

MEDGuard project



Deliverable

D4.2 Web Page and Social Media

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- Universidad Politécnica de Cartagena (Laboratorio de Vehículos Submarinos)
- Asociación Ambiente Europeo.

Abstract

This document is the Deliverable “D4.5 Web page and Social Media” of the MEDGuard project co-funded by the DGMare of the European Commission within the call “Guardians of the Sea, MARE/2014/24”. This call co-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. Este documento es confidencial y en él se describen las herramientas de internet utilizadas en la difusión del proyecto: una página web propia del proyecto y los perfiles en las redes sociales Facebook, Twitter y LinkedIn.

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Bibliography

- Call MARE2014/24. Guardian of the Sea. Ref. Ares(2014)3588218 - 29/10/2014
- Grant Application Form “Guardians of the Sea”, MEDGuard project.

List of Abbreviations

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

1 Introduction.

The MEDGUARD Project is co-funded by DGMare of the European Commission within the call “Guardians of the Sea, MARE/2014/24”. This call co-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 analyze the technical viability of using the acoustic systems and devices of fishing vessels for collecting lost fishing gears.
- ✓ To analyze 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.

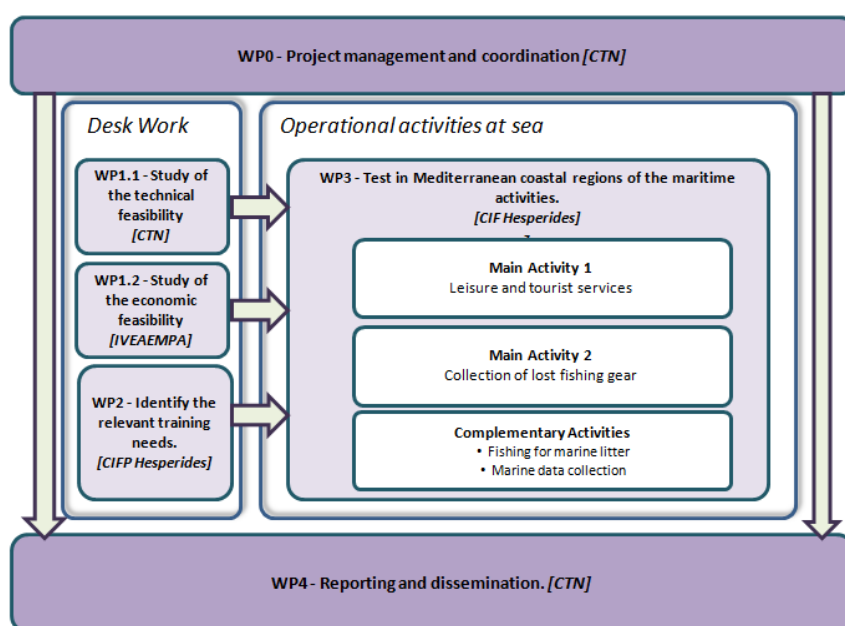


Figure 1. Work Plan Structure

This document is confidential and it reports the Internet Tools used to disseminate the Project. The project Website is the first tool that has been used and after it, profiles have been created

in the following social networks: Facebook, Twitter and LinkedIn. The dissemination of the project through Internet has increasingly reached more audience since the beginning of the on board campaigns and it is expected to continue increasing during the project implementation.

The project is 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 Dissemination plan.

Dissemination of MEDGUARD outputs and results is a crucial task of the project. A plan for dissemination is being implemented to support effective sharing of the results within the consortium and to external communities. The dissemination plan has been designed considering the main audiences, messages and channel as shown in Table 1

Target audience	Message	Channel
Fishermen (Fishermen associations and organizations, Fishing Federations, fishing markets and fishing ports)	<ul style="list-style-type: none"> • Awareness on the objectives of the project, its results, its benefits, use and applicability. • Get feedback about the project. • Validation of the results. • Awareness on the business opportunities linked to reassigned vessels. 	<ul style="list-style-type: none"> • Kick off meeting. • European Maritime Day • Web page • Social Media • TV. • Press. • RAC-MEDAC
Local, regional, national and European authorities.	<ul style="list-style-type: none"> • Awareness on the project. • Get feedback and support in the diversification actions. • Increase their awareness and interest in the maritime sector. 	<ul style="list-style-type: none"> • Kick off meeting. • Members of the Advisory Board. • Mailing. • Día Marítimo Europeo • Newsletters. • Web page.
Entrepreneurs	<ul style="list-style-type: none"> • Increase their awareness and interest in the maritime sector. • Foster new business ideas emerged from reassigned vessels. 	<ul style="list-style-type: none"> • Kick off meeting • Social Media. • Newsletters. • Web page • Entrepreneurs events (SEW)
Research Centres (universities, Technology Centres, Research Institutes)	<ul style="list-style-type: none"> • Knowledge share. • Identification of future needs for joint collaboration. 	<ul style="list-style-type: none"> • Advisory Board.* • Mailing.Newsletters. • Articles in specialized media.
Private sector Tourism (companies, clubs and associations) Marine Environment: consultancies, companies and associations)	<ul style="list-style-type: none"> • Awareness on the objectives of the project, its results. • Get feedback about the project. • Validation of the results. • Increase their awareness, interest and knowledge in the maritime sector. 	<ul style="list-style-type: none"> • Newsletter • Web • Social media • Jornada de presentación del proyecto. • European Maritime Day. • Campaigns on board Mailings
General public, NGOs and associations.	<ul style="list-style-type: none"> • Awareness on the objectives of the project, its results. • Increase their awareness, interest and knowledge in the maritime sector. 	<ul style="list-style-type: none"> • Web Page • Social media • Television. • Press. • Campaigns on board • European Maritime Day • Project presentation • Social network. • Newsletters

Table 1. Main audiences, messages and channels used to dissemination plan

The results of the dissemination activities developed are summarized in the Table 2.

Channel	Target groups.	Date of production	Performance indicators
Web Page	<ul style="list-style-type: none"> Local, regional, national and European authorities. Fishermen Entrepreneurs General Public Private sector NGOs and associations. 	<ul style="list-style-type: none"> 9/9/2015 	<ul style="list-style-type: none"> [523] Visits to the web page [35] Number of downloads
Newsletters	<ul style="list-style-type: none"> Local, regional, national and European authorities. Entrepreneurs Private sector General public NGOs and associations 	<ul style="list-style-type: none"> 22/02/2016 Newsletter about the beginning of the implementation of MEDGuard Projectg 29/02/2016 Newsletter about the presentation of the Project of Startup Europe Week in Cartagena 	<ul style="list-style-type: none"> [2]
Twitter	<ul style="list-style-type: none"> Fishermen Entrepreneurs Private sector General public NGOs and associations. 	<ul style="list-style-type: none"> 20/10/2015 	<ul style="list-style-type: none"> [46] Tweets [17] Followers
Facebook	<ul style="list-style-type: none"> Fishermen Entrepreneurs Private sector General public NGOs and associations. 	<ul style="list-style-type: none"> 21/10/2015 	<ul style="list-style-type: none"> [47] Followers [400] Users reached
Linkedin	<ul style="list-style-type: none"> Fishermen Entrepreneurs Private sector General public NGOs and associations. 	<ul style="list-style-type: none"> 21/10/2015 	<ul style="list-style-type: none"> [10] Members

Table 2. The table show the dissemination activities on internet and social media used.

All the dissemination channels that are being used at the moment are described in the following sections.

2.1 Website.

In order to ensure the widest possible dissemination of the results of the project, a Website has been created as a tool from which to disseminate the results of the project at every stage, and at the same time, to keep stakeholders updated about the progress of the project
The Project Website is: <http://medguard-project.eu/en/>, and these are its contents:

- Home: Main page of the project's Website with access to the different sections.
- Partners: It offers the contact details of all the partners of the Project.
- Task: All the activities to be carried out within the project are described.
- Private Area: This area has limited Access to Project partners.
- News: All events and news regarding the development of the Project are published.
- Results: At present there is no content but this is where all the results will be published.
- Links to: Facebook, twitter and LinkedIn.



Figure 2. MEDGuard Project Website

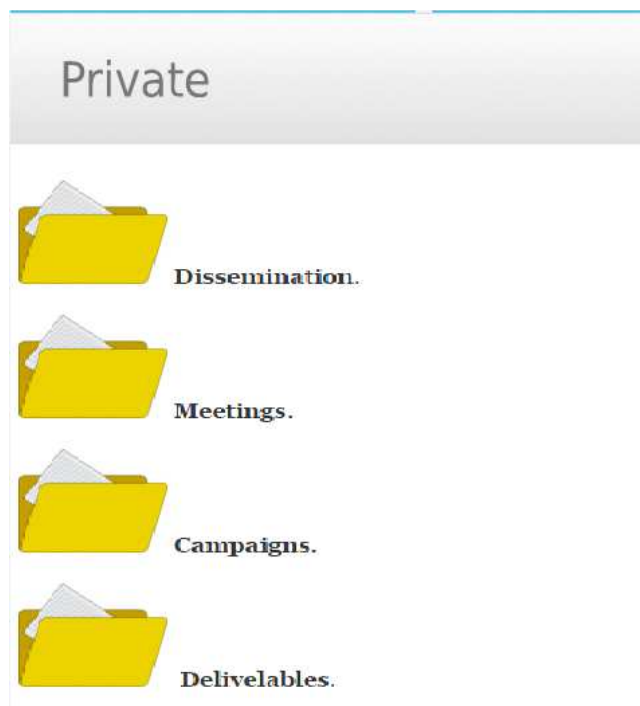


Figure 3. MEDGuard Project Website. Private Area

2.2 Twitter.

The Twitter of the Project is: **@MedguardProject** and its used to advertise the campaigns on board and the main events related to the Project. This media will also be used to disseminate all the results of the project.

<https://twitter.com/MedguardProject>



Figure 4. MEDGuard Project twitter

2.3 Facebook

The profile of the Project has reached 863 users at national and international level (Honduras, Denmark, Norway, etc.).



Figure 5. MEDGuard Project Facebook

2.4 LinkedIn.

MEDGuard Project also has a LinkedIn profile created with the aim to reach companies and professional profiles of the sector.



Figure 6. MEDGuard Project LinkedIn

3 Conclusions.

During the first six months of the implementation of the project all the dissemination tools have been launched using mediums such as Internet, Social Media, TV, Radio and written press. The impact of the Website and the social media has been increasing progressively due to the announcements of the campaigns on board that have been carried out and it is expected to increase even more in the near future.