 2.1.2 “La Opinión de Murcia” newspaper.

November, 23, 2015. Community. The fishing boats will change dismantling by recycling.

### 2.2 Digital Media.

#### 2.2.1 “La Verdad” newspaper.

November, 23, 2015. Brussels allocates 226,000 euros for the restructuring of the regional fishing fleet

<http://www.laverdad.es/murcia/201511/23/bruselas-destina-euros-reconversion-20151123005749-v.html>





Figure 3 Article of the MEDGuard Project in “La Verdad” digital newspaper.

### 2.2.2 “La Opinión de Murcia” newspaper.

November, 23, 2015. The fishing boats will change dismantling by recycling. Europe will finance the conversion of retired ships for alternative business activities.

<http://www.laopiniondemurcia.es/comunidad/2015/11/23/pesqueros-retirados-cambiaran-desguace-reciclaje/694045.html>

**La Opinión** DE MURCIA www.laopiniondemurcia.es

Región Actualidad Deportes Economía Opinión Cultura Ocio Vida

Comunidad Murcia Cartagena Municipios Cieza

► Si eres accionista de Telefónica, Repsol, Iberdrola, BBVA... debe

La Opinión de Murcia • Comunidad

Reconversión

### Los pesqueros cambiarán desguace por reciclaje

Europa financiará la reconversión de los buques jubilados para actividades de negocio alternativas

23.11.2015 | 04:00

EFE El Centro Tecnológico Naval gestionará 226.000 euros procedentes de fondos europeos para impulsar la reconversión de barcos pesqueros y estudiar alternativas de negocio para que esos buques y sus tripulaciones puedan seguir trabajando en actividades alternativas a la pesca. Esas ayudas se enmarcan dentro del proyecto MEDGuard, que se puso en marcha el pasado mes de agosto y se prolongará hasta agosto de 2016, y en total, se destinarán a este proyecto en la Región 283.000 euros, de los que la Comisión Europea aporta el 80%.



Los pesqueros cambiarán desguace por reciclaje

Fotos de la noticia

El objetivo de las ayudas es impulsar nuevas alternativas de negocio para los pescadores y sus barcos, ya que, según ha recordado el centro en un comunicado, la reforma de la política pesquera europea persigue una reducción del esfuerzo pesquero y una reconversión de gran parte de la flota para orientarlas a actividades distintas a la pesca.

Se trata de que los barcos que se retiran de las labores de pesca no sean desguazados, como ocurre mayoritariamente en la actualidad, sino que se impulse su reconversión hacia otras actividades. De esa manera, la tripulación y los pescadores pueden seguir trabajando a bordo de esos buques, por ejemplo, en actividades relacionadas con el turismo, la vigilancia marítima, la investigación o la limpieza de la costa.

En la actualidad, la Región de Murcia tiene registrados 169 barcos pesqueros que dan trabajo a más de 600 personas en sus seis puertos (Cartagena, San Pedro del Pinatar, Lo Pagán, Mazarrón, La Azohía y Águilas). En esas y otras localidades costeras se realizan además gran diversidad de actividades del ámbito marítimo que se podrán complementar con estos barcos pesqueros y favorecer su reconversión, ha insistido el centro.

El Centro Tecnológico Naval, ubicado en el Parque Empresarial de Fuente Álamo, desarrollará este proyecto en colaboración con el Centro Integrado de Formación Profesional Hespérides de Cartagena y la Federación de Empresarios del Mar IVEAEVPA.

Figure 4 Article of the MEDGuard Project in “La Opinión de Murcia” digital newspaper.

### 2.2.3 “Murcia Confidencial” newspaper.

November, 23, 2015. The fishing boats will change dismantling by recycling.  
[http://murciaconfidencial.blogspot.com.es/2015/11/blog-post\\_958.html](http://murciaconfidencial.blogspot.com.es/2015/11/blog-post_958.html)



Figure 5 Article of the MEDGuard Project in “El Cofidencial de Murcia” digital newspaper.

#### 2.2.4 Official website of the Promotion Institute of the Region of Murcia.

November, 23, 2015. European funds financing the MEDGuard project for the restoration and reuse of the fishing fleet in tourism and research activities.

#### 2.2.5 <http://es.makemefeed.com>

November, 23, 2015. European funds financing the MEDGuard project for the restoration and reuse of the fishing fleet in tourism and research activities.

### 2.3 TV Press

#### 2.3.1 7 Región de Murcia television

January, 26, 2016. “Diario de Campo” program.

<http://webtv.7tvregiondemurcia.es/divulgativos/diario-del-campo/2016/martes-26-de-enero/>

## 2.4 Agencies

### 2.4.1 EFE.

November, 23, 2015. Brussels allocates 226,000 euros to the restructuring of the regional fishing fleet.

### 3 Conclusions.

Table 1 This table shows all dissemination activities carried out in the MEDGuard Project.

Table 1. Dissemination activities.			
Channel	Target groups.	Date of production	Performance indicators
<b>Press Release</b>	Fishermen Related Administrations General Public	<ul style="list-style-type: none"> <li>- 23/11/2015, “La Opinión de Murcia” newspaper, digital and written press.</li> <li>- 23/11/2015, “La Verdad” newspaper, digital and written press.</li> <li>- 23/11/2015, “Murcia Confidencial” digital newspaper.</li> <li>- 23/11/2015, Official website of the “Promotion Institute of the Region of Murcia”.</li> <li>- 23/11/2015, webpage: <a href="http://es.makemefeed.com">http://es.makemefeed.com</a></li> <li>- 23/11/2015 “EFE” agency.</li> <li>- 26/01/2016, “7 Región de Murcia” television.</li> </ul>	[3] Newspapers publications. [1] Articles in website [1] Television Interview
<b>Web Page</b>	Fishermen General Public Stakeholders	Since the publication	[90] Visits to the web page [70] Users
<b>RAC-MED Discussion Groups</b>	Fishermen Environment Maritime Rescue European Commission	- 08/06/2016	
<b>Articles in specialized media</b>	Fishermen Oceanographic Institutions IEO and others	<ul style="list-style-type: none"> <li>- 12/07/2016 “La Comisión Europea financia el proyecto MEDGuard”</li> <li>- 29/07/2016 “La Comisión Europea financia un proyecto liderado por CTN- Centro Tecnológico Naval y del Mar para estudiar la reconversión del sector pesquero.”</li> <li>- 13/09/2016. “La Comisión Europea financia el proyecto MEDGuard liderado por CTN- Centro Tecnológico Naval y del</li> </ul>	[3] Articles issued

Table 1. Dissemination activities.			
Channel	Target groups.	Date of production	Performance indicators
		Mar para estudiar la reconversión del sector pesquero a actividades que contribuyan a un uso sostenible de los recursos marinos.”	
<b>Newsletters</b>	Fishermen General Public Stakeholders	<ul style="list-style-type: none"> <li>• 22/02/2016 Newsletter about the beginning of the MEDGuard project</li> <li>• 29/02/2016 Newsletter about presentation of the Project at the Startup Europe Week in Cartagena</li> <li>• 11/03/2016 Newsletter about the beginning of the MEDGuard project campaigns.</li> <li>• 19/05/2016 Newsletter about the open doors day to visit the MEDGuard project boat.</li> <li>• 24/05/2016 about the successful of the open doors day.</li> <li>• 26/05/2016 Newsletter about the MEDGuard Project in European Maritime Day</li> <li>• 2/09/2016 Newsletter about the end of the MEDGuard project campaigns</li> </ul>	[7] Newsletter issued. [115] Users Reached.