



COMMUNICATION PLAN

LIFE21-NAT-IT-REEForest PROJECT “Restoration of *Cystoseira* macroalgal FORESTs to enhance biodiversity along Mediterranean rocky REEFs”

Azione WP5 – Dissemination and Communication

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INTRODUCTION

Number	101074309
Name	Restoration of <i>Cystoseira</i> macroalgal FORESTs to enhance biodiversity along Mediterranean rocky REEFs
Acronym	LIFE21-NAT-IT-REEForest
Call	LIFE-2021-SAP-NAT
Topic	LIFE-2021-SAP-NAT-NATURE
Type of action	LIFE-PJG
Start date	01/09/2022
Duration	48 months
Total cost	€ 2.294.470,55
Funded share	75%
FINANZIATO EU	1.720.852,89

Partnership

N°	Ruolo	Nome breve	Nome Legale
1	COO	UNITS	UNIVERSITA DEGLI STUDI DI TRIESTE
2	BEN	UNIGE	UNIVERSITA DEGLI STUDI DI GENOVA

3	BEN	UNIPa	UNIVERSITA DEGLI STUDI DI NAPOLI PARTHENOPE
4	BEN	CilentoNP	PARCO NAZIONALE DEL CILENTO VALLO DI DIANO E ALBURNI
5	BEN	Bergeggi	COMUNE DI BERGEGGI
6	BEN	ISPRA	ISTITUTO SUPERIORE PER LA PROTEZIONE E LA RICERCA AMBIENTALE
7	BEN	SINIS	COMUNE DI CABRAS
8	BEN	HCMR	HELLENIC CENTRE FOR MARINE RESEARCH
9	BEN	SHORELINE	SHORELINE SC

Project brief

Macroalgal forests (*Cystoseira* species), one of the most productive and valuable but undervalued habitats in the Mediterranean Sea, are being rapidly lost. Because of their role in supporting biodiversity and food webs, their loss is leading to a decrease in essential ecosystem services and a reduction in the ability of the oceans to store carbon dioxide and help mitigate climate change. According to the Habitats Directive (92/43/EEC), all species of the genus *Cystoseira* are listed as Habitats of Community Interest by the EU and several Mediterranean species are listed as strictly protected in Annex I of the Bern Convention (Council of Europe 1979). In addition, all Mediterranean *Cystoseira* are under surveillance by international organisations such as the IUCN, SPA/RAC and MedPAN (the network that brings together all Mediterranean Marine Protected Areas or MPAs). However, the overall benefits of these protection measures have

been insufficient to date, requiring effective conservation and restoration actions. Although recent regulations have favoured the reduction of impacts, the absence of adult *Cystoseira* thalli producing recruits and the species' limited ability to reproduce by dispersal prevent the natural recolonisation of previously colonised areas. Therefore, urgent action is needed to stimulate their recovery. Active restoration is one of the most effective strategies to bring ecosystems back to their original state within a reasonable timeframe.

REEFOREST, building on the positive experience gained in the ROC-POP-LIFE project, aims to improve conservation measures and reforestation techniques to restore damaged or degraded *Cystoseira* macroalgal forests and to provide a replicable model for the spatial scalability of restoration. The proposed intervention is mainly based on the ex-situ cultivation of *Cystoseira* and its transplantation to the recipient sites, through a sustainable approach that is also economically viable. The restoration techniques used are non-destructive and allow new recruits to be obtained without damaging the donor site, which is essential given the critical conservation status of these species. The process, successfully applied within the ROC-POP-LIFE project, is suitable for large-scale application with a high potential for replication in other areas of the Mediterranean, with a wide range of different environmental conditions and physical and biological characteristics.

The project will trigger a process of recovery of the ecological status through the implementation of specific conservation measures and reforestation actions of the *Cystoseira* habitat (Habitat 1170) within 4 MPAs and National Parks (ASPIM and Natura 2000 sites) in Liguria (Bergeggi), Sardinia (Sinis Peninsula), Campania (Cilento) and Greece, where the causes of its disappearance or degradation have been removed and adequate protection is ensured through MPA zoning, regulations and management plans.

Specific goals of the project

- To improve knowledge on the distribution and status of *Cystoseira* forests (Habitat 1170) in the MPAs involved;
- To assess and identify appropriate conservation and restoration measures for the *Cystoseira* habitat in support of EU policies and initiatives, such as the Water Framework Directive (WFD) (Dir. 2000/60/EC Article 4), the Marine Strategy Framework Directive and the Maritime Spatial Planning Directive;
- To identify and map factors that threaten the health and restoration potential of macro-algal forests and reduce their capacity to provide ecosystem services;
- To consolidate and restore Marine Habitat 1170 within sites in selected MPAs where there is a high potential for the provision of a wide range of marine ecosystem services, through ex-situ *Cystoseira* transplantation techniques;
- To develop indicators, targets and monitoring techniques to assess post-restoration changes (e.g. degree of success) and resulting benefits (e.g. natural capital and ecosystem service provision);
- To promote replicability and transferability of *Cystoseira* habitat management know-how and restoration techniques in order to replicate them in other Mediterranean MPAs;
- To increase the environmental awareness of citizens through effective communication and outreach activities to illustrate the environmental value of the *Cystoseira* habitat and the possible impact of active restoration.

WP5: “COMMUNICATION AND DISSEMINATION”

GOALS OF THE COMMUNICATION PLAN

WP5: ‘Communication and Outreach’ is the activity package describing the main goals, tools and outputs of the REEFORREST project. WP5 aims to communicate and inform about the importance of marine forests and the different conservation and restoration measures that can be implemented. This WP involves the achievement of the following objectives:

- Raising awareness of the project and its results.
- Disseminating knowledge about marine forests and their conservation.
- Acquisition of correct behaviour by users of marine ecosystems to ensure their protection and conservation.
- Involvement of people with ecological attitudes in raising awareness among the community, which is generally less concerned about the conservation of marine habitats.
- Involvement of economic actors in disseminating marine conservation messages.
- Promoting the LIFE programme and the N2000 network as instruments for the implementation of EU biodiversity policy.

These results will be achieved through the execution of 5 main tasks:

T. 5.1: Build a network of stakeholders and establish a communication plan

This action is necessary to organise the information to be communicated, identify key messages for each stakeholder group and provide a set of guidelines and protocols that can be used by project partners to communicate their activities. This will ensure that key messages and standard, consistent procedures are shared throughout the project.

T.5.2: Build communication tools

The task constitutes the core of the communication, outreach and dissemination action by following the communication plan, implementing and using all the tools provided. It envisages the realization of:

- Graphic layout and coordinated identity
- Website and social media
- Media communication and press releases
- Information panels
- Videos
- Gadgets
- Brochures
- Interactive totems
- Events and exhibitions in MPAs

T.5.3: Scientific outreach

This activity aims to disseminate the main messages and results of the project to a wide audience through the production of scientific publications and grey literature, participation in national and international conferences and the organisation of dedicated events.

T.5.4: Final event

This activity is dedicated to planning and organising the final event for the project.

T.5.5: Networking with other projects

An essential activity is to promote networking by activating synergies with at least 5 other LIFE, Interreg, H2020, EMFF projects through the exchange of know-how. Two dedicated events are planned for these activities.

TARGETS AND STAKEHOLDERS

The project builds on the results of the ROC-POPLife project and its network of stakeholders who have already successfully participated in dissemination activities. In fact, the two projects both share the theme of marine forest restoration and the area of action, i.e. MPAs, and draw on the expertise and collaboration of prestigious national and international research institutes, organisations and associations.

The project's communication strategies will be adapted to the different targets and it is therefore essential to define at least by groups which are the main reference targets and which actions and tools are most suitable for each of them.

GENERAL PUBLIC

This is the general public, composed of individual citizens or groups who are curious and sensitive to environmental issues or have an interest in nature. This type of public, already analysed in the ROC-POPLife project through the analysis of social networks, varies in age from 18 to 70 years and comes from geographical areas with a clear Italian prevalence, but nevertheless distributed throughout the Mediterranean basin. They are interested in the environment and are particularly active when posting about concrete actions. Information for this audience will therefore be conveyed through the project website, the website of the Marine Protected Areas involved, but above all through the project's Facebook, Instagram, LinkedIn and TikTok pages. The broadening of the audience will also be promoted through articles and speeches to be scheduled in the traditional media (TV, radio, print and online), as well as through live dissemination events at the project sites.

MARINE PROTECTED AREAS

The project intends to act with concrete actions in 4 marine protected areas, but inherits a consolidated relationship with other MPAs and management authorities that have confirmed their interest in actively participating in the project and its dissemination, communication and training actions. This audience will be addressed not only through traditional channels but also through the organisation of specific events and actions to support the management plans of the Marine Protected Areas.

SEA USERS

Generally speaking, these are people who are also part of the general public but who actively experience the sea and whose actions can therefore have an impact on species or habitats: they are MPA visitors, boaters, divers, photographers, swimmers, canoeists, surfers, SUP enthusiasts, fishermen, tourist or nature guides, students and attenders of boating, sailing, sea sports and summer centre schools, but also diving centres, associations dealing with the environment and/or the sea, etc.

Their direct relationship with the sea means that they are an extremely important target audience because of their ability to influence the direct and/or indirect factors that cause the possible degradation of habitats and species. With this audience, all generalist communication actions can be reinforced by specific content and meetings, including educational ones; they can also be actively involved in citizen science actions, for example.

CONSERVATION ORGANISATION, POLICY AND DECISION MAKERS

Already involved in the ROC-POPLife project and interested in REEForest are all international high-profile conservation organisations such as SPA/RAC (the United Nations Regional Centre for Protected Areas) or IUCN (International Union for Conservation of Nature), networks of protected areas such as MEDPAN (Mediterranean Network of Protected Areas) and ADRIAPAN (Adriatic Network of Protected Areas), international conservation offices such as WWFMEDPO (WWF's Mediterranean Programme Office), but also the national offices of environmental associations such as MAREVIVO, WWF, GREENPEACE and LEGAMBIENTE which, due to their role in protecting the Mediterranean, can influence sea policies and increase the visibility of the project by raising the community's awareness of the protection of these lesser known marine habitats. This is a target audience that is actively informed about the projects and participates 'professionally' in project meetings.

SCIENTIFIC COMMUNITY

The project has a strong scientific imprint with a scientifically rigorous approach to the subject of restoration, also evidenced by the participation of no less than three universities, ISPRA and HCMR; this makes the project content also geared towards scientific communication, thus providing training for students of all levels, as well as participation in conferences and the publication of protocols to promote the exchange of information and knowledge on the subject of marine forest restoration.

JOURNALISTS AND INFORMATION PROFESSIONALS

This target audience will be involved through the partners' communication offices and through the use of dedicated press releases that will be sent whenever the project has important results to communicate. To support activities for

communication professionals, a photo and video archive will be set up that can be used by the media. On the project website and social channels, professionals will also be able to find useful tips for news writing.

All targets are to some extent already represented in the list of stakeholders inherited from the ROC-POPLife project. However, it is also an objective of REEForest to consolidate the results achieved and further expand the number of stakeholders and increase the level of involvement of the already established network. Given the location of the new restoration areas, new dive centres, tourist ports, local associations, etc. will be contacted to be included in the network. During the first six months, the existing network will be evaluated and updated to eliminate inactive stakeholders. From the seventh month, thanks to the efforts of the partners, a new stakeholder counting and mapping campaign will be launched to attract new stakeholders. All partners will be involved and Shoreline will coordinate the action.

KEY MESSAGES

The topic of marine forests was virtually unknown until no more than four years ago, with the exception of a small circle of researchers, practitioners and conservation enthusiasts. Thanks to the efforts of recent years, however, the topic has become, if not mainstream, at least known to a wide audience. The campaigns of many projects, both European and non-European, have contributed to this, among which ROC-POPLife certainly holds a prominent place. It is precisely thanks to the lessons learnt from this project that REEForest's communication strategy can be more effective and reach an even wider audience.

The main communication tool of the project will certainly be the quality of the content that will be promoted and disseminated by adapting the language to the variety of communication tools used and the target audience.

Here are some **key messages** that will be disseminated and made accessible to all through the communication tools.

- **Marine forests are a valuable habitat on which the lives of other species depend.**
- **Marine forests are an endangered habitat in the Mediterranean, threatened as they are by climate change but also by human action.**
- **Marine forests can be recovered through restoration techniques to halt and reverse the degradation of marine ecosystems.**
- **It is important to initiate monitoring of *Cystoseira* habitat using standardised methodological approaches to assess the health of the stands.**
- **Marine restoration must be sustainable by improving research and the use of compatible and natural materials by introducing new environmentally friendly removal techniques.**

COMMUNICATION ACTIONS, EXPECTED RESULTS AND INDICATORS

T.5.1: Build a network of stakeholders and establish a communication plan

This action is necessary to organise the information to be communicated, identify key messages for each stakeholder group and provide a set of guidelines and protocols that can be used by project partners to communicate their activities. This will ensure shared and consistent key messages and standard procedures throughout the project.

The task involves two actions: the structuring of the stakeholder network and the preparation of the communication plan (this document).

With regard to the stakeholder network, the project builds on the results of the ROC-POPLife project and its network of stakeholders who have already successfully participated in dissemination activities. Among the stakeholders already involved and who have confirmed their interest in actively participating in the project are many MPAs, high-profile international conservation organisations such as SPA/RAC (the United Nations Regional Activity Centre for Protected Areas), MEDPAN (Mediterranean Network of Protected Areas) WWFMEDPO (WWF Mediterranean Programme Office) and ADRIAPAN (Network of Protected Areas of the Adriatic), but also the national offices of environmental associations such as MAREVIVO, WWF and LEGAMBIENTE which, due to their role in the protection of the Mediterranean, can increase the visibility of the project by raising the community's awareness of the protection of these lesser known marine habitats. The action plans to consolidate the results achieved, but also to further expand the number of stakeholders and increase the level of involvement of the established network. In view of the new areas to be restored, new diving centres, marinas, local associations, etc. will be contacted to be included in the network.

As for the drafting of the communication plan, this takes into account the indications proposed in the 'Scoping study for a European-level communication campaign on biodiversity and nature'. Upon its completion, it will be shared with all partners so that it can be integrated and updated as the project progresses and with it the communication needs.

The partnership has set up a communication team comprising one participant from each partner to discuss and propose communication actions and monitor the progress of the communication plan.

T.5.2: Building communication tools

The task constitutes the core of the dissemination action and follows the communication plan by implementing and using all its tools. Responsibility for task coordination belongs to the partner Shoreline, which coordinates and approves the implementation of all dissemination actions. The main planned activities follow:

T.5.2.1 Graphic layout and coordinated identity

The coordinated image is planned to interpret and present the project theme effectively. The coordinated design applied to all project materials will ensure effective communication and dissemination. As foreseen by the programme guidelines the LIFE logo and the Natura2000 logo will have to appear on every material.

In agreement with the partners, the project logo was approved and is the basis for the development of the coordinated image and communication plan.



Figure 1: project logo

The visual identity manual attached at the end of this document contains all the indications for the use of the logo and the main possible applications.

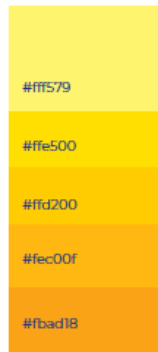
Templates have also been prepared for some letter formats, posters, ppts and whatever else is necessary to launch the communication plan.

The logo in all its variations is available on the GDRIVE shared space.

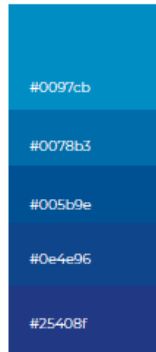
The Montserrat font available in the shared space was chosen.

A table with the project colours is available in the VI manual and below:

Color



Color Yellow
C=0 M=36 Y=100 K=0



Color Blue
C=100 M=90 Y=10 K=0

PANTONE



PANTONE® 7548 C

PANTONE



PANTONE® Reflex Blue

Restoration of *Cystoseira macroalgae*
FORESTS to enhance biodiversity
along Mediterranean rocky REEFS
LIFE21-NAT-IT/REEForest/101074309

REEForest Branding
Logo, Identity, Position, Application

T.5.2.2 Website and social media

The partners' experience of communicating via the Internet and social channels over the past few years has shown a different effectiveness in the use of communication tools. The website has proved to be an excellent tool for presenting the main descriptive elements of the project and the results achieved, keeping the contents always visible with a static structure so that users can always easily find what they are looking for, also thanks to search engine indexing; social channels, on the other hand, have proved to be more effective for communication aimed at engaging the public for events or realising communication campaigns for generalist audiences in a more immediate and time-sensitive way.

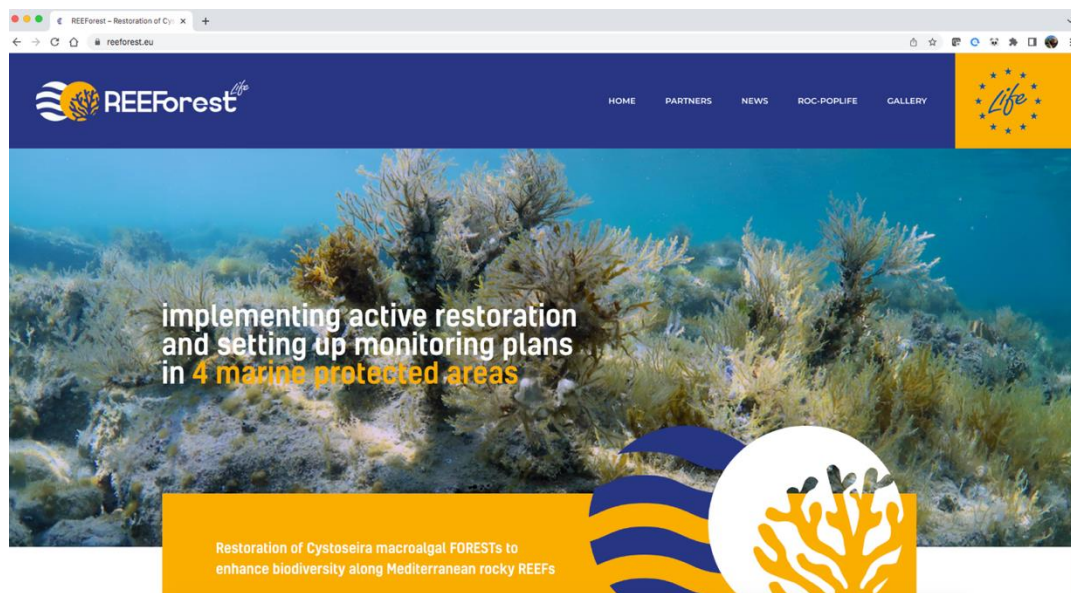
Given the overlapping themes, i.e. the restoration of marine forests, the project intends to benefit from the results already achieved by the ROC-POPLife website and Facebook page in terms of loyalty and involvement. The social pages will continue to highlight the content of the two different projects, but will mutually benefit from the already engaged audience. The website and social pages will be actively maintained for five years after the end of the project by exploiting the results of the project and updating the content whenever valuable news is published on topics covered by the partners or similar projects.

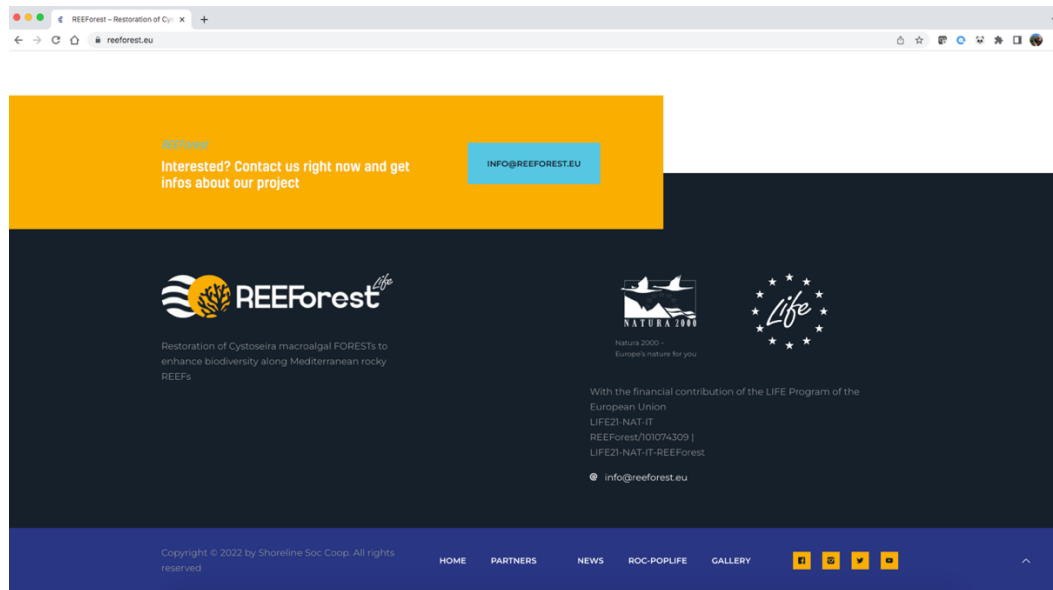
Shoreline will be responsible for preparing the content and publishing it online and on social media. The partners will have to provide the materials, texts, photos and videos needed to create the websites and social content. The communications team will work to obtain the materials. To differentiate communications by engaging different audiences in terms of age and interests, Instagram, YouTube, LinkedIn and TikTok channels will also be shared with ROC-POPLife.

For the website in October, the domain reforest.eu was registered and an SSL certificate associated to enable secure browsing.

After the logo was approved by the partners, a new template was prepared, a wordpress platform was installed and the first content and structure of the website was published. An initial layout of the website was then published at <https://www.reeforest.eu>.

The website reflects the graphic identity and highlights the main signs of the REEForest logo. All references to the LIFE programme logos and co-financing indications were followed.





The colours yellow and blue were chosen as representative and constitute the main motif of the visual identity, together with the chosen logo and font.

The website complies with https://cinea.ec.europa.eu/life/communication-and-gdpr-rules_en; the website is already compliant with the accessibility and usability rules (EU Directive No. 2016/2102) and follows the main usability rules described in <https://wikis.ec.europa.eu/display/WEBGUIDE>, is fully responsive and has been divided into sections to ensure simple but effective navigation. The pages and content have been developed to be SEO friendly and improve the accessibility of the content through the most popular search engines. The structure currently contains the home page with a general description of the project, a partner section with a link to their website, a news section with the first news (the public event in Genoa on 2/12/2022), a link to the ROC-POPLife website and a gallery.

The site is in both Italian and English. The structure will be fully implemented as described in the proposal during the first six months of the project.

The website will be updated once a month. The social profiles are already active and are used with fortnightly updates. According to previous results of ROC-POPLife website and social media profiles, a total audience of 250,000 people is expected.

The impact of the communication activities and products is evaluated through data from *Google analytics* already installed on the platform, the follow-up of the number of followers on social networks, visitor statistics on partner websites, indexed press reviews and event attendance records. The data collected will be used to improve and redirect actions as well as the administration of satisfaction questionnaires during events.

T.5.2.3 Media communication and press releases

Whenever a significant action is realised and/or significant results are achieved, the local and national press will be informed and the news will also be published on the project website and on each partner's social networks such as Facebook, Instagram, Youtube and LinkedIn. The promotion will take place through a press and digital office (drafting press releases, writing articles, interviews, etc.) targeting most of the media. At least 30 articles and news on radio and TV on the topic of macroalgae forests are planned.

Cilento will lead the action and all partners are committed to supporting it by providing materials and publishing them in their own media. An audience of 500,000 people is expected to be reached through radio and TV interviews, etc.

T.5.2.4 Informative panels

Information panels will be produced. The information panels will describe the project and the EU LIFE programme and will include the logos of all partners and the EU logo. Each partner will be responsible for placing the panels at its headquarters or visitor centre, or wherever it is most effective to ensure the visibility of the project.

In addition, 8 roll-ups will be produced. These will bear the name and description of the project, as well as the logos of the partners and LIFE, and will be displayed at project events.

Shoreline will produce the items within 6 months and send them to the partners. Each partner is responsible for the correct use and installation.

T.5.2.5 Video

According to the results of the successful ROC-POPLife videos, at least 30,000 views on social and video platforms are expected. To give more appeal to the project and reach a wider audience, two different videos will be produced.

A first video will be produced to show the different stages of the restoration process. It could be used at educational or popular events to effectively and visually show the technical aspects of the restoration process. Shoreline is responsible

for the production and UNIPA, UNIGE and the Sinis MPA are involved in providing the filming and scientific expertise needed for the storyboard. The first video will be available within the first 18 months.

A second video will be prepared once the first results are consolidated and will be used to show the main findings. This video will benefit from underwater interviews thanks to the technical support of Shoreline and the HCMR, which have the necessary knowledge and hardware to support underwater communication. The second video will be available within the first 26 months. The two videos will be uploaded on a video platform (at least on the common Youtube channel) to ensure that they can be easily used on the website, social networks, etc.

T.5.2.6 Gadgets

This action envisages the production of gadgets made of environmentally friendly material by the 12th month, which can be easily distributed at events and activities.

Experience from previous projects has shown that it is advisable to choose as gadgets materials that are easy to distribute and widely used, and whose cost is proportionate to the communication possibilities of the project. We therefore decided to produce pens made of seaweed paper (3200 pieces).

Bergeggi is responsible for production and distribution (400 for each partner).

One hundred and eighty T-shirts with the project logo and claims will be produced and distributed to the partners' staff to be worn at events. Shoreline is responsible for the layout. Each partner will produce 20 pieces alone.

T.5.2.7 Leaflets

8,000 leaflets are printed and distributed during public meetings. Considering the possible continuation of the pandemic and the current practice at public events, only a few leaflets are printed. They contain basic information about the project, the website, the logos of the partners and EU LIFE, marine forests and their protection needs. They are produced in Italian (7,000 copies) and Greek (1,000 copies) versions. They will be produced on 100% ecological paper. The preflight will be made available to partners for further printing.

Shoreline is responsible for the production with the materials and expertise of all partners.

Shoreline will cover the 7,000 copies for the Italian partners. HCMR will produce 1000 copies in Greece.

Brochures will be available within the first 10 months.

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T.5.2.8 Interactive Totems

The Cilento Marine Protected Area has recently set up a visitor centre to present its natural heritage and describe the numerous characteristics of the marine area and the ecological value of some of its habitats. In this context, the project aims to highlight the importance of marine forests and the actions taken to restore them through the creation of a multimedia totem. Responsibility for implementation lies with the Cilento MPA, which will collect the scientific content provided by the local scientific partners involved and, in collaboration with the communication team and Shoreline in

particular, will design and implement the totem, which will be displayed in the Visitor Centre within 24 months from the start of the project.

T.5.2.9 Events and exhibits in the MPAs

The project involves carrying out small educational activities on marine forests 4 times a year in each MPA, where maximum visibility can be achieved. All partners involved in educational and scientific activities will promote the project at each public event such as Open Day, Researchers' Night, Congresses, etc. The experience gained by UNITS and UNIGE and Shoreline in similar activities, as in the previous ROC-POPLife project, also in terms of content will be valuable to use the already developed didactic and pedagogical tools, which will be updated and improved to make the dissemination action even more effective. At least one public event per year will be organised for each partner site, with the exception of UNITS and Shoreline, which operate in the same area.

Shoreline is responsible for coordinating, with the support of all partners, field activities and updating the ROC-POPLife educational and pedagogical tools for the new REEForest context. It is planned to inform at least 200,000 people in events, meetings, exhibitions and 2,000 students in *Cystoseira* classrooms.

T.5.3: Scientific outreach

As far as scientific dissemination is concerned, it is expected to publish 10 scientific articles, ensuring participation in at least 7 national and 5 international scientific conferences. ISPRA will dedicate an event to present the technique for

monitoring *Cystoseira* with remotely piloted aerial systems (drones) to MPAs, which they will be able to use in their monitoring activities.

T.5.4: Closing and final event

The final event will be organised by Shoreline in Rome with a press conference to present a summary of the project and share the results with stakeholders, media and local authorities. All partners will be involved in the organisation and participation with at least 2 people each.

At the end of the project, a layman report will be prepared on all project activities and results. The aim of this report is to disseminate results, methods and experiences and to highlight those that can be replicated at all levels. The report will be published in Italian, English and Greek, will be 5-10 pages long and will be available for download on the project website for 5 years after the end of the project. It will also be published in 100 printed copies and distributed to all interested parties. This is necessary to disseminate information on the results among citizens, stakeholders and interested parties.

T.5.5: Network links with other projects

Networking activities with other projects will be carried out throughout the duration of the project and will include the exchange of experience and technical and scientific documents relating to the topics covered in the project. Throughout its duration, REEForest will involve at least 10 other projects working in similar areas and at different stages of progress,

including LIFE projects and others included in other European funding programmes (Interreg, H2020, EMFF) and others related to the European Community Marine Expert Groups and the Marine Strategy.

Networking activities include:

- 1 networking event, the organisation of which is by the Cilento National Park with the support of all partners, for at least 20 participating experts to compare and examine the long-term effectiveness of implemented restoration and conservation measures and to learn from the experience gained from projects that are in the most advanced stage of implementation or have already been completed.
- Contacts via e-mail and video conferences with project leaders and scientific representatives to share experiences on the actions of their respective projects, including scientific documentation.
- Exchange of invitations to attend conferences and seminars to share project results and invitation to the REEForest final conference.
- Participation in thematic conferences organised by other initiatives to present project results and methods.
- Publication of a page on the project website referring to the other projects contacted.
- Sharing news from other projects on the project's social networks.
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EXPECTED IMPACTS AND PRODUCTS

The project is expected to have an impact distributed as follows:

- 150 active stakeholders: The ROC-POPLife stakeholder list currently includes about 90 institutions. The project expects the number of active stakeholders to increase to 150, including at least 30 diving centres, 20 local associations and 10 marinas.
- 250,000 people are expected to be the target audience for the website and social media.
- 500,000 people should be the target audience for newspaper, radio and television interviews, etc.
- 10 scientific articles, 7 national and 5 international scientific conferences.
- 10 EU-funded projects networked through know-how exchanges, meetings and special events.
- 200,000 people at events, meetings, exhibitions.
- 2,000 students at all levels will be taught about the restoration of *Cystoseira*.
- 1 networking event for at least 20 participating experts to compare and examine the long-term effectiveness of the implemented restoration and conservation measures and to learn from the experience gained from more advanced or already completed projects.
- 2 videos, for which at least 30,000 views are expected on the platform. The two videos will be uploaded on a video platform (at least on the common YouTube channel) to ensure that they can be easily used on the website, social networks, etc.

Deliverable N°	Deliverable Name	Lead Beneficiary	Type	Dissemination Level	Due Date (month number)	Description (including format and language)
D5.1	Stakeholder network list	Shoreline	Document, report	SEN — Sensitive	48	Document with the list of all the stakeholders involved in REEForest. Electronic Pdf English
D5.2	Communication Plan	Shoreline	Document, report	PU — Public	3	Electronic Pdf English
D5.3	WEBSITE	Shoreline	Websites, patent filings, videos, etc.]	PU — Public	3	Website, developed on wordpress English
D5.4	Professional video	Shoreline	Websites, patent filings, videos, etc.]	PU — Public	26	High-resolution Mp4 video showing the approach to restoration and the results of field activities

PROJECT IDENTITY

For the communication purposes of the project, it is certainly important to define the visual image of REEForest in order to make it distinguishable from other LIFEs. To this end, the following was prepared:

- the project logo
- a shared layout of graphics and colours for recurring project documents (roll-ups, posters, presentations).



Logo REEForest RGB and B/W



Manual.

Logo. Identity. Position. Application

www.reeforest.eu



Restoration of *Cystoseira macroalgae*
FORESTS to enhance biodiversity
along Mediterranean rocky REEFs

LIFE21-NAT-IT/REEForest/101074309

REEForest Branding
Logo, Identity, Position, Application

Logo & Life Program



The REEForest logo and the programme logo

Logo & mark



Use of the logo and trademark

Logo



Brand Guidelines.

Font Application

.02



Font #1

Name Font:

Montserrat

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighbourhood of Buenos Aires.[1]

Typographic

ABCDEFGHIJKLMNOPQRSTUVWXYZ.
01234567890

REGULAR

Abcdefghijklmnop
qrstuvwxyz.

ITALIC

Abcdefghijklmnop
qrstuvwxyz.

BOLD

Abcdefghijklmnop
qrstuvwxyz.

Font #2

Name Font:

Typeday

ABCDEFGHIJKLMNOPQRSTUVWXYZ.
01234567890
!@#\$%&*()_+.

Typographic

Regular

Abcdefghijklmnop
qrstuvwxyz.

BOLD

Abcdefghijklmnop
qrstuvwxyz.



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Photo & Color

PHOTO POSITION



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Color



PANTONE



PANTONE® 7548 C

PANTONE



PANTONE® Reflex Blue

Color Replace

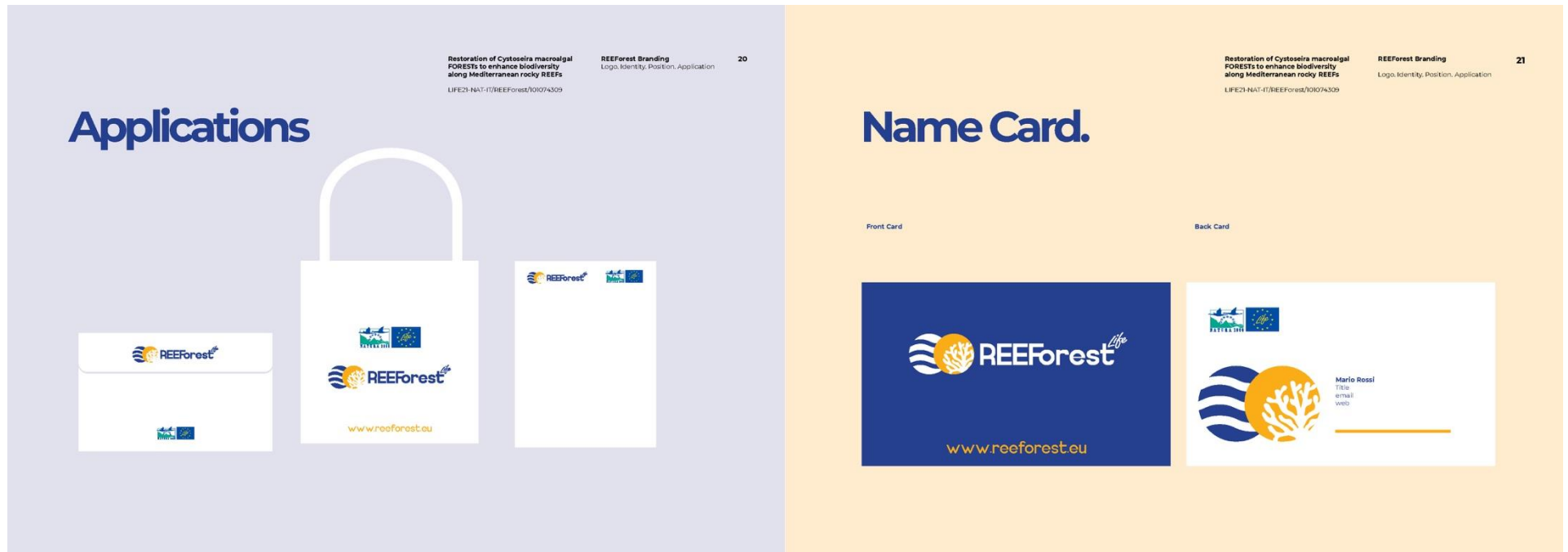


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Examples of positioning with photos and application of the colour palette



Usage examples

The visual identity manual is available on the shared project drive together with a complete package including:

- Brand Guidelines
- Letterhead Template
- LOGO REEForest
- Poster 70x100
- Partners logos
- PPTX Template

COMMUNICATION AT PARTNERSHIP LEVEL

LIFE PROGRAMME COMMUNICATION GUIDELINES

As far as content and specific materials are concerned, the indications of CINEA contained in the present LIFE communication guidelines are followed:

https://cinea.ec.europa.eu/life/communication-and-gdpr-rules_en.

In order to benefit from the LIFE financial contribution requested for the project, beneficiaries are required to comply with all the **communication requirements** of the European Commission and set out in Article II.8.1 *Information on Union funding and use of the LIFE Programme and Natura2000 logos of the General Conditions*.

These include the following:

- Acknowledge the support given by the LIFE Programme by including the LIFE logo and the Natura2000 logo on all documents and media produced as part of the project and on durable goods acquired by the project. In the case of the production of audio-visual material, the contribution of LIFE programme should be explicitly mentioned in written and audio form between the acknowledgements at the beginning or at the end, with the indication 'with the contribution of the European Union LIFE Programme'.
- Install and maintain information panels describing the project in the places where it is implemented, at strategic points and visible to the public (primarily at the beneficiaries' premises).

Internal communication within the LIFE team is ensured by the coordination of the technical communication committee that schedules periodic meetings to verify activities, including communication activities, and ensures a constant flow of information and material (texts, documents, photos) shared through all platforms useful for mutual exchange.

Communication packages with all materials are always available at the link:
https://drive.google.com/drive/folders/1dnFRseR1QzhLPLwSvnQi3qJGlpneHasU?usp=share_link [TD1] [SC2]

CHECKLIST FOR COMMUNICATION ACTIVITIES AND PUBLIC EVENTS

In the framework of communication actions, networking dissemination, lectures in schools, appointments etc., partners are reminded to:

- Share the description of the REEForest project: if you are asked for a few lines to accompany an article or a press release, you can use the descriptive piece on the internet page (<https://www.reeforest.eu>). Remember to always add in the language of the partner and/or in English:

The LIFE21-NAT-IT project REEForest/101074309 is co-financed by the LIFE Programme of the European Union

The views and opinions expressed are solely those of the author(s) and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible.

REEForest/101074309/LIFE21-NAT-EN Co-funded by the European Union. Views and opinions expressed are

however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

- Use the logos and any common graphic templates for communication and dissemination of project information, statements, press releases.
- Always ask to add the REEForest logo on the event poster.
- Share with the project manager and communication manager the most interesting dissemination material that is produced or used, with particular reference to images and videos.
- Share well in advance (at least one week) with the communication manager each event organised so as to be able to adequately promote the event on social channels and the website.
- Share with the communication manager each recurring event (e.g. EUDI show, Trieste NEXT, Fa' la cosa giusta, Equomondo, etc.) in order to organise and schedule specific interventions and adapt them to the specific targets.
- Take every available opportunity to present REEForest.
- After each public event, fill the online form distributed by email and note the number of participants, how many and which gadgets were distributed, how many people were present and document the event appropriately with photos and videos (e.g. show the number of participants in photos with clearly visible logos).
- Communicate as soon as possible any radio, television, newspaper or magazine interviews and on social media so that the communication manager can give prominence to the intervention and record it in the project publication list.
- Drafting, each time one of the partners produces a significant action, with the help of the communication manager a press release to be distributed to the local and national media of each partner.
- Collect and send photographs and videos of activities to which one is invited or participates.

- Co-ordinate the publication with the communication manager before publishing content about the REEForest project on your channels and remember to always tag all partners and people involved (see attached tag list).
- To gain more visibility on social media, do not simply re-share other partners' material from your own personal profiles but always add a few lines of caption and description to the content.
- In every social sharing, use photos in which the project logo is present and visible in the bottom right-hand corner.
- Always mention the role of the LIFE programme and the European Commission as co-funders.
- Mention the website, invite people to like and follow the project's social media: @REEForest on Facebook, Instagram, LinkedIn and Youtube.
- Distribute printed information material whenever the opportunity arises at the official offices of the institutions and at other LIFE-related thematic events.
- Have photos taken while speaking with logos.
- Always add at the bottom of presentations or where you can the link to the project website and/or Facebook page.
- Always use the available Powerpoint templates from REEForest for presentations.
- Ask your communication offices to re-share, if they like the content, our posts/news/stories by tagging the project profiles.
- Always update your stakeholder list: each partner's stakeholder list is constantly changing. It is important to provide your updated list whenever new elements are added to your collection of stakeholders. For example, if after an event at a local cultural festival you manage to get the contacts of new diving centres, new colleagues interested in the project or new institutions, these contacts should be included in the stakeholder list under the following link in the 'Stakeholder 2024' tab:

https://docs.google.com/spreadsheets/d/1WRUL-1XN_CeyXjkk1JkDdXJ5eKpW9OSbZIWnDLvnqYc/edit?usp=sharing