

Tutelare la biodiversità nei siti della rete Natura 2000 in Sicilia e a Malta attraverso le Banche del germoplasma e il rafforzamento di popolazioni

Protecting biodiversity in Sicily-Malta Natura 2000 sites through Seed Banks and population reinforcement

Gestione e comunicazione del progetto SiMaSeed
Management and Communication of SiMaSeed project

LETIZIA FERLITO





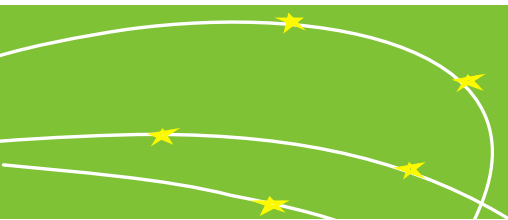
MNGM & COMM

Management WP1

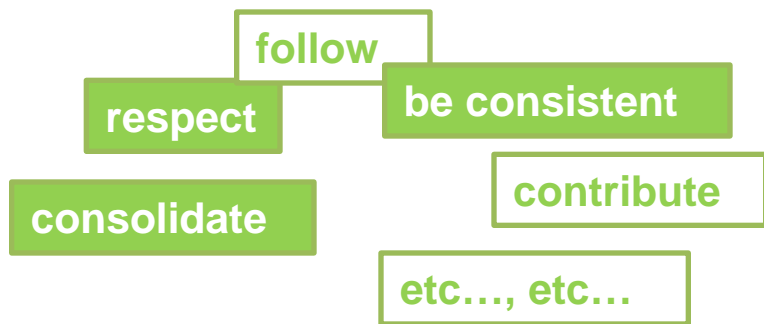
Operational needs of *SiMaSeed*

Communication WP2

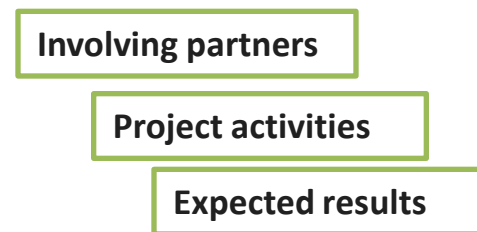
Outlines the overall approach for all the needs and **communication purposes** of *SiMaSeed*



both Management and Communications tasks will...



... of Simaseed project



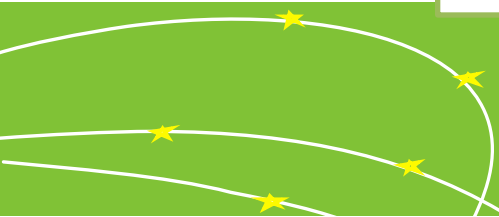
INTERREG (Programme) level

Thematic Objective:
Protection of the Environment

Axis 3
Protecting the environment and promoting an efficient use of resources

Priority Investment
Protecting and restoring biodiversity and soils; promoting services for ecosystems, even through Natura 2000 and green infrastructure

Specific Objective 3.1
To contribute towards the arrest of the loss of terrestrial and marine biodiversity in the area, maintain and reactivate the ecosystem and the protected area



And more to...

Project scale

EU scale

Contribute to the policies and strategies of cohesion and development

Applying Key enabling technology

Building available knowledge

Capitalizing other European initiatives

Horizontal principles

Sustainable development

Equal opportunities

Equality between men and women

Sustainability and transferability of the project results



Progetto SiMaSeed

WP1

Management

Management objectives

- **Coordination with financial and administrative staff internal and external**
- **Facilitation of partner dialogue**
- **Elaboration of project plans and reports**
- **Schedule of activities**
- **Supervision and monitoring of the activities and expenses**

Products

- Management Plan

- Human Resources
- means,
- costs
- PPs responsibility
- monitoring mean/check point

- Quality, risk and contingency plan

- quality control point
- risks,
- mitigation actions

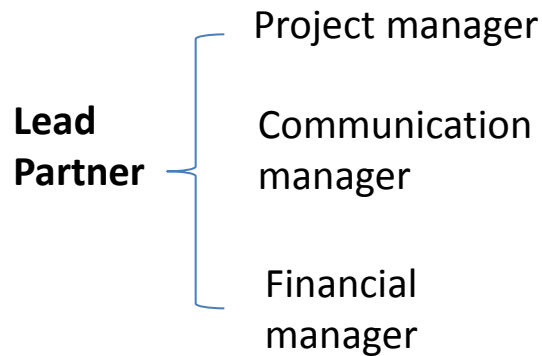


LP

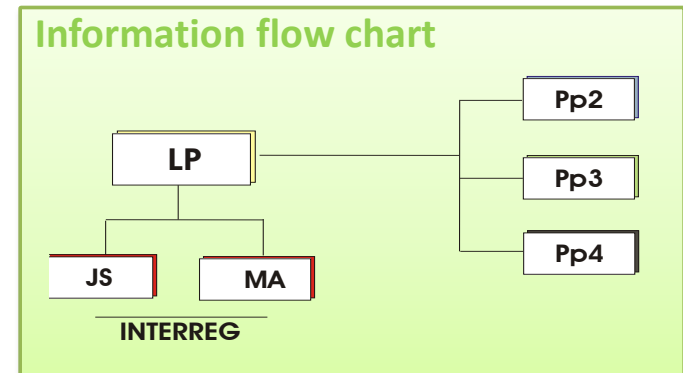
Is in charge for the general management of the project

Sure... with all the PP collaboration!

LP will host



LP will assure



Steering committee

One designated member for each partner

- LP: DSBGA
- PP2: University of Malta
- PP3: DRSRT
- PP4: Ministry for Gozo

Operatives (host by LP)

Project manager

observer

- Joint Secretariat
- Managing Authority

WHEN?

**All along project life,
approximately 6
months**



Progetto SiMaSeed

WP2

Communication

Communication objectives

- **Dissemination of activity results**
- **Encouraging stakeholders and target groups to get involved in the project findings**
- **Facilitate and strengthen relations between the project partners**
- **Positioning/advertising the INTERREG (as European Union cooperation Programme)**

Products

- *Communication plan*
- *Communication Evaluation report*



Project scale

Programme scale

Project specific objectives

1. Enhancing and upgrading Seed Banks and short-long term storage of seeds of plants from Natura 2000 sites
2. Plant production to reinforce/restore populations in habitats of Natura 2000 sites
3. Strengthen capacity for students/young workers/plant nurserymen and for stakeholders, public institution to protect natural heritage

Communication objectives

How will communications contribute to reach a specific objective?

- 1.1 Contributing to raise awareness about the importance “ex situ” conservation strategies in Seed Banks (WP3)
- 2.1 Contributing to raise awareness about the importance of “in situ” conservation strategies (WP4-WP5)
- 3.1 - Contributing to disseminate the results of the project on biodiversity protection
- 3.2 - Contributing to raise awareness on the results of the project in Malta and in Sicily for public bodies, institutional, para-institutional and stakehold



Progetto SiMaSeed

Key message

Raise awareness about the *in situ* and *ex situ* conservation strategies

Contributing to achieve/respect the European environmental protection objectives ... throughout plant species repopulation activities in the degraded habitat of the Natura 2000 network sites

Creating a link between scientific research and its application in the public sector, (local administrations) private sector (es. Nurseryman bio architect, gardeners)





Progetto SiMaSeed

Brand e visual entities



Communication

The project will promote the Logos....

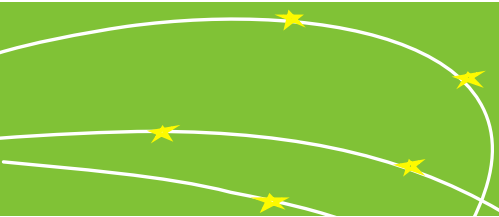
Logo Interreg V-A Italia Malta



Logo thematic objectives



Respecting the requirements (including specific instructions on colors, logos, or the need for the logo and tagline to work in different languages) listed in the implementation of visual manual



Main assumptions...

Work packages	Obiettivi di comunicazione	Target GROUPS	
<p>WP1: Project Management</p> <p>WP2: Communication</p> <p>WP3: Seed collection and conservation and bank enhancing</p> <p>WP4: Propagation of targeted species in Sicily and Malta</p> <p>WP5: Pilot activities to protect biodiversity in Natura 2000 sites</p>	<p><i>Contributing to raise awareness about the importance “ex situ” conservation strategies in Seed Banks (WP3)</i></p> <p><i>Contributing to raise awareness about the importance of “in situ” conservation strategies (WP4-WP5)</i></p> <p><i>Contributing to disseminate the results of the project on biodiversity protection</i></p> <p><i>Contributing to raise awareness on the results of the project in Malta and in Sicily for public bodies, institutional, para-institutional and stakeholder</i></p>	<p>TARGET GROUPS</p> <p>Institutions</p> <p>Specialized group of interests</p> <p>Specialists</p> <p>Public opinion</p> <p>Media</p>	<p>ENTITIES</p> <p>Regional depts</p> <p>Natura2000 Management Teams</p> <p>Catania Municipality</p> <p>Catania County</p> <p>Partners</p> <p>Teachers, Ph.D., Researchers and Graduate students</p> <p>experts, Specialists, (Gardeners Designers, Bioarchitects, etc....)</p> <p>Nurserymen or Interested Private groups</p> <p>Stakeholders and env ass.</p> <p>Middle-level students</p> <p>Citizens</p> <p>Specialized newspaper (gardens, greenlife, ...)</p> <p>Local newspaper</p>





Progetto SiMaSeed

Communication

What?

Attività 2.1 - Communication for PP
(in common with WP1)

Attività 2.2 - Public/external communication

Attività 2.3 - Sharing experience

Attività 2.4 - Dissemination

Attività 2.5 - Special communication events-school

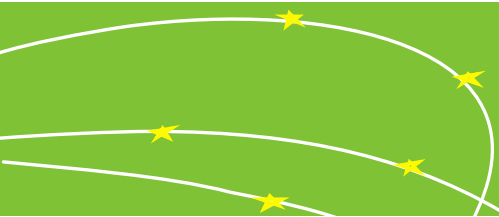


Internal
communication



External
communication

Partner responsabile: LP (DSBGA), tutti i partner coinvolti (UoM, DRSRT, MGOZ)



Progetto SiMaSeed

2.1 – Communication for PP

BENEFICIARIES

PP - Project partner

LP: Sez. di Biologia vegetale
-DSBGA -

PP2: University of Malta, Argotti
Botanic Gardens
- UoM -

PP3: Dipartimento Regionale
Sviluppo Rurale e Territoriale
- DRSRT-

PP4: Ministry for Gozo
-MGOZ-

ACTIVITIES

Remote act

Skype

E-mail

Sharing internal document

Whatsapp

Phone call

Face to face act

Steering committee

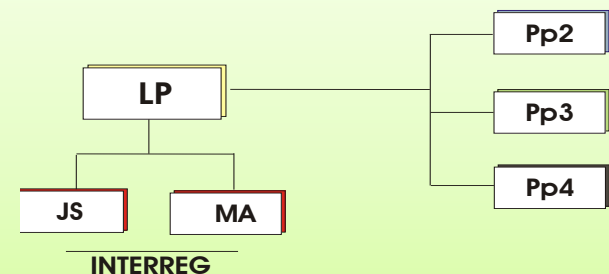
ROLES AND RESPONSIBILITY

Project manager

Communication manager

Lead Partner

Information flow chart





Progetto SiMaSeed

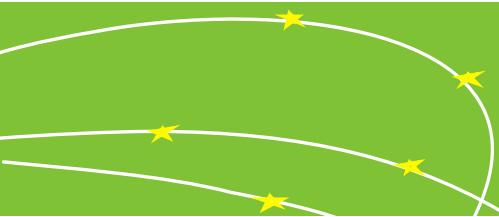
Act 2.2 Public/external communication

BENEFICIARIES	
	<ul style="list-style-type: none"> - <u>Institutions,</u> - <u>Local administrations,</u> - <u>Natura 2000 management teams</u>
Stakeholders:	bio-architects green planners green planner associations nurserymen

ACTIVITIES
<ul style="list-style-type: none"> - <u>Launch event</u> <i>05.2018 CT</i> - <u>Public meeting</u> <i>05.2018 DSBGA</i> <i>10.2018 UoM</i> <i>05.2019 DRSTR</i> <i>03.2020 MGOZ</i> <i>02.2021 DSBGA</i>

ROLES AND RESPONSIBILITY
LP: DSBGA LP: DSBGA PP2: University of Malta PP3: DRSRT PP4: Ministry for Gozo LP: DSBGA

Anni - year	Year 1 - 2018												Year 2 - 2019												Year 3 - 2020												2021		
Mesi - Months	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02			
			X						X						X										X													X	



Progetto SiMaSeed

Act 2.3 Sharing experience

Communication

BENEFICIARIES

- Internal staff
- Prof, doct, Ph.D.

- Gardeners

- Gozo employees

ACTIVITIES

- technical meeting (X)
 - 05.2018 DSBGA
 - 10.2018 UoM
 - 05.2019 DRSTR
 - 03.2020 MGOZ
 - 02.2021 DSBGA
- Gardeners sharing experience: (O)
 - Marianelli
 - Argotti
- Special training for MGOZ employee

ROLES AND RESPONSIBILITY

All PP

PP2: University of Malta
PP3: DRSTR

PP4: Ministry for Gozo
LP: DSBGA

Anni - year	Year 1 - 2018												Year 2 - 2019												Year 3 - 2020												2021		
Mesi - Months	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02			
			X							X						X										X												X	



Progetto SiMaSeed

Act 2.4 - Dissemination

BENEFICIARIES

PP - Project partner
Institutions,
Local administrations,
Natura 2000 management teams
Stakeholders:
Group of interests
Public opinion

ACTIVITIES

Web site
Facebook page
Article on specialized newspaper
Article on regular newspaper
Scientific paper

ROLES AND RESPONSIBILITY

Project manager
Communication manager

} **Lead Partner**

With scientific contribution of all the partners





Progetto SiMaSeed

Act 2.5 Special communication events-schools

SPECIFIC

BENEFICIARIES

500 students in Sicily

200 students in Malta

ACTIVITIES

Sensibilization

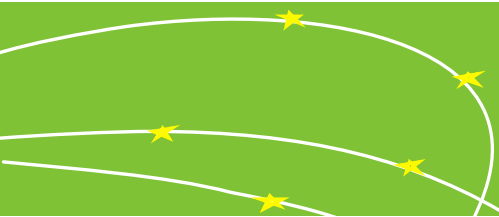
School trip to the
project site

ROLES AND RESPONSIBILITY

LP: Sez. di Biologia vegetale
(DSBGA)

PP2: University of Malta, Argotti
Botanic Gardens (UoM)

Specific awareness activities are addressed to school's students. The activity will be appointed to valued associations specialized in environmental communication.



Progetto SiMaSeed

Evaluating Communication Effectiveness

Attività	Azione	Output	Indicatori di realizzazione	Unità di misura	Indicatori target	Indicatore risultato	Unità di misura
Act 1.1	Attività specifiche per l'avvio della programmazione e relazione tra i partner	Kick off technical meeting Catania	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Steering Committee Malta	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Steering Committee Marianelli	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Steering Committee Gozo	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Steering Committee Catania	evento	n.	n.1	Partecipanti / attendance sheet	n.
Act 2.2 Public/external communication	Eventi pubblici	Evento di lancio Catania	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Evento pubblico Malta	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Evento pubblico Marianelli	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Evento pubblico Gozo	evento	n.	n.1	Partecipanti / attendance sheet	n.
		Evento di chiusura Catania	evento	n.	n.1	Partecipanti / attendance sheet	n.
Act. 2.3 Sharing experience	Eventi e iniziative dedicati a target specifici	Seminario per graduate student	Seminario	n.	n.1	Beneficiari raggiunti/ attendance sheet	n.
		Seminario per gardeners	Seminario	n.	n.1	Beneficiari raggiunti/ attendance sheet	n.
		Seminario per seed bank employes in Gozo	Seminario	n.	n.1	Beneficiari raggiunti/ attendance sheet	n.
ACT 2.4 Dissamination	Materiali promozionali	Brochure/depliant					
		Gadget	Ideazione e produzione	n.	n.1	Copie distribuite	n.
	media	Materiale educativo	Ideazione e produzione	n.	n.1	Copie distribuite	n.
		Redazione articoli e comunicato stampa		n.	n.1	Articoli pubblicati	n.
		Sito web	Realizzazione	n.	n.1	Visite del sito	n.

Grazie!

***E buona festa
dell'Europa a tutti!***

