

MEDGuard project



Deliverable

D4.5 Newsletters

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3	Identidades, valores y estrategias alternativas para los empresarios marítimos y pesqueros	IVEAEMPA	ESP	Non-Profit

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- 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 “D4.5 Newsletter” of the MEDGuard project co-funded by the DG Mare 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. This public document describes one of the most important channels of the dissemination plan: the “Newsletters” to which, any interested party can subscribe at the Project Website: <http://medguard-project.eu/en/>

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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	Identities, 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.

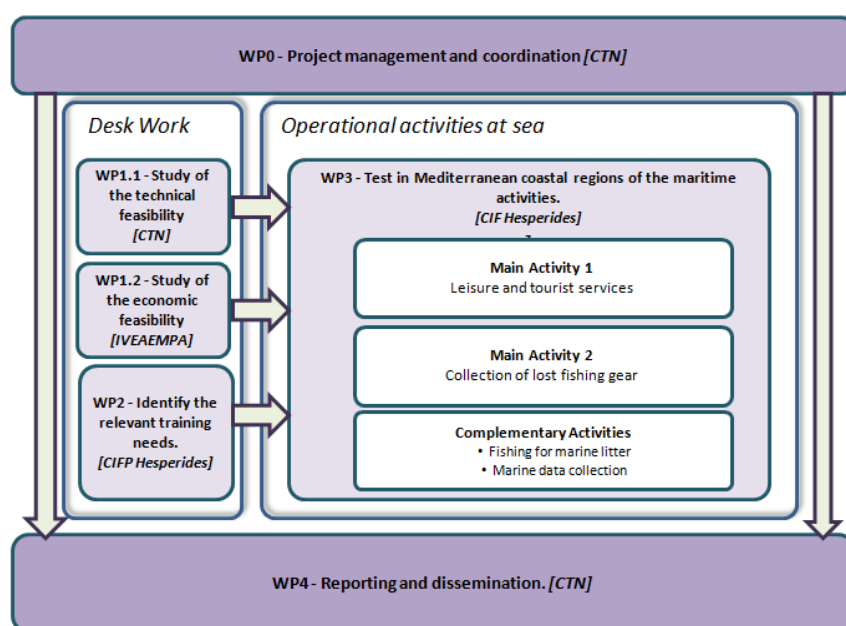


Figure 1. Work Plan Structure

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.

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 the one described in this document, the Newsletter to which any user can subscribe at the Project's Website: <http://medguard-project.eu/en/>

The dissemination results achieved by the Newsletters show that they are an efficient channel as 115 users have been reached. Among these users, we can find professionals of the sector and general public.

2 Newsletter.

During the first 6 months of the Project execution, the tool to publish and disseminate the Newsletter has been launched and a campaign to get subscribers has been carried out. At this moment, [2] Newsletters have been issued and the following edition is expected to be published through March.

The newsletter is one of the main channels of dissemination of the project.

Channel	Target groups.	Date of production	Performance indicators
Newsletters	<ul style="list-style-type: none">• Entrepreneurs.• Stakeholders.• Reserch centers• Universities.• Environmental consultants.• NGOs.	<ul style="list-style-type: none">• 22/02/2016 Newsletter about Proyecto MEDGuard initiation• 29/02/2016 Newsletter about Project presentation at Startup Europe Week in Cartagena	[2]

The first Newsletter (Image 1 First Newsletter of the Project Medguard which title is: Restructuring of the fishing ship “Ciudad de Cartagena” for the European project MEDGuard.) focuses on the beginning of the Project and the restructuring of the vessel “Ciudad de Cartagena”, which is being used as the platform to carry out the 38 planned campaigns. In the second Newsletter (Image 2 Second Newsletter of the Project Medguard which title is: The European project MEDGuard at Startup Europe Week in Cartagena.) the presentation of the project at the event “Startup Europe Week” held in Cartagena is reported.

An image of each Newsletter is shown below:



Image 1 First Newsletter of the Project Medguard which title is: Restructuring of the fishing ship "Ciudad de Cartagena" for the European project MEDGuard.



Image 2 Second Newsletter of the Project Medguard which title is: The European project MEDGuard at Startup Europe Week in Cartagena.

Subscriptions can be done at the Project's Website: <http://medguard-project.eu/en/>

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Newsletter

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Here you can download the Newsletter carried sent today:

- Newsletter 1_MEDGuard_Project
- Newsletter 2_MEDGuard_STARTUP EUROPE_v2
- Newsletter 3_MEDGuard_Opening of the Campaigns_v1

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NEWSLETTER

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<https://t.co/s00mTXAZ5o>
 6 days ago


RT @eCycleBr: Derramamento de óleo ameaça rios na Amazônia
<https://t.co/55muBDpySy>
 6 days ago

@MedguardProject carried out the first campaign to test the viability of scuba diving in our boat @EU_MARE @cifpHESPERIDES @CTNIInnova



A project funded by DG MARE under GUARDIANS of the SEA MARE/2014/24 call

Coordination



Centro Tecnológico Naval y del Mar

In collaboration with






Image 3 Subscription link to the Newsletter at the Project Website

3 Conclusions

During these first six months of Project implementation all the dissemination tools exposed in the proposal have been used, one of them is the sending of the Newsletter to the partners, stakeholders and subscribers.

The Project is having a wide dissemination through this mean as [2] Newsletters were sent to 115 contacts. It is believed that the number of subscribers will rise in the next numbers of the Newsletter due to all the dissemination actions carried out within the project.