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COMMUNICATION STRATEGY

27 th May 2020



BENEFICIARIO COORDINATORE



BENEFICIARI ASSOCIATI



Autorità di Bacino
Distrettuale
dell'Appennino Centrale



Agenzia Regionale
per la Protezione
Ambientale dell'Umbria



AGENZIA NAZIONALE PER LE NUOVE TECNOLOGIE,
L'ENERGIA E LO SVILUPPO ECONOMICO SOSTENIBILE



UNIVERSITÀ
POLITECNICA
DELLE MARCHE

PROGETTO COFINANZIATO DA



AGENDA

1. MAPPING **TARGET** GROUPS
2. TO INTEGRATE **SOCIAL MEDIA** COMMUNICATION
3. NETWORKING

INTRODUCTION

WHY COMMUNICATE:

1. to reach project **objectives**;
2. to gain reputation as a reliable source of information about micro-plastic;
3. to boost project's results **transferability** and **replicability**;
4. to inform policy-makers at local, regional and European level on **best practices**

HOW TO COMMUNICATE:

1. With a **rational approach**, based on scientific evidence;
2. With an **emotional approach**: how people daily behavior can lead to a change
3. With a **strategic approach**: showing key solutions for the future.

WHAT COMMUNICATE

Communication will use both **technical** and **non-technical** language in order to make communication effective

(a) to describe the monitoring activities;

(b) to explain water treatment processes;

(c) to increase public awareness on the phenomenon which is underestimated in comparison to the marine litter which is most prominent in both the media and the political agenda;

(d) to spread articles concerning micro-plastics impacts on trophic chain;

(e) to spread articles or studies related to the plastisphere

(f) To communicate of the existing EU policy framework, (e.g. the European strategy on plastics and microplastics; the new action plan for the EU circular economy, the plastic tax in Italy, the (eu) 2019/904 SUP Directive, etc.)

WHERE COMMUNICATE

Website: www.lifebluelakes.eu

Facebook: LIFE Blue Lakes;

Twitter: Legambiente Lab;

Instagram: LegambienteLab;

Youtube: Legambiente Onlus

Communication strategy will also consider the **paper press** and **live events**

WHEN COMMUNICATE

In Italy, the peak of news circulation is between **8:00** and **9:00**, in the afternoon between **13:00** and **16:00**, and finally in the evening from **21:00** to **22:30**.

After a testing period, fixed deadlines in the editorial calendar will be set with among those which show major public feedback.

OBJECTIVES THAT THIS STRATEGY WANTS TO ACHIEVE

1 Know and mapping the main **target groups** in order to differentiate the **main messages** and the **tools** according to the audience to be reached

2 To develop a **cross-medial communication** that includes media relations, social network, website and other channels including paper, events and campaigns. Social activities such as the weekly column of tips on a plastic free life and other engagement tools such as quizzes or contests will be very useful.

3 Take in advantages of **networking** with other LIFE and non LIFE projects by participating in events and intensifying the sharing of information.

In general, the **LIFE Blue Lakes** project is a forerunner in the research and monitoring of microplastics in internal waters. To date in Italy, in addition to the experience started by Legambiente and ENEA during Goletta dei Laghi campaign and a few other activities to raise awareness of microplastics in the lakes, there are no studies aiming to achieve concrete objectives on this topic. That's why **LIFE Blue Lakes** communication can be accredited in the research sector as a reliable source of news and info.

MAPPING TARGET GROUPS

1. Local authorities
2. Operators of public and private waste water treatment plants
3. Representatives of companies from sectors using microplastics
4. Small and large companies located in UE.
5. Ministries and administrations for nature conservation and the economy at regional and national level.
6. Business Associations, Chambers of Commerce and Chambers of Craft
7. Economic and sector-specific media
8. NGOs for the protection of the environment and nature, LIFE Project Coordinators
9. Citizens
10. Schools.



...in summary

KNOWING the target groups to create a positive collaboration. For this reason it is important:

- gain their trust,
- make them feel part of the solution
- listen: they have experience on the territory
- help them, always respond with availability
- PARTICIPATE in their events
- MESSAGE MUST be tailored to different targets and objectives, use of many images to tell stories and not only the news of the project, make known the LIFE program

INTEGRATED SOCIAL MEDIA COMMUNICATION

The objectives of social communication are:

1. To identify and connect to target groups
2. Make yourself known
3. Going where the project target groups are
4. Customize contents

NETWORKING

In order to promote the exchange of experiences and best practices, networking will be carried out with other LIFE and non-LIFE projects.

The exchange of experiences on microplastics will be encouraged, in particular on strategies to reduce their impact on lakes and monitoring methods.

Content sharing, promotion of best practices and dissemination of results will be fundamental to buildign a solid and accredited network on microplastics research in lake basins.

We can build our network with:

- LIFE and non LIFE projects
- Companies
- Local authorities
- associations or cooperatives that signed the formal project's letter of support
- The promoters of the experiences collected in the Best Practices dossier

EXPECTED RESULTS:

About TARGET GROUP MAPPING:

- **Municipalities:** 25 municipalities on Lake Garda, 5 municipalities on Lake Trasimeno, 3 municipalities on Lake Bracciano, 106 municipalities on Lake Constance, 8 municipalities on Lake Chiemsee.
- **Local authorities:** at least 70 representatives of local authorities.
- **Waste Water Treatment Plants:** at least 90 operators and technical operators of 30 Italian wastewater treatment plants in Italy and 20 operators in Germany.
- **SMEs:** at least 50 representatives of enterprises; 20 enterprises in Germany and other European countries.
- **School:** at least 50 classes, 1000 students, 100 teachers.

About NETWORKING:

- 3 international events organised among selected LIFE projects
- 30 companies with which to share project and communication actions (LIFE Blue Lakes logo on site and sharing of objectives)
- 25 between bodies, institutes, associations or cooperatives with which to share project and communication actions (LIFE Blue Lakes logo on site and sharing of objectives)
- 5 experiences from the Best Practices dossier with which to share project and communication actions (LIFE Blue Lakes logo on site and sharing of objectives)

About INTEGRATED WEBSITE-SOCIAL MEDIA-MEDIA RELATION COMMUNICATION:

Publication of an article/post/tweet per week, about 600 total releases in 4 years (53 weeks x 3 social)

Website: original editorial content published

Facebook: creation of a project account and a consistent fan base

Instagram: increased followers and post sharing

Twitter: increase in followers and mentions received by other similar projects.

From 2020 and until the end of the project we expect to achieve the following minimum objectives:

- 100 original editorial content of the website
- 200 tweets
- 200 posts on Facebook
- 200 posts on Instagram
- 50 videos on YouTube
- 40 press releases
- 4 articles in the journal La Nuova Ecologia
- 8 articles on the online version of La Nuova Ecologia