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Deliverable: D2.1
Dissemination and Outreach Strategy

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MarinE litter transnational *LegislaTion*
EnhanceMent and *Improvement*

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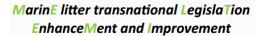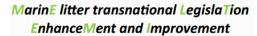| Dissemination Level		
PU	Public	√
RE	Restricted to a group specified by the consortium (including the ProgrammeAuthorities)	
CO	Confidential, only for members of the consortium (including the Programme Authorities)	

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1. Scope

The MELTEMI Dissemination and Outreach Strategy (DOS) presents the main guidelines to maximize the dissemination of the purpose and outcomes of MELTEMI within the constraints of time and resources allocated to the project.

2. Summary

Dissemination & Outreach Strategy (at a glance)

Main goal & objectives

- Connect the project with key actors
- Communicate project's results
- Engage society
- Increase public awareness
- Capacity building of public authorities and local stakeholders
- Boost environmental education practices
- Promote Ocean literacy

Stakeholders & Audience:

- Authorities, Central & Local
- Education, Institution & Academia
- Societal Awareness Groups
- Primary Sector
- Industry
- Retail
- Tourism Sector
- Local Media
- Other Research Projects
- General Public

Communication Tools & Methods:

- Internal communication repository and documents (e.g.: Communication Material Folder, Communication Representatives Document)
- Project and Partners Mailing lists Document
- List of local and national press
- Electronic communication material: logos, electronic brochures, electronic leaflets
- Printed material: Brochures, Leaflets, etc

- Press releases
- Promotional articles
- Newsletter
- Website (http://meltemi-balkanmed.eu)
- Project's Social Media (Facebook, Twitter)
- BMP's Communication Guide principles
- Information Centres
- Blue Cafes
- MELTEMI @School

DOS supplements the BMP Integrated Communication Guide for Projects of the Programme and tailors it to the specific nature and needs of the MELTEMI project adhering to the Communication, Dissemination of Information and Publicity principles stipulated in Project Implementation Manual (PIM).

Evaluation measures & Assessment Methodology:

Apart from the indicators of achievements (as described in the application form) tools such as tracking documents e.g. the Dissemination Strategy Table, Impact Assessment, Publication Tracking, etc. will be created to evaluate project's communication activities and measure our impact.

Follow-Up & Update of the Dissemination Strategy:

This Dissemination Strategy Document will be reviewed and updated on biannual basis as part of the Project's Publicity Report. The Communication and outreach officer will be in close contact with the partners' communication contact persons for a constant evaluation of the DOS.

3.   Overview of MELTEMI project

"MELTEMI" (MarinE litter transnational LegislaTionEnhanceMent and Improvement) is a projectunder the TransnationalCooperation Program Interreg V-B Balkan-Mediterranean 2014-2020 and its thematic objective 'Enhancing institutional capacity of public authorities and stakeholders and efficient public administration'. MELTEMI project seeks to actively engage society and key-actors through information, education, training and networking on a science and policy assessment framework of marine litter.

4. Introduction to DOS

Marine litter is among the Good Environmental Status (GES) descriptors for the implementation of the EU Marine Strategy Framework Directive (MSFD, 2008/56/EC) and also among the ecological objectives for the GES for the Ecosystem Approach (EcAp) in the Mediterranean under the Barcelona Convention, UNEP/MAP).Since marine litter is a complex and transboundary environmental problem that requires international cooperation, MELTEMI's foundation is the establishment of transnational networks among Greece, Cyprus, Bulgaria and Albania. Under the lack of common policies and methodologies regarding marine litter, MELTEMI will support the activities of MSFD/TGML by establishing and performing for the first time common and comparable methodologies in the Eastern Mediterranean, Adriatic and Black Sea.

For this purpose, MELTEMI aims to train and assist local authorities to take decisions and adapt the most suitable tools and practices in order to develop a local specific National Action Plan Proposal (NAPP) for each country. MELTEMI also seeks to engage society at all levels of NAPP development through awareness, education and dissemination actions. The final goal is to combine NAPPs in order to assemble an integrated and coherent single Transnational Action Plan Proposal (TAPP) on marine litter management.

In order to approach society and communicate MELTEMI project activities and outcomes, a Dissemination and Outreach Strategy (DOS) has been developed following also the principles of the BMP'sIntegrated Communication Guide for Projects. The DOS was discussed in detail among all partners at the Setting the Strategy Workshops held on 29-30

January 2018 at HCMR premises and particular at the '*Designing the Communication and Outreach Strategy* workshop on 30/1/18.

Being part of the Publicity Report of the Project the DOS will be upated and validated on biannual basis.

5. Dissemination and Outreach Strategy (DOS)

5.1. DOS main goal and objectives

Dissemination and Outreach Strategy (DOS) presents the main guidelines to maximize the dissemination of the purpose and outcomes of MELTEMI within the constraints of time and resources allocated to the project. All dissemination actions should support or inform project development and maximize project's impact.
The DOS contains a set of guiding principles to ensure that:

- the objectives of MELTEMI project will be communicated effectively to all relevant stakeholders (local authorities, schools, local society etc)
- stakeholders will be efficiently engaged in order to participate and support project's actions
- public awareness will be succeeded and environmental education practices will be boosted towards an ocean literate society on marine litter issues
- all outputs and resources produced in the project will be transferred to target users

All project partners are involved in dissemination and exploitation, in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.
DOS supplements the BMP Integrated Communication Guide for Projects of the Programme and tailors it to the specific nature and needs of the MELTEMI project adhering to the Communication, Dissemination of Information and Publicity principles stipulated in Project Implementation Manual (PIM)

5.2. Audience

The different individuals, groups, and organizations that will be interested in the project and its results need to be identified and informed. The following audiences may be considered:

5.2.1 Internal Audiences

Internal audiences are the members of the project consortium. Internal audiences should be well informed about the progress of the dissemination activities. Adequate internal dissemination can also ensure that the project has a high profile within our research networks. For this purpose the Leading partner will hire a Communication Officer to coordinate the activities across the partners and become the focal communication point of the project.

Thus all partners should inform/notify in writing the Communication Officer about a) all pending dissemination activities in order CO promotes the information where needed (website, press etc) and b) dissemination activities aftermath in order CO evaluates the DOS and includes them to the project's progress reports.

Partners should also appoint a specific person who wil be responsible for carrying out the communication activities in their area.

5.2.2 External Audiences - Stakeholders

An external stakeholder is anyone outside the project consortium who has a vested interest in the project or will be affected by its outcomes. Stakeholders can be individuals or organizations who are actively involved with the project and can play a key role in achieving the objectives of the project. Involving them during planning and implementation can be an added value by:

- Sharing Knowledge.
- Building long-term relationships which can ultimately lead to increased consensus for effective and long-term results.

- Promoting meaningful contribution to the project's outputs.

- Increasing transparency and lead to better decision making.

- Optimizing use of resources.

Different stakeholders will be engaged for different purposes and at different phases of project's planning and implementation and it is important to recognize the level of influence each one has on the project. It may not be feasible or appropriate to engage all potential stakeholders. Stakeholders analysis and engagement is described in detail below (§5.3)

5.3. External Stakeholder Analysis

A comprehensive stakeholder database will be created, in order to facilitate the communication with all the stakeholders involved in MELTEMI, by integrating their contact details and classifying them according to their level of engagement with the project. Depending on their level of engagement, different dissemination and exploitation mechanisms will be employed. The partners of the MELTEMI will help to create the list at national and international level.

During the "Setting the Strategy" workshop that was held on 29-30 January in Athens the project consortium focused on the identification of potential stakeholders for the MELTEMI project. The main aspects of stakeholder analysis were:

- the definition of the main groups of stakeholders,

- the identification of the level of engagement of each group according to the key message addressing them

- and finally the appropriate way of approaching each group.

5.3.1 Main Groups of Stakeholders

The first crucial step towards the creation of the MELTEMI Stakeholder Database had been achieved (during the first Workshop by all partners, as described above) by recognizing the

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main groups of potential stakeholders for the project. This first list at national and international level includes eight (8) groups namely :

Group A: **Authorities, Central & Local**

1. Municipality
2. Local authorities
3. Port/Harbour authorities

4. Waste management authorities
5. NATURA 2000 protected area management office
6. Marine administration
7. Executive agency of fisheries
8. Beach cleaning companies
9. BISAC (Black Sea Advisory Council)
10. Chios prefecture

Group B: **Education, Institution & Academia**

1. Universities of the area
2. Schools
3. Researchers
4. Legal Experts

Group C: **Societal Awareness Groups**

1. Citizens & society
2. Local NGOs / environment NGOs
3. Consumers community

Group D: Primary Sector

1. Fishermen
2. Aquacultures
3. Agricultures

Group E: Industry

1. Local industry
2. Ship repairing industry
3. Industries near coast
4. Plastic industry
5. Maritime sector
6. Marine administration

Group F: Retail

1. Supermarkets
2. Art crafts & traditional food
3. Shop owners/ chambers of commerce

Group G: Tourism Sector

1. Hotels
2. Cafe, bars, restaurants
3. Coastal shop owners
4. Touristic agencies
5. Recreation cruise companies
6. Maritime sports associations
7. Tourists
8. Divers

Group H: **Local Media**

1. Newspapers
2. Online news portals
3. Local TV & Radio Stations

The list will be further developed as part of deliverable 4.1 (Training and Networking Roadmap towards Action Plan Proposal) and a detailed map of stakeholders will be prepared with their contact details per country

5.3.2 Level of engagement

I. Key messages

Once the purpose and the audience of the dissemination were clear, MELTEMI partners defined the key messages. To that end, the following communication principles were kept in mind:

Messages Should Be

Clear: Messages should be clear, simple, and easy to understand. Use language appropriate for the target audience, and use non-technical language where possible.

Targeted: Tailor messages to the receiver(s). Carefully consider what they should know about the project. It is possible to send the same message to different audiences, but check the relevance of the message to the receiver each time.

Actionable: After hearing the message, the target audience should understand what action(s) to take.

Repeated: Enhance impact by coordinating messages of different projects related to the same subject. Repeating key messages over time reinforces the messages with the target audiences.

Factually Correct: Use plain language, and ensure that information is correct and realistic.

Notice! The purpose of the definition of the Key Messages is not for marketing use but only to define the Call-to-Actions for each Stakeholder category as follows:

A. **Authorities, Central & Local**
   1. Get trained and make use of decision tools
   2. Create and support of control and mitigation measures
   3. Use legal enforcement

B. **Education, Institution & Academia**
   1. Get informed and trained on the marine litter problem
   2. Increase awareness and educational activities
   3. Promote environmental friendly behaviour
   4. Contribute to the development and education of the general public to tackle marine litter problem
   5. Perform information and data collection

C. **Societal Awareness Groups**
   1. Raise public awareness about the marine litter problem
   2. Inform and train on the marine litter problem
   3. Promote environmental friendly behaviour
   4. Promote networking and collaboration to address marine litter
   5. Use the tools developed by MELTEMI project
   6. Enhance civil society's activities on marine litter topic in cooperation with local authorities

D. **Primary Sector**
   1. Promote recycling and litter waste management
   2. Use reusable and not single-use products
   3. Collect waste ("fishing for life")
   4. Gain from the benefits of less marine litter

E. **Industry**
   1. Do better waste management

2. Develop products that are eco-friendly
3. Follow good environmental practices for waste

4. Include marine litter in Corporate Social Responsibility programs (CSR)

F. **Retail**
   1. Introduce biodegradable bags
   2. Do better waste management
   3. Recycle more
   4. Not use and not-promote single-use plastics
   5. Promote alternatives to plastic bags

G. **Tourism Sector**
   1. Make less waste through waste management practices (compost, recycle, etc)
   2. Enhance awareness to tourists
   3. Recycle more
   4. Not use and not promote signe-use plastics
   5. Promote Sustainable Tourism

H. **Local Media**
   1. Report the importance of marine litter problem and direct need for litter reaction

II. Level of Engagement

The Levels of Engagement can be divided in 3 main categories:

- **Awareness**: Stakeholders get informed and learn more about what the project does and why.

- **Education & Consultation**: Stakeholders are being educated about the marine litter and take part on the consultations about marine litter.

- **Commitment & Gain ownership**: The stakeholders take action, gain ownership of the project and working towards the realization and maximization of project results.

Every Stakeholder category may have a different Level of Engagement which means, that he/she is asked to play a different role on the project implementation and dissemination. Level of engagement MELTEMI wants to achieve from each group of Stakeholders is shown in the table below (Table 1)

Table 1. Stakeholders level of engagement

Awareness	1) Authorities, Central & Local 2) Education, Institution & Academia 3) Societal Awareness Groups 4) Primary Sector 5) Industry 6) Retail 7) Tourism Sector 8) Local Media 9) Other PBRNs 10) General Public
Education & Consultation	1) Authorities, Central & Local 2) Education, Institution & Academia 3) Societal Awareness Groups 4) Primary Sector 5) Industry 6) Retail 7) Tourism Sector
Commitment & Gain ownership	1) Authorities, Central & Local 2) Education, Institution & Academia 3) Primary Sector 4) Industry 5) Retail 6) Tourism Sector

5.3.3 Approaching External Stakeholders

Taking into consideration that external stakeholders can act as catalysts for the dissemination process coupled with the fact that each group has a different profile it is essential to define the best approaching way in each case (e.g. personal calls, Newsletters, Official letter, etc.). The table below (Table 2) indicates suggested approaching methods and methods & tools for delivering messages to Stakeholders depending on the group that they belong to.

Table 2. Stakeholder's approaching methods

Stakeholder groups	Approaching methods	Methods & Tools for Delivering Messages to Stakeholders
Authorities, Central & Local	- Official letters - Newsletters	· Provide decision tools through seminars. · Provide solutions through meetings and seminars. · Mutual training programs (Collective method) · Workshops
Education, Institution & Academia	- Official letters - Newsletters	· Workshops · Meetings · Training · Schools Visits · Social Media · Forums · Educational material/ leaflets
SocietalAwareness Groups	- Direct contact (telephone calls - emails) - Newsletters	· Meetings and events · Forums · Social media groups · Telephone Calls · emails · Newsletters
Primary Sector	- Direct contact (telephone calls - emails)	· Training · Workshops · Seminars · Direct Contact (emails, telephone calls)

Stakeholder groups	Approaching methods	Methods & Tools for Delivering Messages to Stakeholders
Industry	- Official letters	· Meetings with the association of industry · Seminars · Training · Official letters · Leaflets · Press release
Retail	- Official letters - Direct contact (telephone calls - emails)	· Meetings with the association of retails · Participation to local/national sector fairs · Forums · Information material for them and the customers · Official letters · Telephone calls
Tourism Sector	- Info stands - information material, leaflets	· Meetings with the local tourist association · Seminars for training · Info stands/ information material, leaflets
Local Media	- Press releases - Personal Calls - Newsletters	· Press releases/ outcomes · Information material · Invitation to events · Social media · Website · Personal Calls

6.   Communication activities and tools

MELTEMI aims to run a public campaign that will be developed to raise awareness on marine litter, waste prevention and responsible consumer behaviour. The Main MELTEMI 's communication "tools" supporting the public campaign are listed below:

- Awareness raising Blue-Cafés which will be introduced as an innovative way to enhance networking with the local communities and engage the public at large.

- MELTEMI@school network that will engage schools in the region and actively involve 2 schools/country in marine litter assessment.

- MELTEMI Information and Exhibition Centres will be established in each country as the focal point for attracting, informing and reviving the public's interest to MELTEMI

In addition a number of traditional communication tools and materials will be used as described in section §6.4

6.1 Blue Cafes

MELTEMI project foresees an active engagement of the society and the key-players by informing them on a science and policy assessment framework of marine litter. **Blue cafes** that will be organized in the 4 partner countries, is an innovating way to enhance networking and stakeholders engagement. **Blue cafes** are in other words Science Cafes and in fact are events that:

✓   take place in casual settings such as pubs and coffeehouses;

✓   are open to everyone, and;

✓   feature an engaging conversation with a scientist about a particular topic.

Science Cafés represent a grassroots movement exist all over the world and can vary from place to place. Venues range from a local library or coffee house to a neighborhood bar and its conduct is deemed successful when it fosters an informal atmosphere where all participants feel encouraged to participate.

6.1.1 Guidelines for organizing Blue Cafes

Three Blue-Cafés, aiming to 30 participants, will take place during the whole duration of the project in each of the 4 countries. Through **Blue cafes**, MELTEMI goals will be introduced and discussed with local people at the leisure of a coffee shop, book store, involving actively of the local society. In order to ensure the success of that project activity we should take into consideration that a Blue cafe:

➢ Does not aim long lectures with a passive audience listening to an expert but should be **dynamic**, **two-way interactions** between scientists/ experts and the public. By this way, the public feels empowered to learn, and the scientists/ speakers gain valuable perspective on their own work.

➢ is flexible and adaptable (place to be performed, invited scientist, methods of engaging the participants) according to the targeted audience

➢ should, responsibly, inform the society about gaps and needs for the issued to be discussed - marine litter issues in MELTEMI case- without assuming any specific background of the audience.

➢ should encourage public to an active participation, providing open discussion where everyone feels free to express their point of view.

➢ is an innovating way to enhance networking and stakeholders engagement. Different groups of stakeholders working on the same subject are rarely working together and thus Blue Cafes are a great opportunity to bring together and achieve stakeholders collaboration.

In order to ensure greater public participation in Blue Cafes, a range of dissemination channels such as press, online and traditional media, project's website, newsletters, promotional articles will be used to advertise and promote the events. The knowledge of the local people and local communication channels is important for the success of the Cafes Preparing the events well in advance is also crucial for their success. Press releases inviting all stakeholders to the event should be released at least two weeks before the event followed by a second one that will inform about the results of the Blue Cafe activity (two weeks after its completion). The information about the Blue Cafes should be continuous

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throughout the duration of the project through the Exhibition and information Centres and culminated before each Café. The Communication officer will coordinate the action across the countries and the partners will be responsible for organizing and running the Cafes.

The process and success of the Blue Cafes will be reported at the end of the project in the dedicated deliverable D2.2 Engaging the Society - Blue Cafés. A report will also be produced after each Café to monitor the progress and evaluate their outcome. The outcomes of the Cafes will be used during the final formulation of the NAPP thus fostering the participation and its endorsement of the local society

Timing: The original plan calls for 2 (out of the 3) Blue Cafes to be carried out back to back with the school visits and the field trips for marine litter assessment. This way the impact on the local society would be maximised and project resources will be economised. By arranging these modular events a big number of MELTEMI scientists will visit the area on the same time acting as a catalyst toattract and engage different levels of the local society. The final Blue Café will coincide with the final course giving the opportunity of the local society to formulate the NAPP.

Bearing these in mind the BlueCafes are suggested to be carried out on March/April 2018, September/ October 2019 and June 2019.

MELTEMI Website will have a dedicated Stakeholdersection/ area where all information and actions of the BlueCafes will be housed and properly communicated and disseminated

6.2. MELTEMI@School

MELTEMI@School will introduce schools in the project by actively engage students in activities and real marine litter assessment in the study areas through a dedicated MELTEMI@Schools network and also give them the opportunity to present their views and outcomes to local society. The engagement of schools will increase the ocean literacy of the young generation and create the future citizens based on sustainable development principles.

For these purposes, scientists will visit schools, address the issue of marine litter, present MELTEMI project and encourage the participation of students to MELTEMI's activities. A

MELTEMI@schoolhandbook will display the guidelines for the effective engagement of schools in marine litter :

- First step is to decide which is the preferable age of the students to be approached. It should be kept in mind that working with very young students (primary school) will deliver more craft work while working with older student (high school) will deliver a more scientific work.

  The final decision will be taken by the partners based on the specificities of each country.

- MELTEMI@School Network will be created by the different schools across the countries. In each country, 2 schools will participate in the Network.

- MELTEMIscientists will act as the mentors to the schools in order to inform them about MELTEMI project, educate them on marine litter issues, facilitate their participation and assist in 'real' marine litter assessment.

- Different procedures for introduction of educational packages in schools among the four countries may be applied according to national legislations.

- The European Environment Agency's (EEA) Marine Litter Watch (MLW) app will be presented to the participating schools by the scientists and schools will be then asked to create groups which will perform surveys in the coastal zones on marine litter (4 field trips). The use of MLW will allow MELTEMI schools to actually support the MSFD implementation by becoming part of the EU citizen scientist community to deliver data fit for policy-support purposes.

- Schools will be involved in real marine litter assessment and present their results to the local society. Four (4) assessments will be carried out by the schools and supported by MELTEMI scientists / experts.

- Schools will also collaborate with the information centers offering informational material with their results. Exhibitions showing students work through essays, videos and art work may be held at the information centers

- Finally, schools will write an essay, expose their thoughts on the reduction of marine litter and present their results using leaflets, videos and art works at the final School Event (June 2019)to the stakeholders and policy makers.
  Special awards will be present to all participating schools during this Event

- The outcomes of the Schools will be also presented to the final Stakeholders Training Course as a MELTEMI@school declaration for the formulation of the NAPP voicing the ideas of the new generation.

- Schools will be supported financially to participate in the MELTEMI@Schoolprogramme (transportation, disposables for the field trips, catering and presentation materials)

- A MELTEMI@school handbook displaying the role of the School and the Network in each country with useful information and guidelines wil be produced in each country

Timing: The timing of the school events should coincide with the Blue Cafes and ideally also with the marine litter assessment filed trips. However bearing in mind the peculiarities of the school period and curricula and the needs of the scientific monitoring a timing mismatch maybe justified.

The school visits are suggested to be carried out on March /April 2018, September/ October 2019, December/January and March 2019

Theprocess and success of the MELTEMI@school will be reported at the end of the project in the dedicated deliverable D2.3 MELTEMI@School Activities. A report will also be produced after each School Visit to monitor the progress and evaluate their outcome.

MELTEMI Website will have a dedicated Stakeholder section/ area where all information and actions of the MELTEI @school will be housed and properly communicated and disseminated.

6.3. Information and Exhibition Centres

Information and Exhibition Centers will be established in the 4 countries to support the wide spreading ofi nformation and engage society, i.e. promote the local capacity building and ocean literacy . The Centers will be located in the areas where the marine litter studies will be carried out and manned by the local partners: Chios (FMT), Varna (IO-BAS), Tirana or Vlora (ECAT) and Akamas (DFMR). They will become the focal point of MELTEMI activities in the area where stakeholders and society can be informed about the MELTEMI activities in general and particular in their area and more specifically on the issue of marine litter, and how they can be trained and involved in the local marine litter management.

They should be established and equipped within the 6 months of the project and remain operational and active for the whole duration of the project.

6.4. Communication Tools and Materials

Along with the specific communication activities that were described above, a number of 'traditional' dissemination methods and toolswill be applied. The purpose of these tools is to get our message to the target audience, achieve the purposes of the project and engage the stakeholders. The activities, methods and tools are also summarized below:

❖ Project website (http://meltemi-balkanmed.eu)

   With emphasis on the dissemination of the products of the project to the stakeholders through dedicated sections (Policy makers, Schools, BlueCafes, general public, etc).

❖ Social Media networking tools (Facebook, Twitter, LinkedIn, etc.) will be the node for running and promoting the project

❖ Production of MELTEMI tailor made communication material to inform on the effects of marine litter in the marine environment. They will be developed with clear and positive

messages, using global examples and simple language that can be locally adapted and distributed accordingly for project activities, events and results in a timely manner

- Fact sheets, brochures and flyers
- Newsletters and e-mail newsflashes
- Press releases & promotional articles
- Range of dissemination channels such as press, online and traditional media, interviews, mailing lists, will be developed and used.

❖ A portfolio of resources and tools will be developed for promotion and awareness following the BMP Communication guide An indicative list (non exhaustive) is presented below:
  - Logos
  - Posters, Stickers, Plaques
  - Templates for Deliverables, Milestones and presentations
  - Branded letter heads and other office stationary
  - Banners
  - Customised Folders, notebooks and other promotional material e.g. pens, usb drives, bags, T-Shirts, hats
  - Customised executive gifts

❖ The BMP Communication Guide provides extensive information on Projrct Brand Guidelines and Communication Toolkit. The information which will be fully respected in the DOS activities cover the following:

- Visual identity
  ⇒ Joint Branding,
  ⇒ logos (types, sizes and colours),
  ⇒ project Acronym,
  ⇒ fund mentioning
- Applications of Visual Identity

⇒ posters,

⇒ stickers,

⇒ billboards,

⇒ plaques,

⇒ website,

⇒ newsletters,

⇒ event materials and

⇒ on line communication

A Communication Toolkit setting the general principles of a communication Plan and providing the guidelines for organising events, for clear and effective writing (storytelling, newsletters, presentations) and for publishing (Websites and webpages, social media, media) is also described in detail in the BMP Communication Guide

At this point it is crucial to define the period that every communication activity and methodology will take place. To map this, the progress of the project as well as the agenda of the stakeholders were taken into consideration.

For instance, at the start of the project, it is preferable to focus on raising awareness and at the end, to highlight the impact, the achievements and of course the deliverables.

Also since MELTEMI is related to tourism and involves schools the limitations as well as the time commitments of the target audience and stakeholders should also be taken into account. For instance, acknowledging the school vacations and holidays and the tourist season in each region it is important for this step.

7. Monitoring & Evaluation of the Dissemination strategy

Like all other elements of a project, dissemination activities are met with varying degrees of success. To determine if a dissemination strategy was wellchosen and executed, we will use a two phase monitoring and evaluation method:

- Initially we will build indicators of achievements for the dissemination activities, both quantitative and qualitative (where needed) to see if they have achieved their aims. For example, we will measure the success of a website by checking the visits and the unique users and the success of a training session by asking participants to complete an evaluation questionnaire.

- Also we will evaluate the dissemination strategy in a regular basis in order to check if we have to update or modify any of the future dissemination actions since it is a dynamic environment.

For both of the above the Communication and Outreach Officer will be using certain tracking documents, such as the Dissemination Strategy Table, Impact Assessment, Publication Tracking, etc. to monitor and evaluate the progress

8. Communication and outreach Officer& communication contact persons

To assure the accomplishment of the purposes of the Dissemination and Outreach Strategy one expert will be employed as a Communication and outreach officer by the Lead Partner to coordinate the activities across the partners and become the focal communication point of the project. All partners have similar resources and should appoint a designated person (communication contact person) who will be responsible for carrying out and support the communication activities in their area. The list of communication experts will be presented in the in the updated DOS.

9. Budget

Funds for designing and producing the communication and outreach material, running the 'Communication Office/Information and Exhibition Centre' and for the planning, coordination, and execution the MELTEMI@School Programme and BlueCafes for the whole duration of the project have been earmarked for these purposes in each partner's budget.