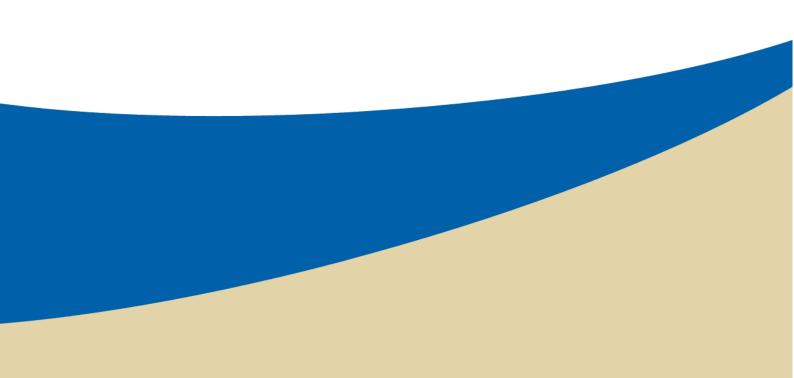




CONTRA Conversion of a Nuisance To a Resource and Asset

Communication Plan







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Updated 30.01.2020

This **CONTRA Communication Plan** describes how the project partnership will disseminate information and communicate externally throughout the project's lifetime. It outlines the project's key messages, the potential target audiences and provides guidelines on selected communication channels and dissemination tools.

This is a living document that will be reviewed and updated throughout the project's implementation period.

SECTION 1: PROJECT OVERVIEW & COMMUNICATION OBJECTIVES

1.1 About CONTRA

Beach wrack plays an important role for beach ecosystems and coastal protection. But, when it lands in great quantities on recreational beaches it is seen as a 'dirty' nuisance which is costly to remove. To find a balance between opposing interests, the EU project CONTRA is working at 6 case study sites around the Baltic Sea region to conduct a fair and sound evaluation of the environmental as well as economic and social aspects. Local authorities need this knowledge to enable them to safeguard our beaches, to reduce the economic burden on coastal communities and to ensure that disposal and recycling options of beach wrack are environmentally sound and worthwhile. During the implementation phase, knowledge exchange is vital, with lessons learnt to be shared on a local, national and importantly on a transnational level. The CONTRA partners work closely with local authorities, building capacity via workshops and ensuring that practical solutions for dealing with problematic beach wrack can be implemented and put into daily practice. Innovative recycling solutions will be researched and tested at the chosen wrack 'hot spot' case study sites.

1.2 Case Studies

No.	Case Study	Main Innovation Focus
1	WRACK4SOIL	Fertilizer & soil improvement products (Bad Doberan/Island of Poel, DE)
2	BIO-COAL	Optimization of carbonization technologies (Island of Rügen, DE)
3	WRACOVER	Composting for landfill bio-covers (Køge Municipality, DK)
4	WRACK4COAST	Dune restoration using beach wrack (Kaliningrad Oblast, RU)
5	ALREA	Waste-to-energy incl. gasification & anaerobic digestion (Kalmar, SE)
6a	WAIT	Nutrient & pollutant removal via algae/seagrass (Puck Bay, PL)
6b	FERTIWRACK	Waste-water treatment - wrack & reed bed system (Puck Bay, PL)

1.3 Communication Objectives

At each case study site, capacity building and communication activities will be carried out to meet the following objectives.



Communication Objective



How will we meet the objectives?



EUROPEAN REGIONAL DEVELOPMENT FUND

To make beach wrack management processes more sustainable whilst also reducing the costs for local authorities.	 By facilitating a multi-discipline and transnational knowledge sharing platform By inviting local authority representatives to Working Group meetings/workshops to discuss challenges and solutions incl. project findings By ensuring targeted and wide dissemination of project results and the main 'Toolkit' output (GoA 5.3).
To define and promote value chains, market opportunities and legal frameworks for wrack- based products.	 By strengthing the relationship between public authorities and private enterprises by facilitating open discussions and joint public/private events and activities. By attending transnational bioeconomy events and sharing knowledge and lessons with local level actors at Working Group meetings.
To bring the recycling potential of beach wrack, particularly for pollution & nutrient remediation, into local authority decision making processes and long- term planning.	 By conducting an effective information campaign (campaign No.2 in Autumn 2020) in national languages that targets local authorities within the project's partner countries and beyond. By presenting project findings at local Working Group meetings and facilitate discussions. By creating a support network that will live on after the project's lifetime.
To improve knowledge about the important natural role that beach wrack plays and the impact of beach cleaning operations.	 By conducting an effective information campaign (campaign No.1 in summer 2020) in national languages targeting the general public. Use of printed materials and online channels. By presenting CONTRA and project findings at local public events e.g. environmental awareness days, city/town festivals

1.4 Expected Result

The goal of all communication and dissemination activities is to build local authority capacity so that they can adopt beach wrack management strategies that are environmentally sound and include sustainable recycling options for pollution & nutrient remediation that provide blue growth opportunities.





Key Messages

- Sustainability: CONTRA promotes sustainable beach wrack management techniques
- Participation: CONTRA working groups are platforms for multi-discipline stakeholder involvement
- Transnational cooperation: CONTRA is founded on knowledge sharing, exchange and lessons learnt from the whole Baltic Sea region and further afield.
- Innovation: CONTRA promotes public / private collaboration and pushes boundaries on recycling technologies at 6 case study sites.

Main Topic Areas

- Macro algae and seagrass
- Marine litter
- Beach ecology
- Beach management & cleaning techniques
- Sustainable tourism development
- Ecosystem services
- Marine resource management
- Blue bio-economy
- Eutrophication & nutrient remediation
- Water pollution

SECTION 2: STAKEHOLDER ENGAGEMENT

2.1 Target Groups

The majority of the project's capacity building work takes place on a local and national level. This is where we hope to bring about institutional change i.e. improvements to resource management and beach wrack treatment by local authorities. Each partner country establishes a Working Group (WG) to meet the project's local level communication needs – for further details, see *CONTRA - Working Group Guidelines* (link to pdf file can be found on page 10 under 'Useful Web-links'). Members of the WGs will be the national project partners, associated partners and importantly representatives from the project's main target groups. For more information, see the *CONTRA Stakeholder Coordination Strategy* (link to pdf file can be found on page 10 under 'Useful Web-links').

Main Target Groups

- Local authorities with managed beaches
- Organisations (public and non-public) responsible for beach cleaning and beach management operations
- Tourism service providers
- General public and community groups

2.2 Stakeholder Involvement

In general, stakeholders are individuals or organisations who affect the outcome of the project, those that are interested in the project's progress and those that are affected by the project's results.





The overall aim of CONTRA's stakeholder effort is to openly engage with parties across all disciplines and roles in society that will help enable Baltic Sea region coastal authorities to adopt sustainable beach wrack management strategies.

Stakeholders

- Beach cleaning practitioners
- Public authorities for coastal communities
- Tourism service providers/associations operating within and on behalf of coastal resorts
- Scientific and educational institutions
- Local & national businesses operating within resource management and bio-waste management specifically those within the field of water treatment, eco-engineering, fertilizers and landscaping, bioplastics, natural construction materials, animal feed, natural stuffing for household products, cosmetics and food supplements.
- Environmental protection organisations / agencies
- NGOs with a specific interest in sustainable coastal development
- Coastal community groups incl. sport associations, nature/interest groups, schools and youth & outreach programmes
- Funding programs incl. EU, National and regional organisations
- Project monitoring programmes e.g. Interreg Joint Secretariat/ Monitoring Committee.

At the end of the implementation period in 2021, the informal stakeholder network that has been developed will move from the test / development phase to a formal support network of representatives that can provide practical help on future challenges associated with beach wrack (GoA 2.1). For more information see the *CONTRA Stakeholder Coordination Strategy* (link to pdf file can be found on page 10 under 'Useful Web-links').

2.3 Data Protection

It is important that all stakeholders give their permission before their personal data is included in any stakeholder directory. Stakeholders must also be made aware that the personal data that they provide may be shared by the partners with other interested parties within the context of CONTRA and beach wrack management. Every individual listed in the CONTRA directories has the right to information that concerns their own personal data, as well as a right to rectification or erasure, restriction of processing, or to lodge a complaint against any processing.

2.4 Synergies and Knowledge Exchange

Project events will be used to disseminate project findings from all work packages. Associated partners and other interested external parties should be actively encouraged to participate in project events and meetings. The consortium will also host a transnational event on the topic of business opportunities and blue bio economy which is intended to be a thematic stakeholder forum for discussion and engagement.

Cross-project knowledge exchange and cooperation with other forums is very important. Thematic synergies with other on-going projects should be identified early so that joint activities and capacity building







opportunities can be taken advantage of. All effort shall be made by partners to participate and engage with interested parties at relevant external events held on a national and regional level.

Project Synergies COASTAL Biogas Blue Platform GRASS Main Focus Beach wrack and bio-energy Blue bio-economy Macro algae harvesting

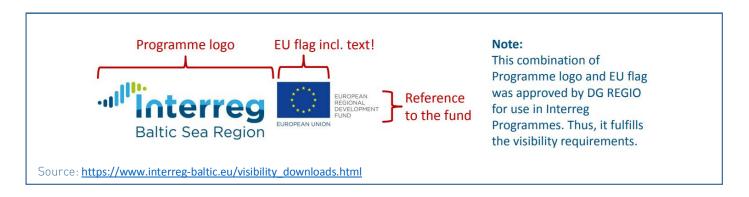
Web Address https://www.coastal-biogas.eu/ https://www.submariner-network.eu/blue-platform https://www.submariner-network.eu/grass

SECTION 3: BRANDING AND VISIBILITY

3.1 Programme and EU Recognition

All project materials and outputs must recognise the project programme (Interreg Baltic Sea Region) and EU funding body (European Regional Development Fund. The following must be visible:

- The European Union emblem "EU flag"
- Reference to the EU funding source i.e. "European Regional Development Fund" in English or respective national language. The use of the combined EU/ERDF logo is recommended.
- The Baltic Sea Region programme logo



Please note that misuse of the EU emblem, the reference or the programme logo may result in ineligibility of items produced for the project, i.e. the costs will not be refunded

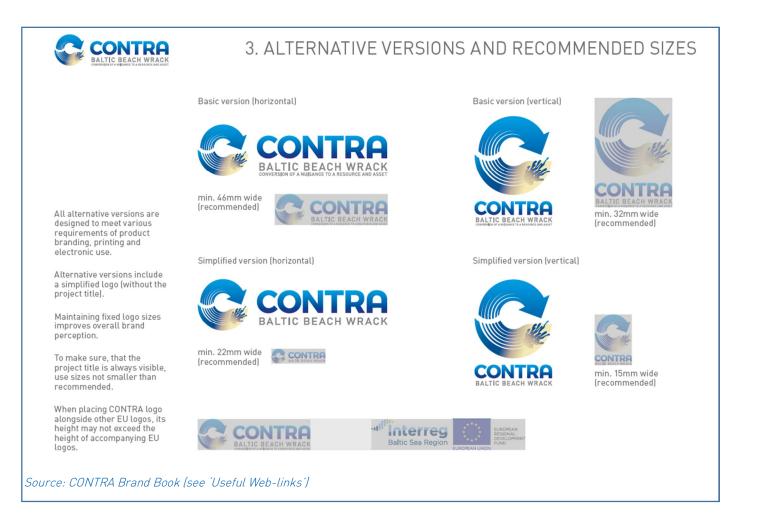
Further information on EU and programme visibility rules can be found on the Interreg BSR programme website (see 'Useful Web-links').

3.2 Project Visibility Rules

To ensure that CONTRA publications and information services are instantly recognizable and consistent, the project has its own unique branding. Project branding and where possible colour palette shall be used for all outputs and project materials. For more information see also the project Brand Book (link to pdf file can be found on page 9 under 'Useful Web-links').







SECTION 4: COMMUNICATION & DISSIMINATION TOOLS

All partners have a responsibility to engage with stakeholders to promote the project's activities and disseminate results/findings.

4.1 Project Information Materials

Poster			
Each project partner shoul	Each project partner should place at least one poster with information about the project (min.		
size A3) at a location visible to the public such as the entrance area of a building/office. The poster must			
display the objective of the project and the amount of EU financial support.			
Responsible Partner	EUCC-D		
	Print: each project partner (mandatory according to BSR Programme rules)		
Target Group	Project partners		
Time of Implementation	Available by 31.08.2019		
PPT & Word Templates			
Responsible Partner:	Layout: EUCC-D		

Responsible Partner:	Layout: EUCC-D
Target Group(s):	Project partners
Time of Implementation:	Available by 31.08.2019





General Project Flyer A starting flyer will be deve Responsible Partner: Target Group(s): Time of Implementation:	eloped in order to provide basic facts about the project. EUCC-D Project partners in order to inform interested parties about the project Available by 31.08.2019
Roll-up Responsible Partner: Target Group(s): Time of Implementation:	EUCC-D Project partners in order to inform interested parties about the project Available by 31.08.2019
	potential network members incl. APs an "Infosheet / Teaser" will be nt that it can be used/printed out by the partners for appointments ail EUCC-D Project partners in order to inform interested parties about the project Available by 31.03.2019

4.2 Online Communication Channels

Partners are encouraged to use the reach of their organisation's online channels (website, social media and e-newsletters) to widely promulgate information about CONTRA.

It is mandatory, under the BSR programme, for each partner to have an overview of the project CONTRA on their organisation's website – please keep it updated.

Project Website		
www.beachwrack-contra.eu		
Responsible Partner(s):	Layout & Word Press administration: EUCC-D Content: Co-ordination by EUCC-D / REM Consult with regular content input from all partners	
Target Group(s): Time of Implementation:	All project stakeholders Online by 30.06.2019	
Project Facebook Page		
<u>@beachwrack_CONTRA</u>		
Responsible Partner(s):	Setup & maintenance of page: EUCC-D Content: Co-ordination by EUCC-D with regular content input from all partners	
Target Group(s): Time of Implementation:	All project stakeholders Available by 31.03.2019	





SECTION 5: NETWORK

5.1 Project Partners

PP 1	University of Rostock	DE
PP 2	Institute of Oceanology of the Polish Academy of Sciences	PL
PP 3	EUCC - Coastal Union Germany	DE
PP 4	KS-VTCtech GmbH	DE
PP 5	Association of Polish Communes Euroregion Baltic	PL
PP 6	Linnaeus University	SE
PP 7	Estonian Ministry of Environment	EE
PP 8	University of Tartu	EE
PP 9	Atlantic Branch of Shirshov Institute of Oceanology, RAS	RU
PP 10	University of Southern Denmark	DK
PP 11	Krinova AB	SE
PP 12	Municipality of Køge	DK
PP 13	Gdańsk University of Technology	PL
PP 14	Hanseatische Umwelt CAM GmbH	DE

5.2 Associated Partners

A01	Municipality of Vordingborg	DK
A02	Seegrashandel	DE
A03	Skåne Association of Local Authorities	SE
A04	Municipality of Trelleborg	SE
A05	Region Skåne	SE
A06	Voivodeship Fund for Environmental Protection & Water Management	PL
A07	Gdynia Sports Centre Budget Unit of the Municipality of Gdynia	PL
A08	Tallinn City Municipality - Environmental Department	EE
A09	Strandparken I/S	DK
A010	Municipality of Greve	DK
A011	Municipality of Puck	PL
A012	Verband Mecklenburgischer Ostseebäder e.V	DE
A013	Island of Poel Municipality - Spa Administration	DE
A014	Sellin Municipality	DE
A015	Municipality Breege-Juliusruh	DE
A016	Gdansk Water Utilities Ltd	PL
A017	Tolkmicko Municipality and Commune,	PL
A018	Gdansk Waters	PL
A019	University of Gdansk - Institute of Oceanography	PL
A020	Local shore protection authority SBI KO	RU
A021	Federal State Budget Institution "National Park Curonian Spit"	RU
A022	BECKMANN PROD. GMBH & CO. KG BECKMANN PROD. GMBH & CO. KG	DE





SECTION 6.0: USEFUL LINKS & CONTACTS

6.1 Useful Web-links

Baltic Sea Region Visibility rules https://www.interreg-baltic.eu/visibility_rules.html

CONTRA Brand Book https://www.interreg-baltic.eu/for-projects.html

CONTRA Stakeholder Coordination Strategy https://www.beachwrack-contra.eu/wp-content/uploads/

CONTRA Working Group Guidelines https://www.beachwrack-contra.eu/wp-content/uploads/

6.2 Project Contacts

University of Rostock Dr.Jana Wölfel Tel: +49 (0)381 498 6075 jana.woelfel@uni-rostock.de Albert-Einstein-Straße 3 18059 Rostock www.oekologie.uni-rostock.de



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EUCC – The Coastal Union Germany Jane Hofmann Tel: +49 (0)381 5196 423 hofmann@eucc-d.de Friedrich-Barnewitz-Str. 3 18119 Rostock www.eucc-d.de

