


# D6.3 – Promotional campaigns and public outreach campaigns report



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391. 



**Project No.** S12.789391

**Project acronym** AQUA-LIT

**Project name** Preventive Measures for Averting the Discarding of Litter in the Marine Environment from the Aquaculture Industry.

**Start date of the project** 01.01.2019

**Duration** 24 months

**Deliverable ID** D6.3. Promotional campaigns and public outreach campaigns report

**Due date of deliverable** M12

**Lead beneficiary for this deliverable** EurOcean

**Please cite as:**

Margherita Zorgno. 2020. Deliverable 6.3: Promotional campaign and public outreach campaign report. AQUA-LIT Project. Lisbon. 43 pages.

Name	Organisation
NAME OF AUTHOR	NAME OF ORGANIZATION
Margherita Zorgno	EurOcean Foundation



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

Dissemination level		
<b>PU</b>	Public	x
<b>CO</b>	Confidential, restricted under conditions set out in Model Grant Agreement	
<b>CI</b>	Classified, information as referred to in Commission Decision 2001/844/EC	

## DOCUMENT HISTORY

VERSION	DATE	REASON	REVISED BY
1	Jan/2020	Sent to reviewer	-
2	Jan/2020	Sent back to Geonardo EurOcean	
3	Feb/2020	Sent to Geonardo	



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

# Contents

AQUA-LIT project.....	4
Project Consortium.....	5
1. Executive Summary .....	6
2. Promotional campaigns.....	6
Project launch campaign .....	6
Learning Labs campaign .....	25
3. Public outreach.....	43
4. What's next .....	45



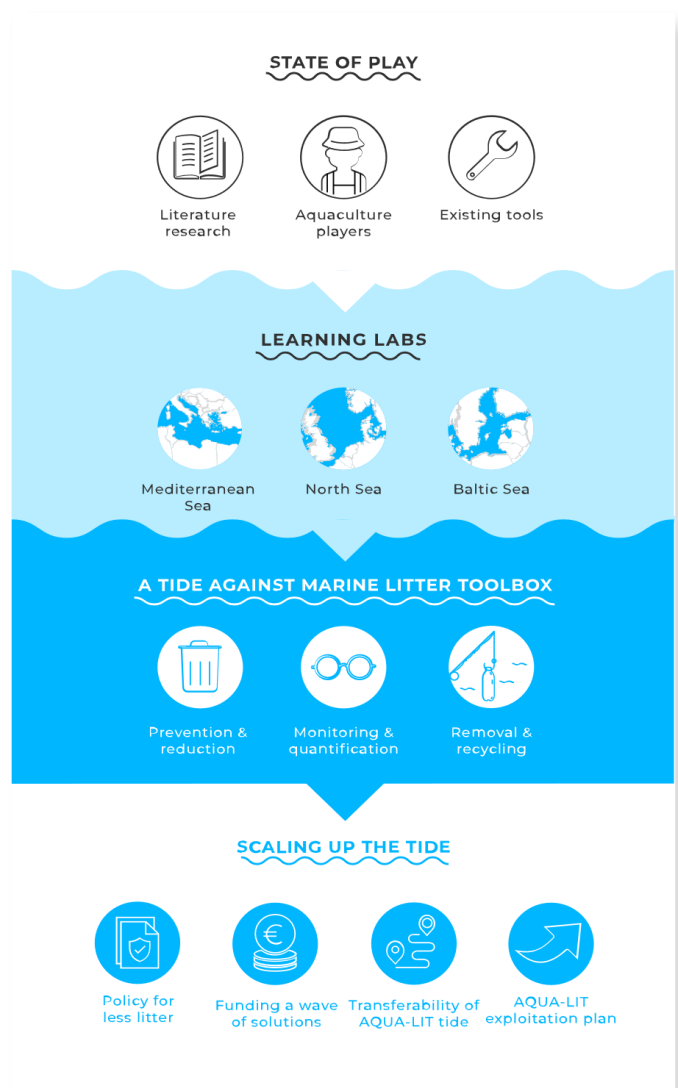
# AQUA-LIT project

**AQUA-LIT** is an EASME-EMFF funded project that aims at providing the aquaculture sector with a sustainable **toolbox** of innovative ideas and methodologies to address the 3 main components of marine littering: **prevention & reduction, monitoring & quantification, and removal & recycling.**

To fulfill this mission, we will be working face-to-face with aquaculture farmers in three **regional Learning Labs**: at the **Mediterranean basin, the North Sea and the Baltic Sea regions.** In parallel, we will identify and cluster existing, upcoming and already implemented tools on marine littering, and we will further **develop a platform and an app** for providing the **'Tide against marine litter toolbox'**.

Lastly, we will **'scale up the tide'** by developing the **'policy for less litter'** set of recommendations, by showcasing the **'funding a wave of solutions'** available for the sector and by coming up with a **transferability plan for outermost regions.**

Through this, we expect to help all stakeholders from the aquaculture chain to increase the understanding, awareness and availability of solutions, so a potential **transformation of the aquaculture sector towards a less polluting sector** can become possible.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

## Project Consortium



Geonardo Environmental Technologies  
**(GEO)**



European Centre for Information on Marine  
Science and Technology **(EurOcean)**



Vlaams Instituut voor de Zee -Flanders  
Marine Institute- **(VLIZ)**



Sustainable Projects GmbH **(s.Pro)**



Instituto Español de Oceanografía -Spanish  
Institute of Oceanography- **(IEO)**



Société d'Exploitation du Centre National  
de la Mer - French National Sea Centre in  
Boulogne-sur-Mer- **(Nausicaa)**



Fundo Regional para a Ciência e Tecnologia  
-Regional Fund for Science and Technology-  
**(FRCT)**



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

# 1. Executive Summary

This document presents the promotional and public outreach campaigns carried out along the first half period of the project (M1-12). These campaigns were launched to increase visibility and awareness among the targeted audience groups and the general public, exploiting the latest trends and functions of social media (Facebook, Twitter, Instagram, LinkedIn), utilising visually appealing graphic design, and disseminating among the partners networks. The first campaign was dedicated to the project launch and the second to the Learning Labs. Outreach and involvement of the general public has been always ensured by regular posting on social media and through a periodic newsletter. The development of the campaigns and outreach content is under Subtasks 6.3.1 and 6.3.2, and is strictly following the AQUA-LIT visual identity guidelines (Deliverable 6.1).

## 2. Promotional campaigns

Campaigns are a very important part of the project, since they are often one of the best way to interact and engage with targeted stakeholders and reach out the general public. Along the first 12 months of the project, two online promotional campaigns were carried out: project launch campaign and Learning Labs campaign.

### Project launch campaign

The **AQUA-LIT project launch campaign** was carried out along **Month1** (January 2019) with the aim of maximising visibility of the project's existence and objectives, and start to create an online community of followers in the social media. Facebook post reached 500 people and got 25 engagements. Twitter post got 4,185 impressions, 69 engagements, 24 likes and 12 retweets. Instagram post had 18 likes and reached 58 people, and this was the first post published on our Instagram account. It is important to mention that these results are organic, and no paid promotion was carried out.

Target groups: general public, aquaculture community, industry players, policy makers, NGOs, important networks (e.g. AQUACULTURE ADVISORY COUNCIL - AAC)

Main content conveyed: project's objectives, partners involved in AQUA-LIT, future activities of the projects.

Channels:

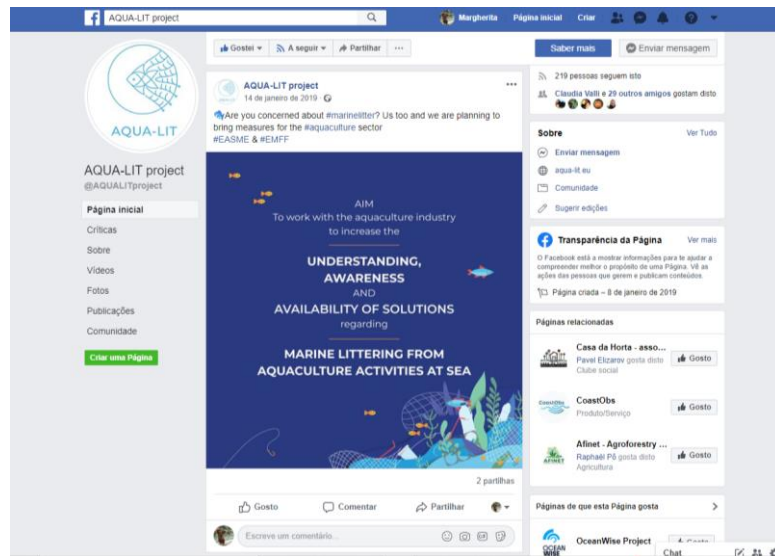
- **AQUA-LIT Social media channels** – Facebook, Instagram, Twitter, YouTube



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

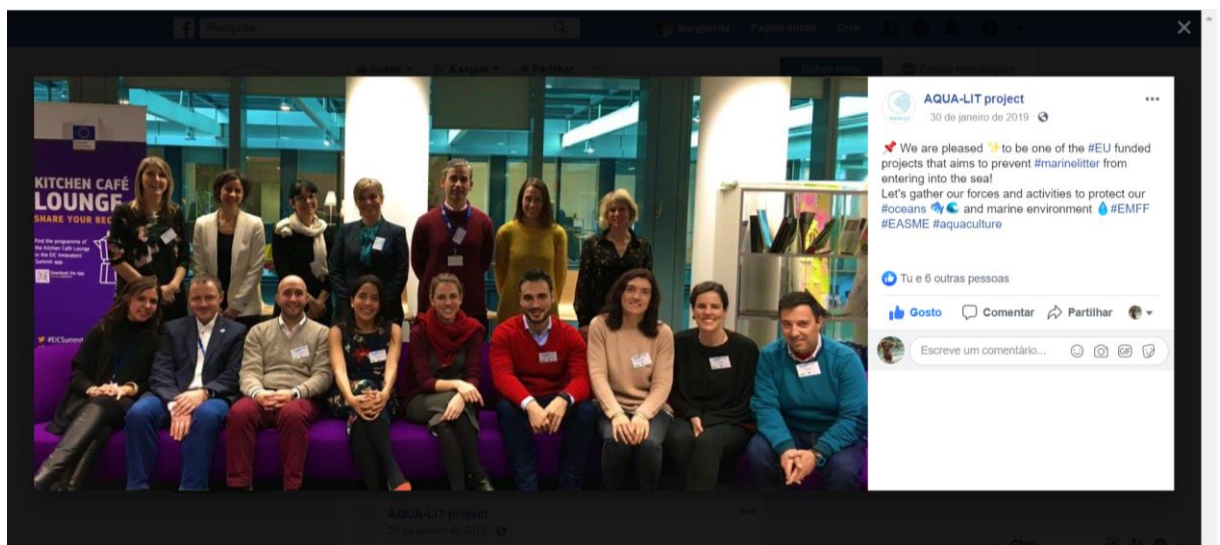
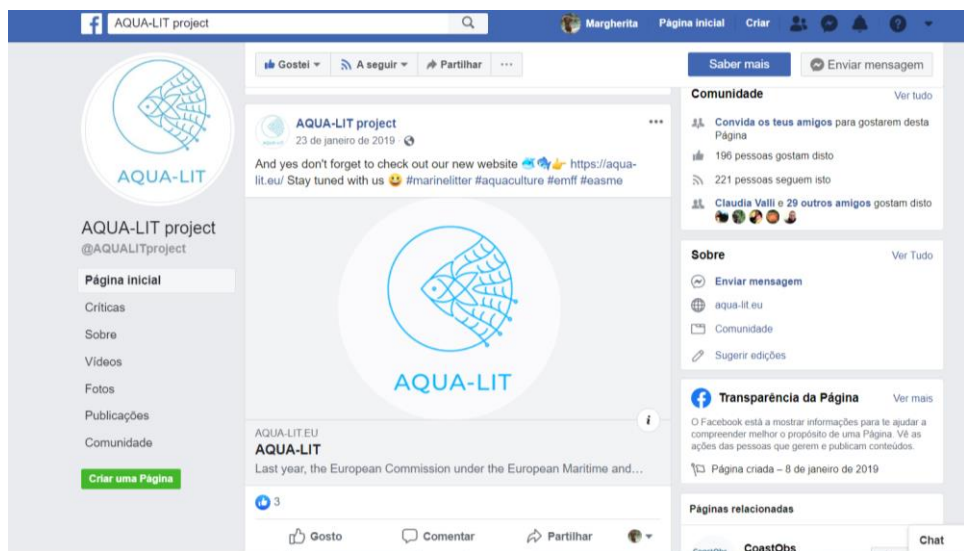
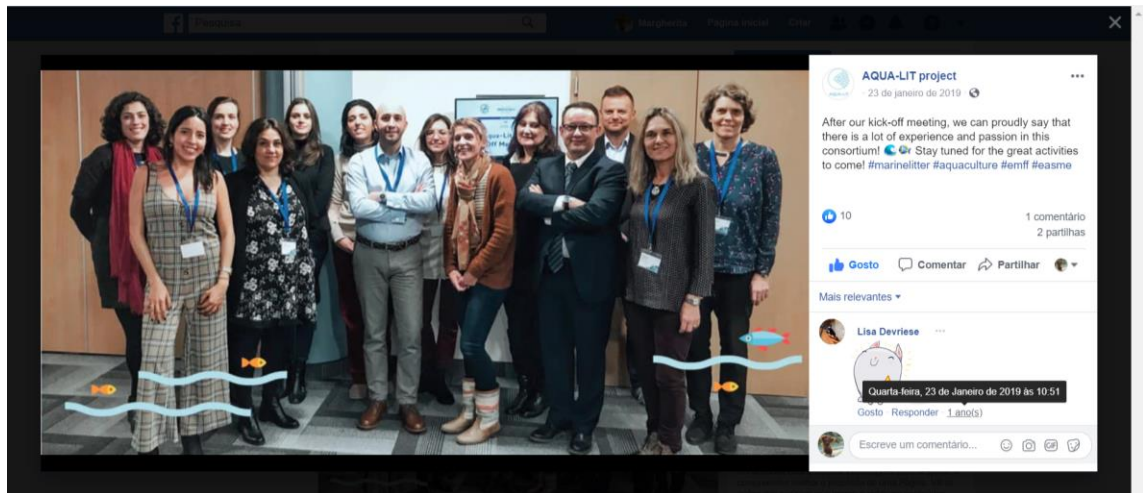
Posts with appealing design were shared throughout AQUA-LIT social media channels, inviting the audience to visit the new [AQUA-LIT website](#), learn about the project aim and future plans and follow AQUA-LIT social media.

Facebook:

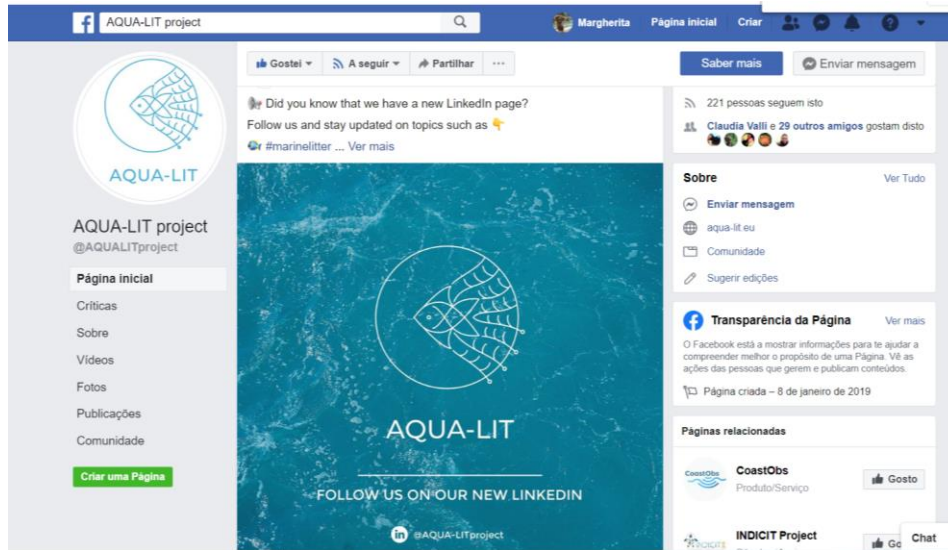


This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

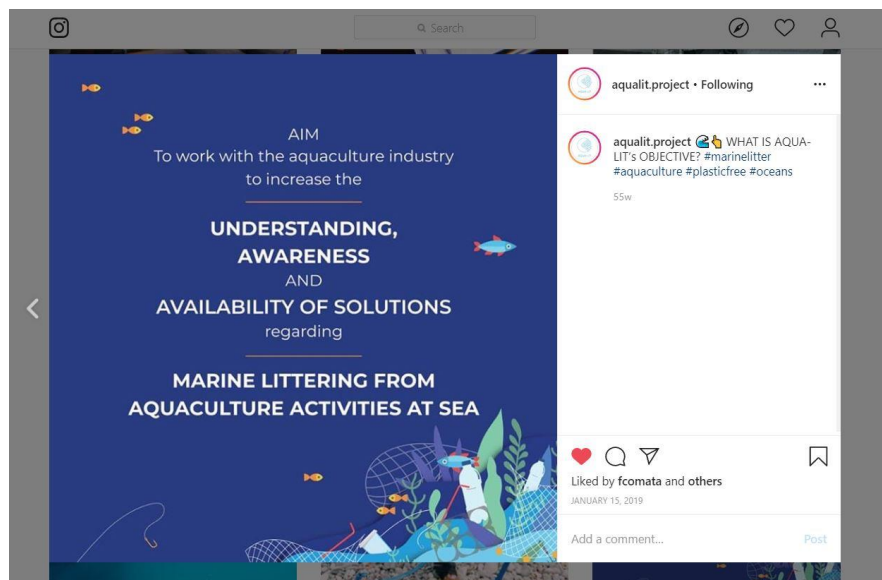




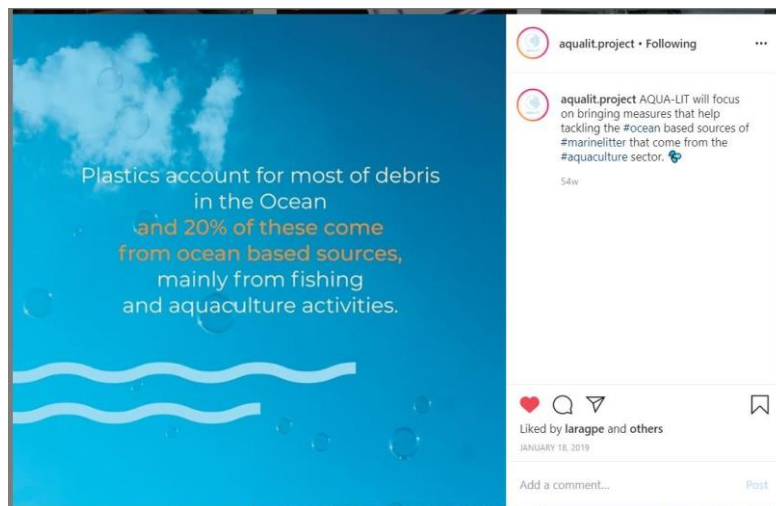
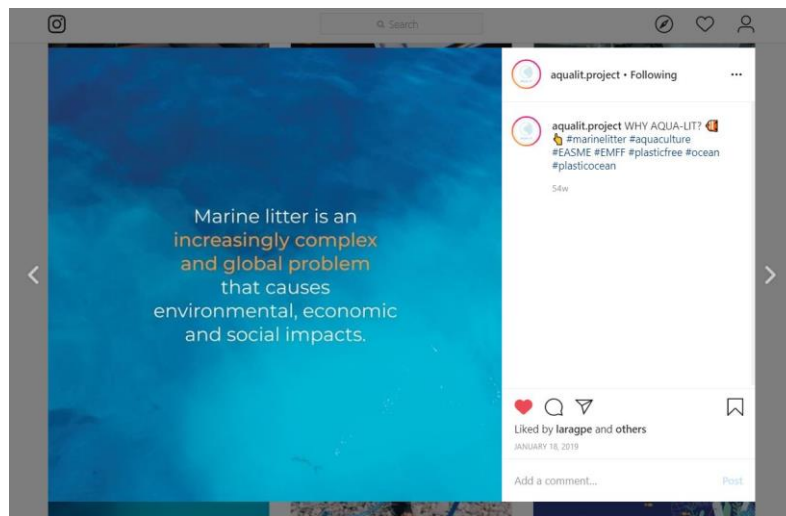
This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



Instagram:

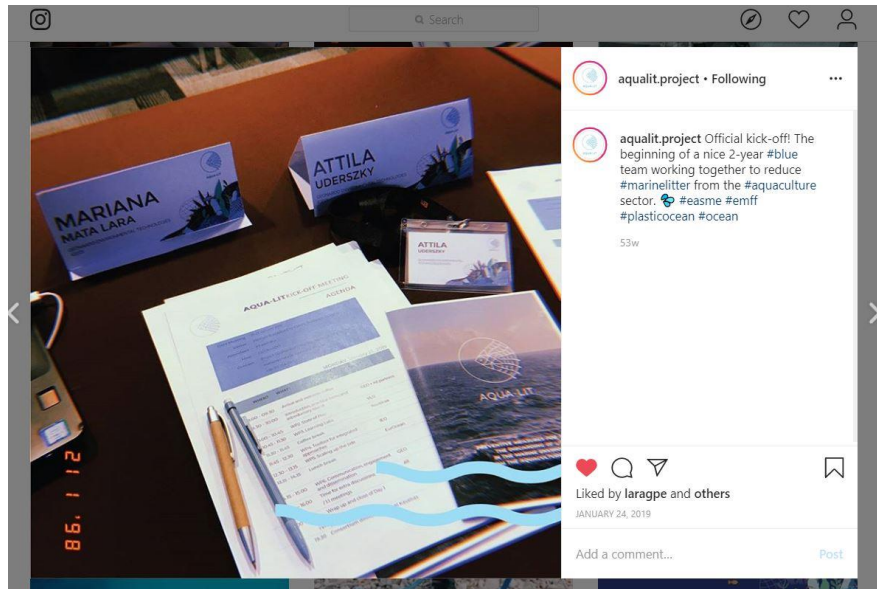


This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

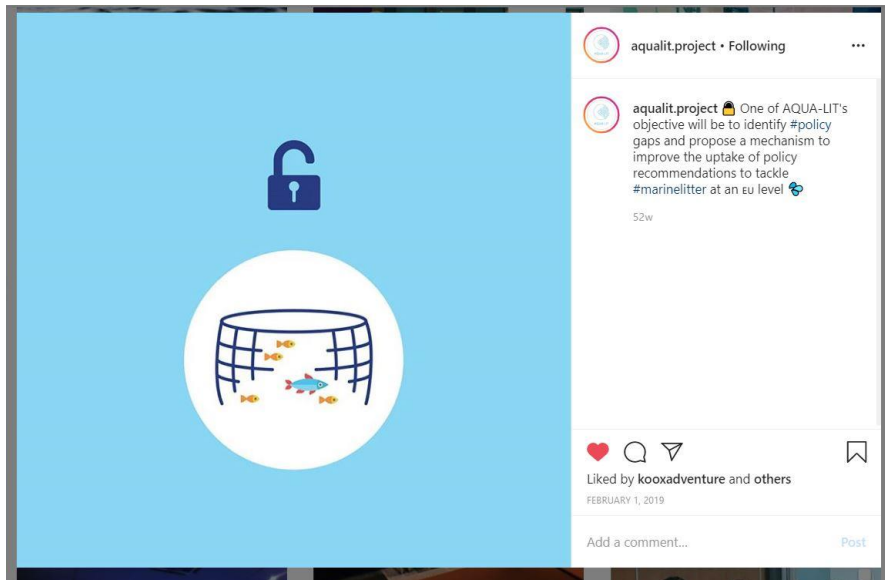


This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



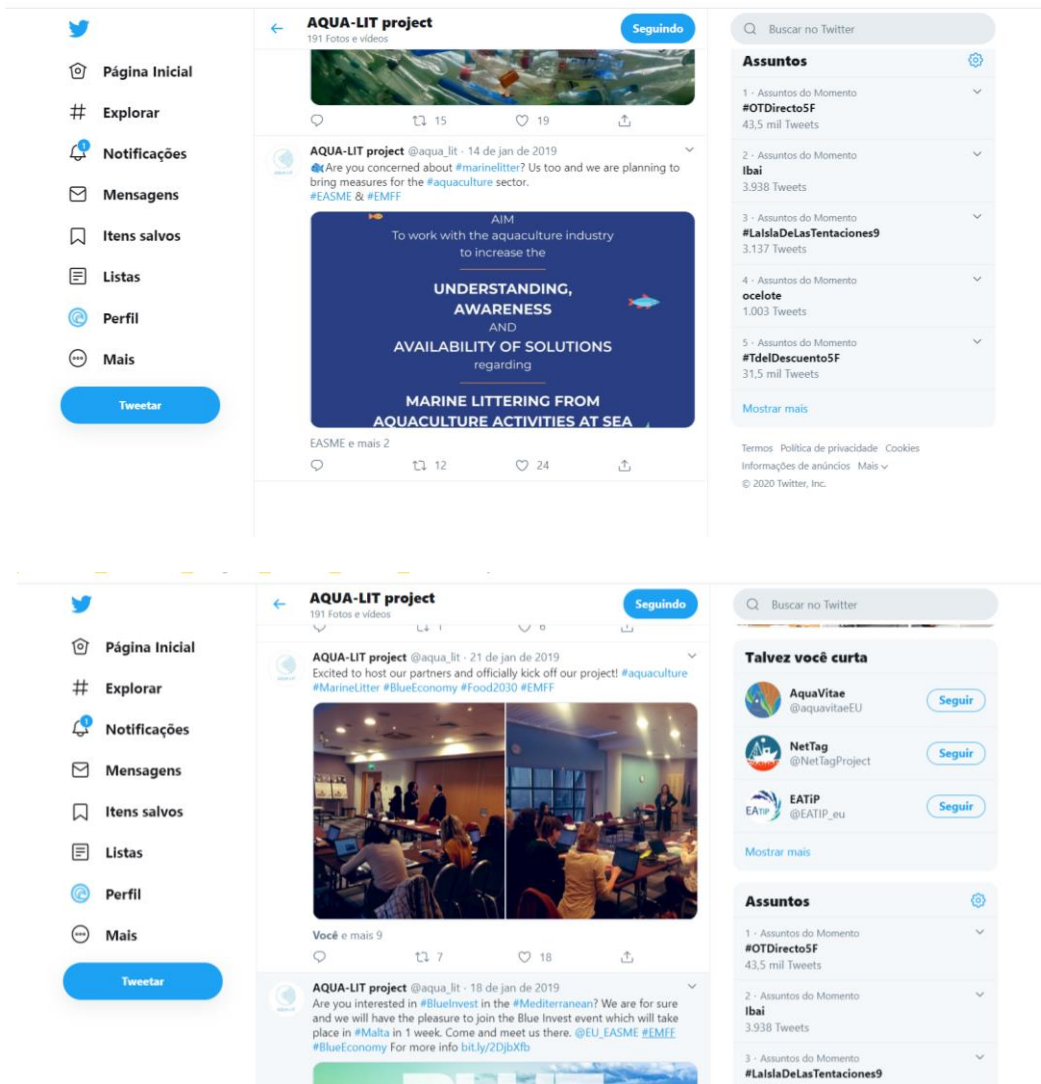


This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

Twitter:



The image displays two screenshots of the AQUA-LIT project's Twitter profile. Both screenshots show the left-hand navigation menu with options like 'Página Inicial', 'Explorar', 'Notificações', 'Mensagens', 'Itens salvos', 'Listas', 'Perfil', and 'Mais'. The main content area shows tweets from the account @aqua\_lit.

**Top Screenshot:** A tweet from January 14, 2019, with the text: "Are you concerned about #marinelitter? Us too and we are planning to bring measures for the #aquaculture sector. #EASME & #EMFF". It includes a blue infographic with the text: "AIM To work with the aquaculture industry to increase the UNDERSTANDING, AWARENESS AND AVAILABILITY OF SOLUTIONS regarding MARINE LITTERING FROM AQUACULTURE ACTIVITIES AT SEA". The tweet has 15 retweets and 19 likes.

**Bottom Screenshot:** A tweet from January 21, 2019, with the text: "Excited to host our partners and officially kick off our project! #aquaculture #MarineLitter #BlueEconomy #Food2030 #EMFF". It includes a photo of a meeting. The tweet has 7 retweets and 18 likes.

Both screenshots also show a right-hand sidebar with 'Assuntos' (Topics) and 'Talvez você curta' (You might like) sections.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

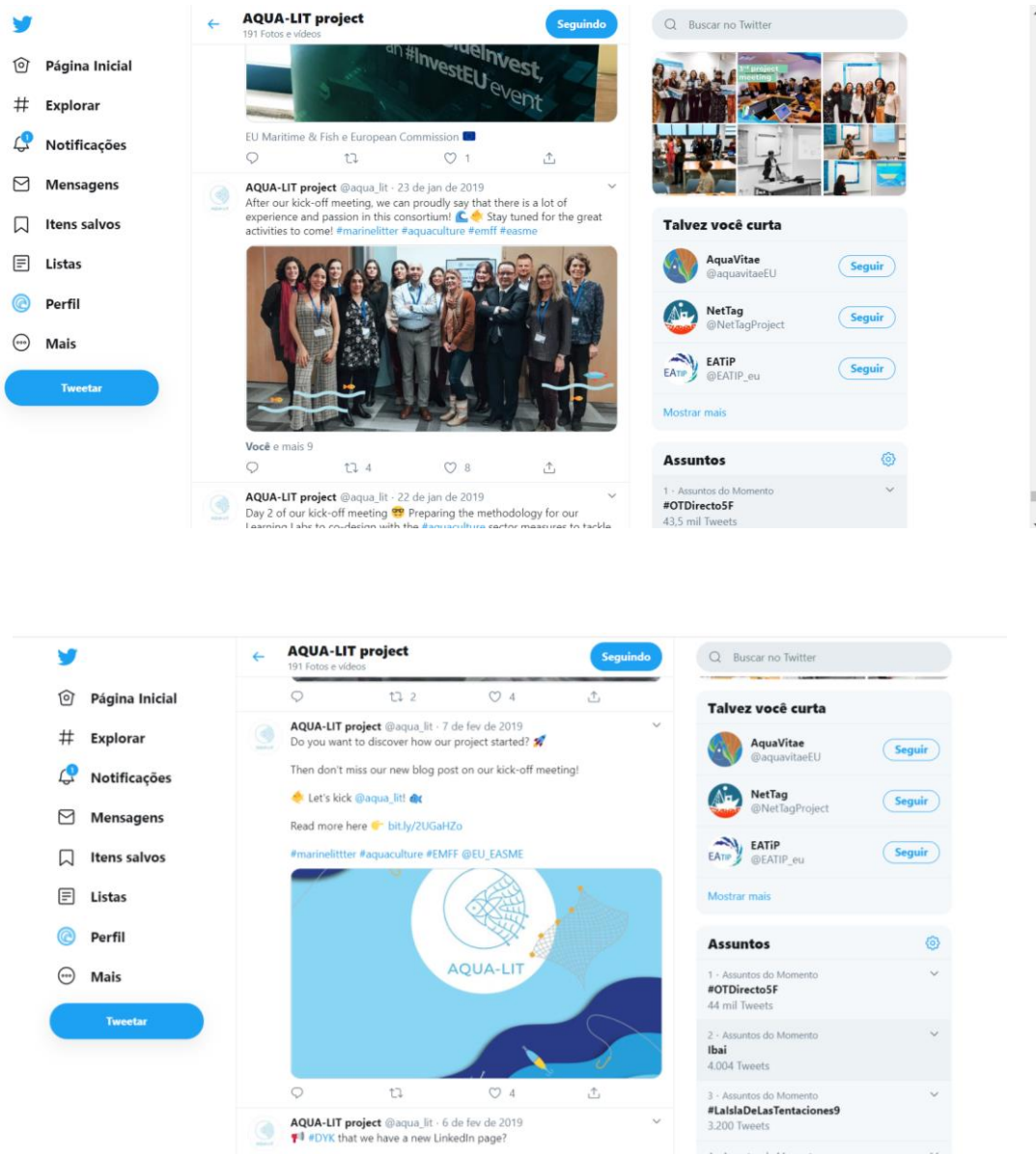


Figure 1: AQUA-LIT promotion on AQUA-LIT social media channels



This project has received funding from the European Union’s EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

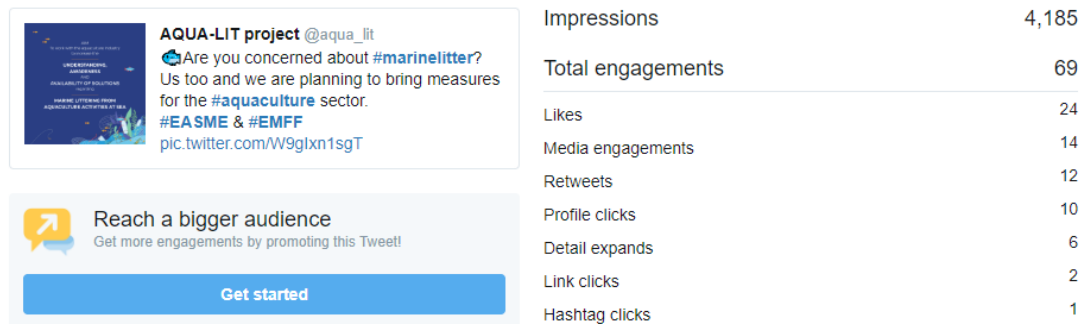


Figure 2 Numbers of engagement in Twitter for the post about project launch

### ➤ AQUA-LIT Website blogposts

A dedicated blogpost on the project launch was published in the AQUA-LIT website (<https://aqua-lit.eu/news/4/aqua-lit-new-eu-project-on-marine-litter>). The project Kick of Meeting was done in Month1, and a dedicated promotion blogpost was also published in the website (<https://aqua-lit.eu/news/12/let-s-kick-aqua-lit>).

### ➤ Partners Newsletter

EurOcean monthly Newsletter reaches 6000 marine and not marine related audience in Europe. An article dedicated to the AQUA-LIT project launch was send with the January 2019 edition. Project launch was also promoted in the VLIZ newsletter VLIZINE. Links: Vliz newsletter: [http://www.vliz.be/docs/vlizine/vl\\_20\\_2.htm#3.1](http://www.vliz.be/docs/vlizine/vl_20_2.htm#3.1), EurOcean Newsletter: [http://www.eurocean.org/np4/%7B\\$clientServletPath%7D/?newsId=965&fileName=EurOcean\\_Newsletter\\_January\\_2018.pdf](http://www.eurocean.org/np4/%7B$clientServletPath%7D/?newsId=965&fileName=EurOcean_Newsletter_January_2018.pdf)





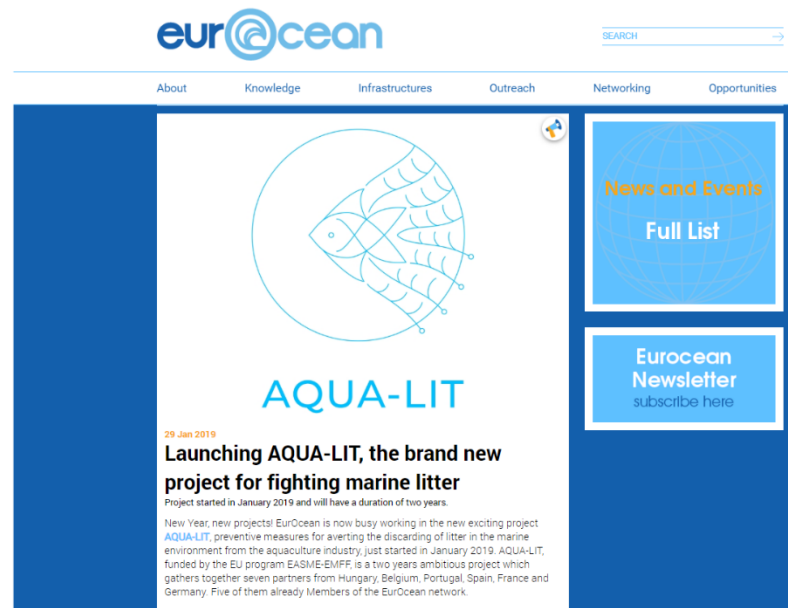


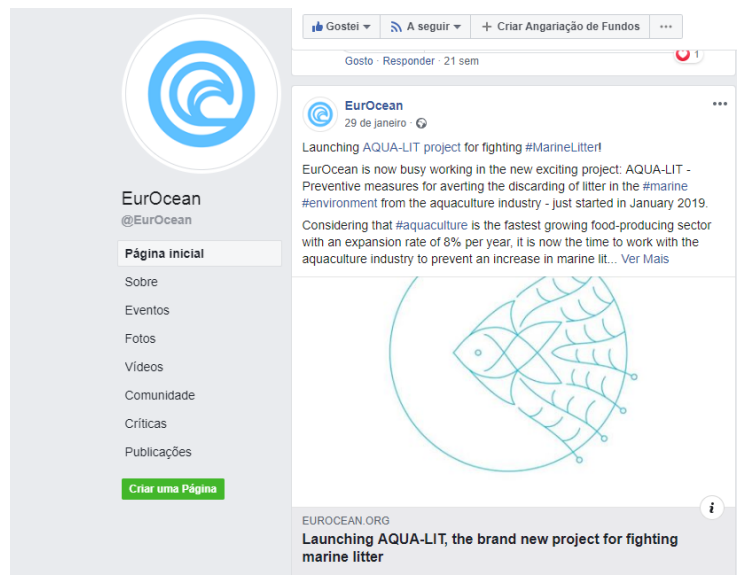
Figure 3: AQUA-LIT dedicated article in the partners newsletter

➤ Partners social media

Posts promoting the launch of AQUA-LIT project were disseminated among partners' social media and websites (in order of screenshots below: EurOcean, IEO, FRCT, VLIZ)



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.




**EurOcean**  
@EurOcean

**Página inicial**  
Sobre  
Eventos  
Fotos  
Vídeos  
Comunidade  
Críticas  
Publicações  
[Criar uma Página](#)

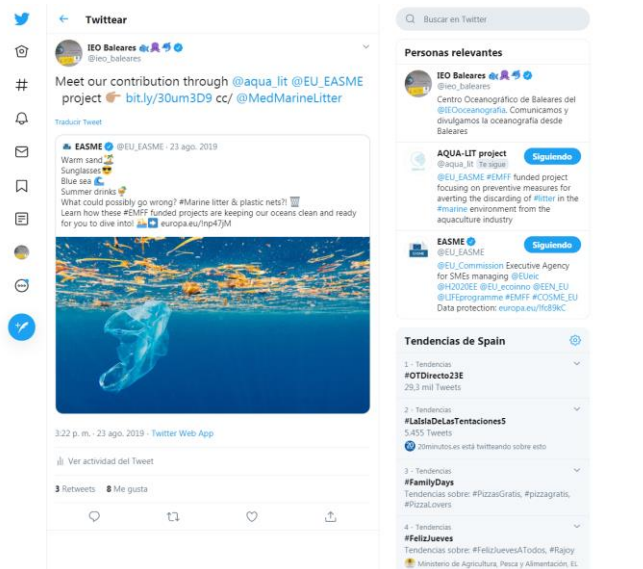
**EurOcean**  
29 de janeiro · 🌐

Launching AQUA-LIT project for fighting #MarineLitter!

EurOcean is now busy working in the new exciting project: AQUA-LIT - Preventive measures for averting the discarding of litter in the #marine #environment from the aquaculture industry - just started in January 2019. Considering that #aquaculture is the fastest growing food-producing sector with an expansion rate of 8% per year, it is now the time to work with the aquaculture industry to prevent an increase in marine lit... Ver Mais



EUROCEAN.ORG  
**Launching AQUA-LIT, the brand new project for fighting marine litter**



**Twitter**


**IEO Balears** @ieo\_balears

Meet our contribution through @aqua\_lit @EU\_EASME project [bit.ly/30um3D9](https://bit.ly/30um3D9) cc/ @MedMarineLitter

**EASME** @EU\_EASME · 23 ago. 2019

Warm sand ☀️  
Sunglasses 🕶️  
Blue sea 🌊  
Summer drinks 🍹

What could possibly go wrong? #MarineLitter & plastic nets? 🤔  
Learn how these #EMFF funded projects are keeping our oceans clean and ready for you to dive in! 🌊 [europa.eu/np47JM](https://europa.eu/np47JM)



3:22 p. m. · 23 ago. 2019 · Twitter Web App

Ver actividad del Tweet

3 Retweets · Me gusta

**Personas relevantes**

- IEO Balears** @ieo\_balears  
Centro Oceanográfico de Balears del IEO Oceanografía. Comunicamos y divulgamos la oceanografía desde Balears
- AQUA-LIT project** @aqua\_lit  
@EU\_EASME #EMFF funded project focusing on preventive measures for averting the discarding of litter in the #marine environment from the aquaculture industry
- EASME** @EU\_EASME  
@EU\_Commission Executive Agency for SMEs managing @SMEr  
@H2020EE @EU\_cosimo @EEN\_EU @LIFEprogramme #EMFF #COSME EU Data protection: europa.eu/683KC

**Tendencias de Spain**

- #OTDirecto21E  
29.3 mil Tweets
- #LaIsiaDeLasTentaciones5  
5.455 Tweets  
20 minutos.es está hablando sobre esto
- #FamilyDays  
Tendencias sobre: #PizzasGratis, #pizzagratis, #Pizzalovers
- #FelizJueves  
Tendencias sobre: #FelizJuevesATodos, #Rajoy  
Ministerio de Agricultura, Pesca y Alimentación, EL



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

**FRCT Azores**  
@FRCTAzores

It started today the Kick-off-meeting @aqua\_lit in Budapest! Good work.

**AQUA-LIT project** @aqua\_lit · Jan 21, 2019  
Excited to host our partners and officially kick off our project! #aquaculture #MarineLitter #BlueEconomy #Food2030 #EMFF



9:03 AM · Jan 21, 2019 · Twitter Web Client

4 Likes



← Tweet

**Lisa Devriese**  
@LisaDevriese

AQUA-LIT, nieuw Europees project rond preventie en bestrijding van marien afval uit de Aquacultuursector  
🐟🗑️🌊 #MarineLitter #Aquaculture @aqua\_lit @CompendiumVliz @WoordvoerderLV @EU\_EASME aquacultuurvlaanderen.be/aqua-lit-nieuw...

Translate Tweet



4:03 PM · Feb 8, 2019 · Twitter Web Client

4 Retweets 12 Likes



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



Figure 4: posts on project launch on partners social network channels

#### ➤ Partners websites

AQUA-LIT partners published information, news and articles about the project launch on their websites, specifically:

VLIZ (<http://vliz.be/en/news?p=show&id=6735>;

<http://vliz.be/imis?module=project&proid=4927>)

EurOcean (<http://www.eurocean.org/np4/944.html>;

<http://www.eurocean.org/np4/1106.html>)

s.PRO ([http://2018.sustainable-projects.eu.w010ccc5.kasserver.com/18-](http://2018.sustainable-projects.eu.w010ccc5.kasserver.com/18-uncategorised/news/general-news/35-watch-how-the-aqua-lit-project-helps-to-avert-the-discarding-of-marine-litter)

[uncategorised/news/general-news/35-watch-how-the-aqua-lit-project-helps-to-avert-the-discarding-of-marine-litter](http://2018.sustainable-projects.eu.w010ccc5.kasserver.com/18-uncategorised/news/general-news/35-watch-how-the-aqua-lit-project-helps-to-avert-the-discarding-of-marine-litter);

<http://2018.sustainable-projects.eu.w010ccc5.kasserver.com/projects>)

FRCT (<http://frct.azores.gov.pt/en/project/aqua-lit/>)

Geonardo (<https://geonardo.com/projects/aqua-lit>)

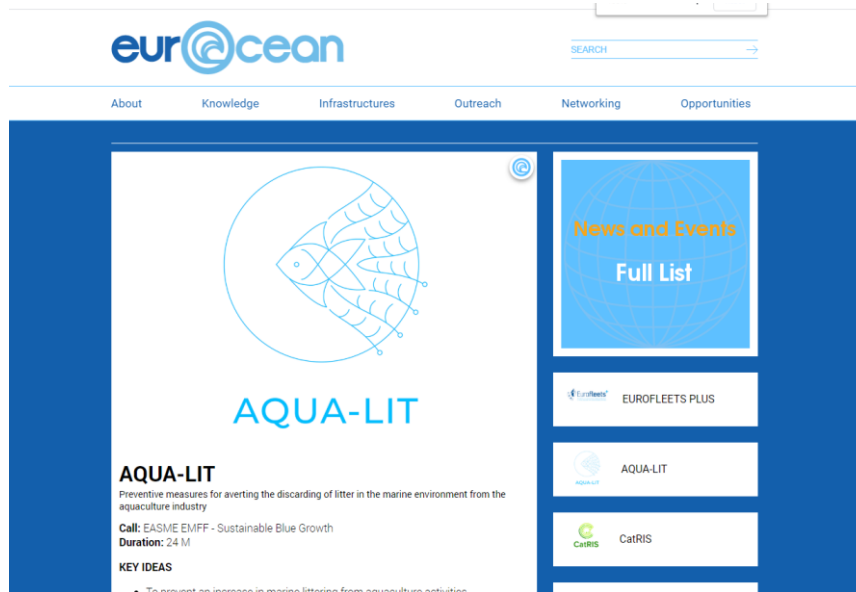
IEO ([http://www.ba.ieo.es/es/investigacion/grupos-de-](http://www.ba.ieo.es/es/investigacion/grupos-de-investigacion/impactsea/proyectos/2261-aqua-lit-preventive-measures-for-averting-the-discarding-of-litter-in-the-marine-environment-from-the-aquaculture-industry-2019-2020)

[investigacion/impactsea/proyectos/2261-aqua-lit-preventive-measures-for-averting-the-discarding-of-litter-in-the-marine-environment-from-the-aquaculture-industry-2019-2020](http://www.ba.ieo.es/es/investigacion/grupos-de-investigacion/impactsea/proyectos/2261-aqua-lit-preventive-measures-for-averting-the-discarding-of-litter-in-the-marine-environment-from-the-aquaculture-industry-2019-2020))

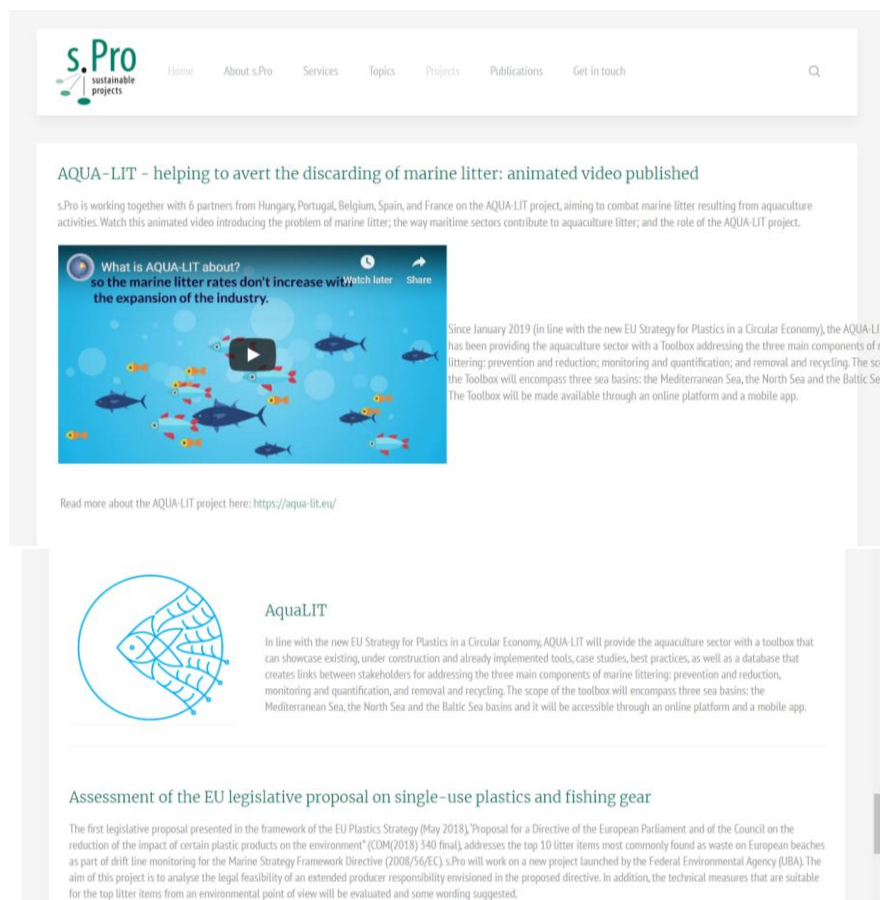
Nausicaa: website on migration progress



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



EurOcean's website



S.pro Website



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.




← → Not secure | frct.azores.gov.pt/en/project/aqua-lit/

Apps AQUA-LIT EurOcean Marghe Ocean caRIS Ocean Literacy

ERA-NETS

## AQUA-LIT

Preventive measures for averting the discarding of litter in the marine environment from the aquaculture industry  
(GA/No/EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391)




TYPE: European Maritime and Fisheries Fund (EMFF/EASME - Call for Proposal (Sustainable Blue Economy S2 MARINE LITTER))  
DURATION: 24 months (01/01/2019 - 31/12/2020)  
STATUS: ONGOING  
COORDINATOR: GEO - Geonardo Environmental Technologies Ltd., Hungary  
CONSORTIUM:  
EurOcean – European Centre for Information on Marine Science and Technology (Portugal)  
VLIZ – Flanders Marine Institute (Belgium)  
s.PRO – Sustainable Projects (Belgium)  
IEO – Instituto Español de Oceanografía (Spain)  
FRCT – Fundo Regional para a Ciência e Tecnologia (Portugal)  
Nausicaa – Societe d'Exploitation du Centre National de la Mer (France)


WEBSITE

AIM OF THE PROJECT  
AQUA-LIT's main objective is to provide the aquaculture sector with a toolbox that can provide existing, upcoming and already implemented tools, case studies, best practices, a database and

FRCT website

 **GEONARDO**  
STATE OF THE ART AND BEYOND

Geonardo / Project list / AQUA-LIT



## AQUA-LIT

Preventive Measures for Averting the Discarding of Litter in the Marine Environment from the Aquaculture Industry

**AQUA-LIT** is a project funded under the European Maritime and Fisheries Fund that responds to the need of increasing **capacity building and networking** for a **sustainable use of the sea basins in the EU**. More specifically, **AQUA-LIT was born out of a desire for action on two major factors**: the staggering rapid increase of **marine litter in the Ocean**, and the **boost of the aquaculture sector** both at an EU level and worldwide. Put simple, with an expansion of the aquaculture sector we don't want an increase on the marine debris.

Thus, **AQUA-LIT** aims at providing the aquaculture sector with a sustainable **toolbox** of innovative ideas and methodologies to address the 3 main components to tackle marine littering: **prevention & reduction, monitoring & quantification, and removal & recycling**. To fulfill this mission, we will be working face-to-face with aquaculture farmers in three regional **Learning Labs** in the **Mediterranean basin, the North Sea and the Baltic Sea regions**. In parallel, we will identify and cluster existing, upcoming and already implemented tools on marine littering, and we will further **develop a platform and an app** to provide the **"Tide against marine litter toolbox"**.

Lastly, we will **'scale up the tide'** through a 4-step process: (1) by developing the **'policy for less litter'** set of recommendations; (2) by compiling the **'funding a wave of solutions'**, the available funding opportunities for the sector to tackle marine litter; (3) by creating a **transferability plan for outermost regions** which will scale-up the toolbox to other geographical sea basins; and (4) the **'AQUA-LIT exploitation plan'**, that will provide long-term sustainability of the toolbox after the project's life. Through this, we expect to help all stakeholders from the aquaculture chain to increase the understanding, awareness and availability of solutions, so a potential **transformation of the aquaculture sector towards a less polluting sector can become possible**.

Start date:	01.01.2019
End date:	31.12.2020
Budget:	€ 587,250
Funding programme:	EASME-EMFF
Website:	<a href="https://aqua-lit.eu">https://aqua-lit.eu</a>

Geonardo website

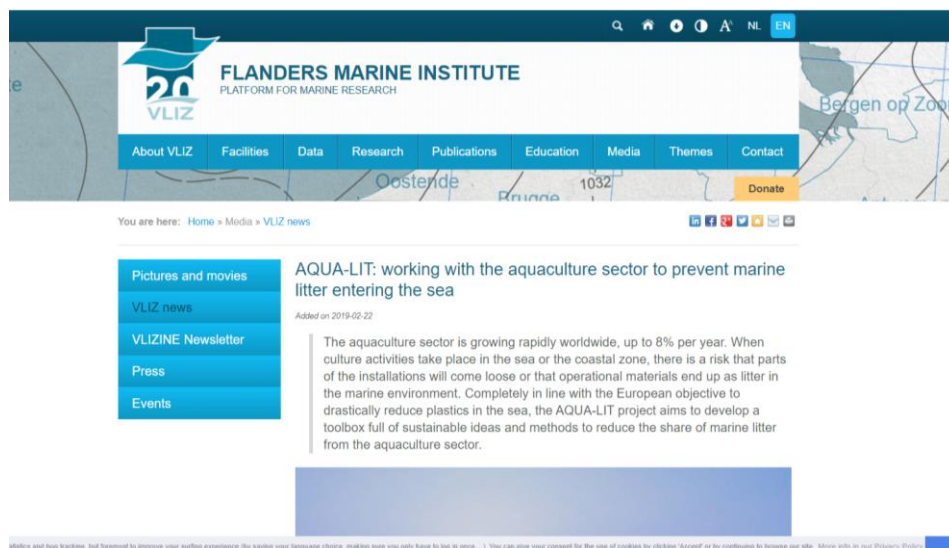


This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.





IEO website



VLIZ website

Figure 5: AQUA-LIT articles on partners websites

### ➤ Conferences

The project launch was presented at the **Blue Invest in the Mediterranean 2019**" meeting in Malta the 24th of January 2019 (<https://aqua-lit.eu/news/14/aqua-lit-at-blue-invest-mediterranean>).



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

## Material:

### ➤ AQUA-LIT Video

Videos are one of the best tools for informing the public in a catchy and easy way. [AQUA-LIT promotional video](#) describes with cartoon-style technique the general aim of the project, marine litter harm and the approach of the project for tackling this issue. The video has been promoted in AQUA-LIT and partners social media.

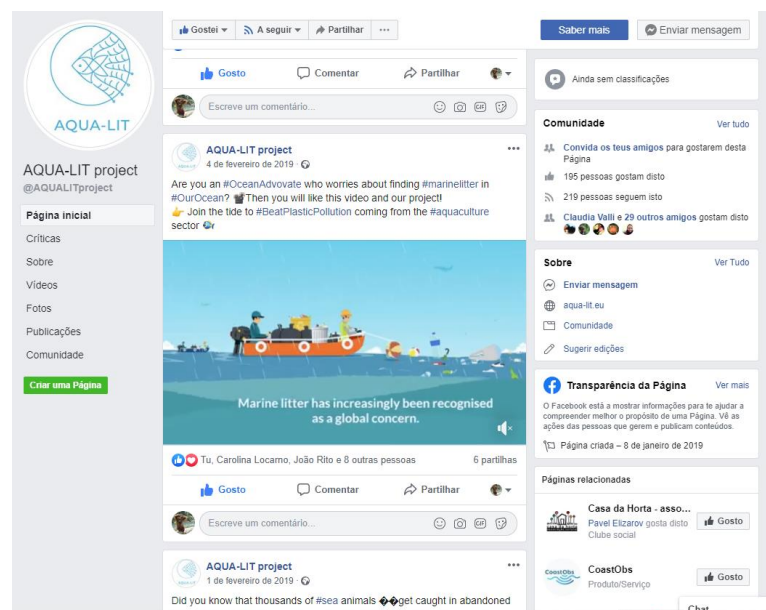
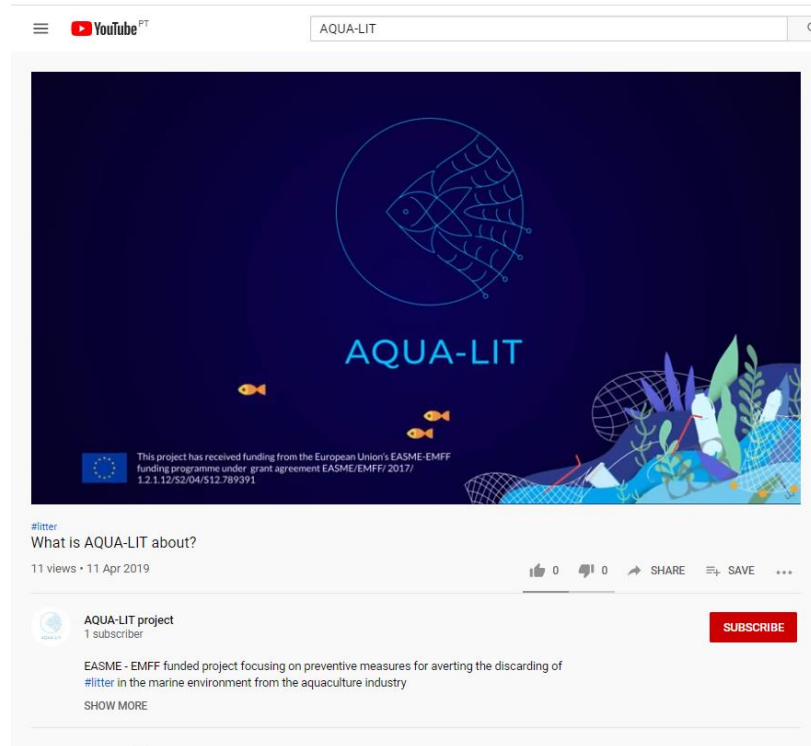


Figure 6: AQUA-LIT video

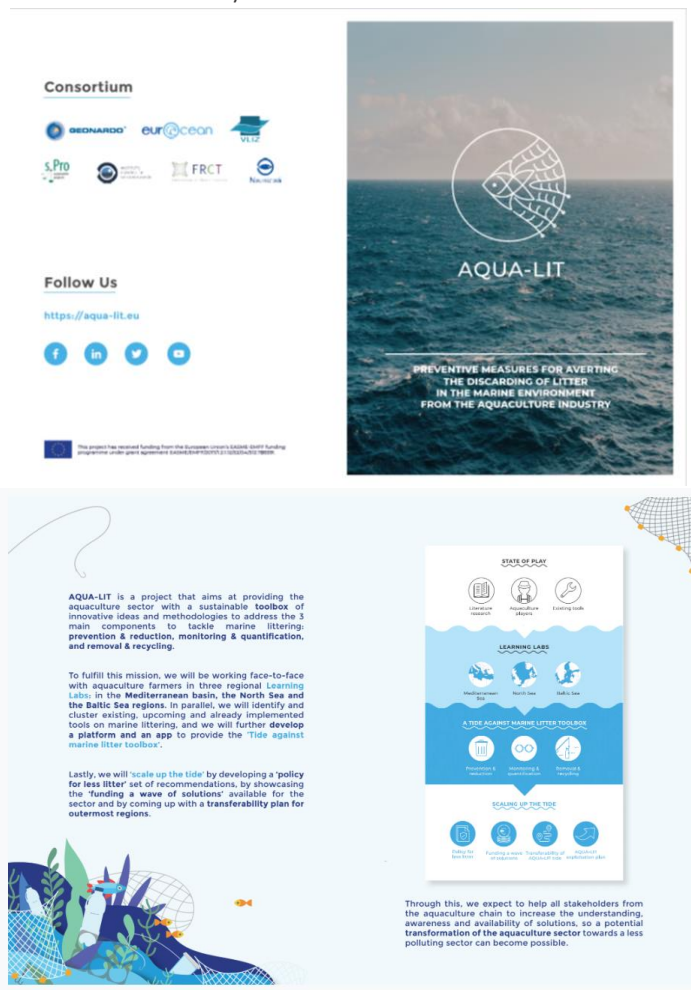


This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



➤ **AQUA-LIT Flyer & poster**

An informative booklet style flyer and a poster were developed to present the AQUA-LIT project and its objectives to a broad audience. These materials were designed to be eye-catching and easy to be read. In terms of content they contain the general description of the project, the approach, the aim and the main phases to reach the objectives. Flyers were disseminated by partners and the poster was exhibited in several conferences partners attended. Flyers and posters are still used by the partners to keep widening the AQUA-LIT community.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



Figure 7: AQUA-LIT flyer and Poster

## Learning Labs campaign

Learning Labs are crucial for ensuring relevant outcomes of AQUA-LIT project, being the best way to collaborate with aquaculture stakeholder and receive their inputs and ideas. A **Learning Lab campaign** was carried out during **Month 9** (September 2019) aiming at ensuring high participation in the Learning Labs ([Mediterranean](#), [North Sea](#) and [Baltic sea](#) regions) by targeted aquaculture stakeholder. The campaign was carried out using AQUA-LIT and partners social media channels, by developing targeted material (e.g. press release, save the date), presenting in conferences and contacting relevant networks. The material developed for the campaign was developed following AQUA-LIT visual identity. In September short video was created for Instagram and Twitter account, with a purpose of promoting the three Learning Labs. After the post announcements, every Learning Lab was promoted separately. Every important Learning Lab post was pinned, moved to the top of the page, to increase the visibility. The Mediterranean Learning Lab was promoted on Spanish, to attract the target audience. Posts reminding the audience to register to the Learning Labs were periodically shared (e.g. <https://www.facebook.com/AQUALITproject/photos/a.617544282010635/799323967165998/?type=3&theater>)

Target groups:



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



## For whom?

Everyone along the aquaculture chain



Figure 8: Learning Lab target audience

Main content conveyed: what are the Learning Labs, objectives of the discussions, topics to be discussed, key expected outputs. benefits for participants, expected timing and location of Learning labs editions.

### Channels:

- **AQUA-LIT social media** – Facebook, LinkedIn, Tweeter, Instagram  
High visually and appealing posts were dissemination through AQUA-LIT social media channels, and re-posted by partners. The posts were announcing the coming soon Learning Labs in the three sea basins, inviting the audience to keep updated about the latest updates on date and location.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

Facebook:



<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/760840611014334/?type=3&theater>

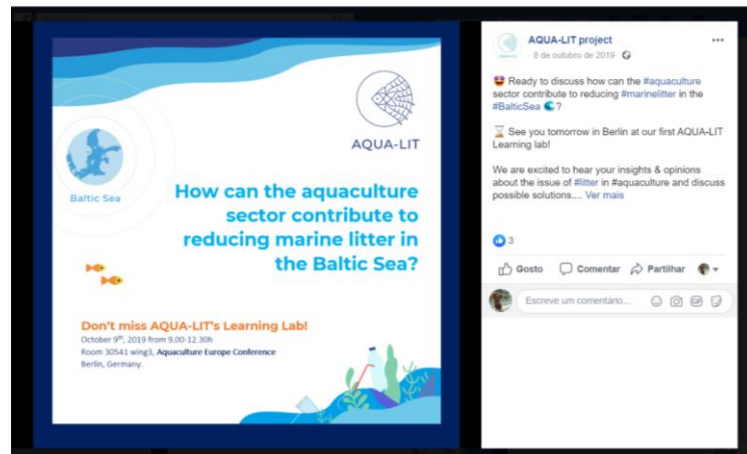


Link:

<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/732123987219330/?type=3&theater>



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



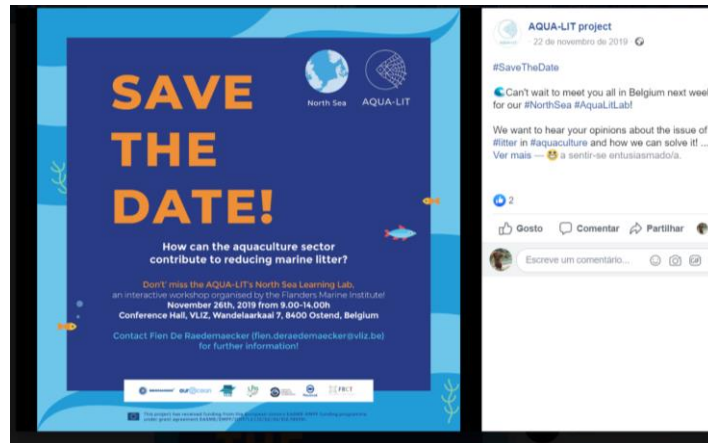
<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/776334576131604/?type=3&theater>



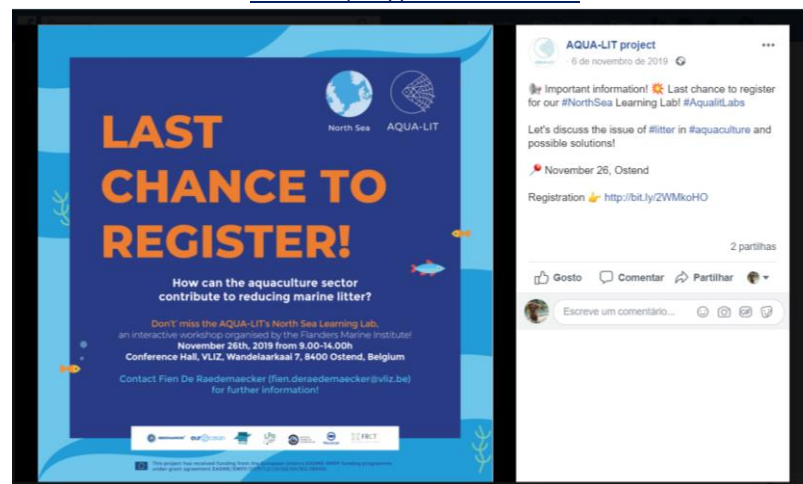
<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/865905850507809/?type=3&theater>



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/812257589205969/?type=3&theater>



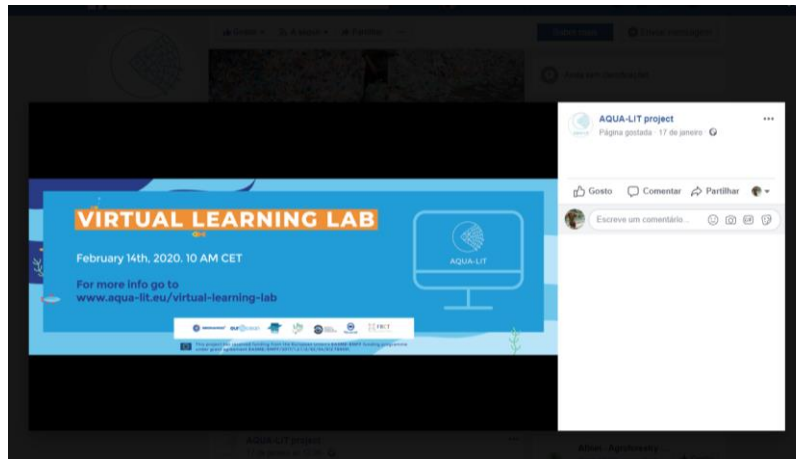
<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/799323967165998/?type=3&theater>



<https://www.facebook.com/AQUALITproject/photos/a.617544282010635/754039318361130/?type=3&theater>



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



<https://www.facebook.com/AQUALITproject/photos/a.614142855684111/861204854311242/?type=3&theater>

Virtual Learnign Lab



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



Instagram:



All LLs



Mediterranean Sea LL



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.





**SAVE THE DATE!**

How can the aquaculture sector contribute to reducing marine litter?

Don't miss the AQUA-LIT's North Sea Learning Lab, an interactive workshop organised by the Flanders Marine Institute! **November 26th, 2019 from 9.00-14.00h** Conference Hall, VLIZ, Wandelaarkaai 7, 8400 Ostend, Belgium

Contact Fien De Raedemaeker (fien.deraedemaeker@vliz.be) for further information!

**21w**

Liked by oemerceylan and others

SEPTEMBER 10, 2019

Add a comment... Post

North Sae LL



**SAVE THE DATE!**

How can the aquaculture sector contribute to reducing marine litter?

Don't miss the AQUA-LIT's Baltic Sea Learning Lab, an interactive workshop organised by Sustainable Projects! **October 9th, 2019 from 8.30-12.30h** Room Backstage 1, Aquaculture Europe Conference, Berlin, Germany.

Contact Susanne Altvater (sal@sustainable-projects.eu) for further information!

**26w**

Liked by maraca90 and others

AUGUST 2, 2019

Add a comment... Post

Baltic Sea LL



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



Virtual Learning Lab

Twitter:



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



**AQUA-LIT project** 191 Fotos e vídeos Seguindo

0:19 229 Visualizações

**AQUA-LIT project** @aqua\_lit · 16 de set de 2019  
Are you concerned about #marinelitter?

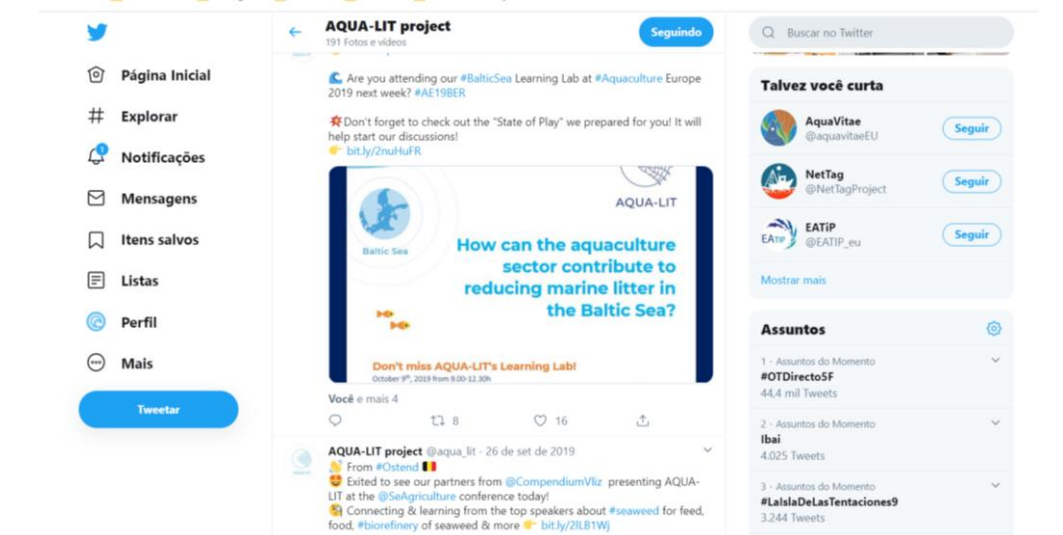
Sign up for our #BalticSea, #NorthSea & #Mediterranean Sea #LearningLabs

Pick your date & location:  
 ♦ Berlin, October 9  
 ♦ Ostend, November 26  
 ♦ Spain, November (more info coming soon!)

Register today  
[aqua-lit.eu/regions/learni...](http://aqua-lit.eu/regions/learni...)

**AQUA-LIT'S LEARNING LABS**  
 How can the aquaculture sector contribute to reducing marine litter?

1 - Assuntos do Momento  
**#OTDirectoSf**  
 44,4 mil Tweets



**AQUA-LIT project** 191 Fotos e vídeos Seguindo

Are you attending our #BalticSea Learning Lab at #Aquaculture Europe 2019 next week? #AE19BER

Don't forget to check out the "State of Play" we prepared for you! It will help start our discussions!  
[bit.ly/2nutuFR](http://bit.ly/2nutuFR)

**How can the aquaculture sector contribute to reducing marine litter in the Baltic Sea?**

Don't miss AQUA-LIT's Learning Lab!  
 October 9<sup>th</sup>, 2019 from 9:00-12:30h

**AQUA-LIT project** @aqua\_lit · 26 de set de 2019  
 From #Ostend 🇧🇪  
 Excited to see our partners from @CompendiumViz presenting AQUA-LIT at the @SeaAgri conference today!  
 Connecting & learning from the top speakers about #seaweed for feed, food, #biofinery of seaweed & more [bit.ly/2lB1Wj](http://bit.ly/2lB1Wj)

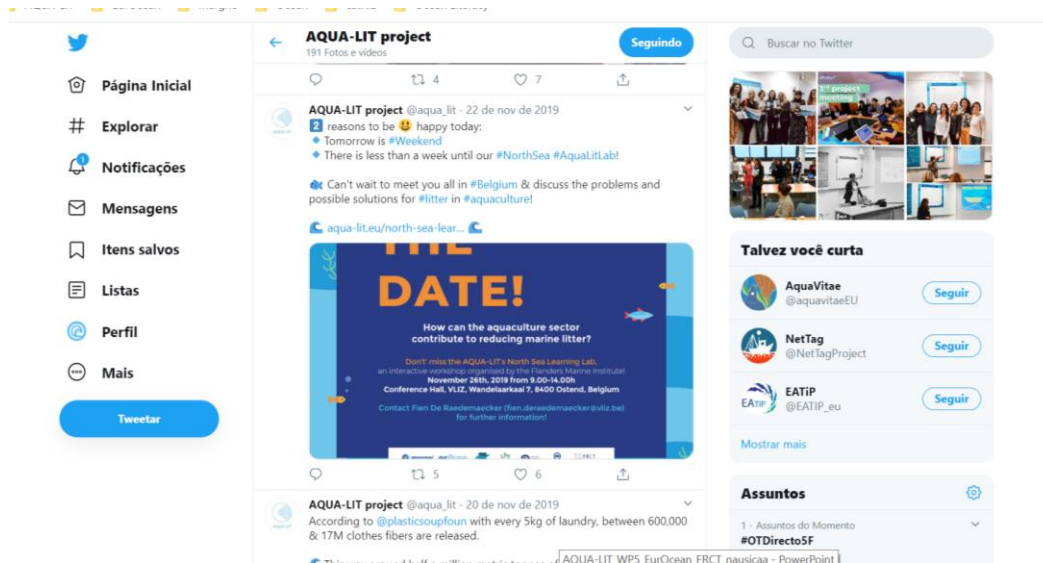
1 - Assuntos do Momento  
**#OTDirectoSf**  
 44,4 mil Tweets

2 - Assuntos do Momento  
**lbai**  
 4.025 Tweets

3 - Assuntos do Momento  
**#LaisaDeLasTentaciones9**  
 3.244 Tweets



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



Figure 9: Promotion of Learning Labs in AQUA-LIT and partners social media channels

### ➤ AQUA-LIT newsletter

A dedicated article about the Learning Lab was sent out through AQUA-LIT newsletter, together with the Learning Lab press release (see below).

([https://aqua-lit.eu/articles/9/learning-labs?utm\\_campaign=AQLNL&utm\\_source=&utm\\_medium=e-mail](https://aqua-lit.eu/articles/9/learning-labs?utm_campaign=AQLNL&utm_source=&utm_medium=e-mail))



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.



➤ **AQUA-LIT website blogpost**

A blogpost on announcement of AQUA-LIT Learning Labs was posted on the project website (<https://aqua-lit.eu/news/26/it-s-time-to-engage>) and partners website (<http://www.vliz.be/nl/event/2019-aqua-lit-north-sea-learning-lab>)

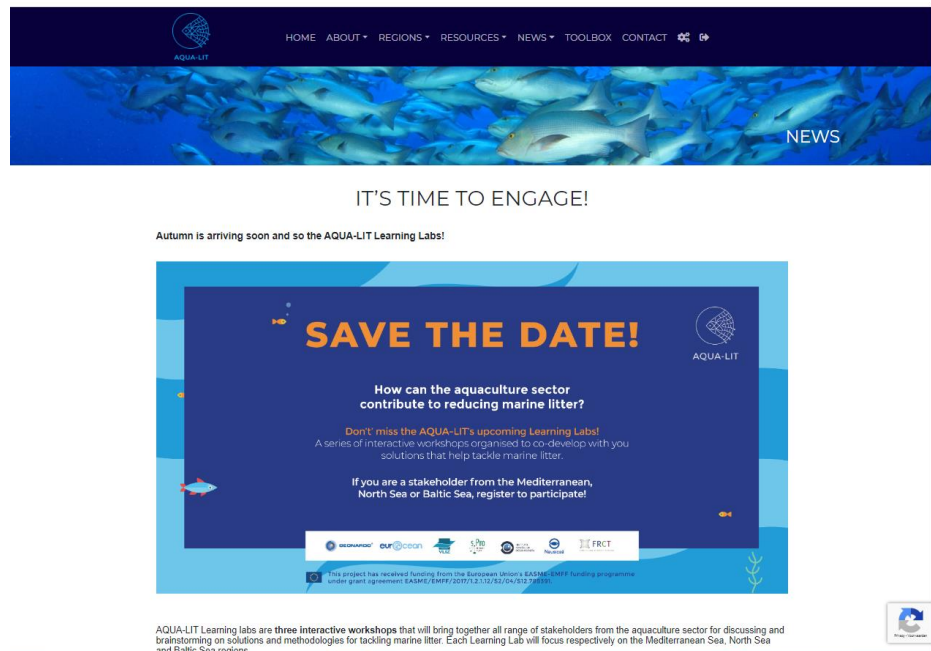


Figure 10: Learnign Lab blogpost on AQUA-LIT website

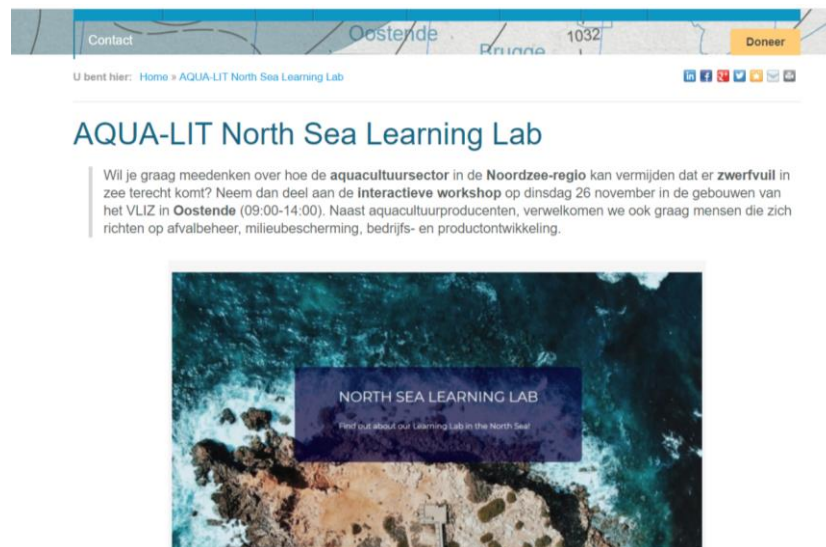



Figure 11: Learning Lab promotion on VLIZ website

➤ **Personal contact**



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

Some of the most relevant entities and networks were personally contacted and invited to the coming soon Learning Lab, and to send the invitation among their network.

## AQUA-LIT's Virtual Learning Lab

*"How can the aquaculture sector contribute to reducing marine litter?"*

February 14th, 2020, 10:00-14:00 CET

<https://www.eventbrite.com/e/aqua-lit-virtualelearning-lab-tickets-90297324729>

**AQUA-LIT**, an EMFF co-funded project, is working on finding **solutions and measures** for preventing, reducing, removing and recycling **marine litter** coming from the aquaculture sector in the **Mediterranean Sea, North Sea and Baltic Sea** regions.

To achieve this, the project aims at working hand in hand with the aquaculture sector to co-develop a mutually valued toolbox of preventive measures for averting the discard of litter in the marine environment. **The AQUA-LIT Virtual Learning Lab** is thus, an interactive workshop that will assemble stakeholders from the aquaculture sector to encourage **knowledge sharing and co-creation of possible solutions**, which could become exemplary and point out the path for other sectors.

We are therefore pleased to invite you to **AQUA-LIT's Virtual Learning Lab** as we strongly believe that as an aquaculture stakeholder, your active engagement and valuable feedback are essential to shape the best strategy to prevent, reduce and recycle the aquaculture non-organic litter in the European sea basins.

For further information please visit <https://aqua-lit.eu/virtual-learning-lab> where you can check the agenda and register for free to the event at the Eventbrite page.

We very much look forward to seeing you on board!

Figure 12: Invitation of the LLs sent to the stakeholders

## ➤ Conferences



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

During the Learning Lab campaigning, the AQUA-LIT partner VLIZ was invited to share the first outcomes of the project in two relevant events: Aquaculture Advisory Council (AAC) general assembly (<https://aqua-lit.eu/news/28/presentation-of-first-aqua-lit-results-to-the-aquaculture-advisory-council-aac>), and the Seagrass 2019 (<https://aqua-lit.eu/news/29/aqua-lit-at-the-seagrass-2019>). Learning Lab were presented and promoted to the audience.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.





Figure 13: VLIZ presenting AQUA-LIT results and promoting Learning Labs

## Material:

### ➤ Press release

A [press release](#) of [Learnign Lab](#) promotion, description, expected outcomes and activities was disseminated through the AQUA-LIT newsletter (mentioned above).



Figure 14: Learnign Lab press release



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

➤ **Short video**

In order to give to social media posts an appealing look, small [short video](#) for promoting the Learning Lab was developed, and posted in the AQUA-LIT social media channels.

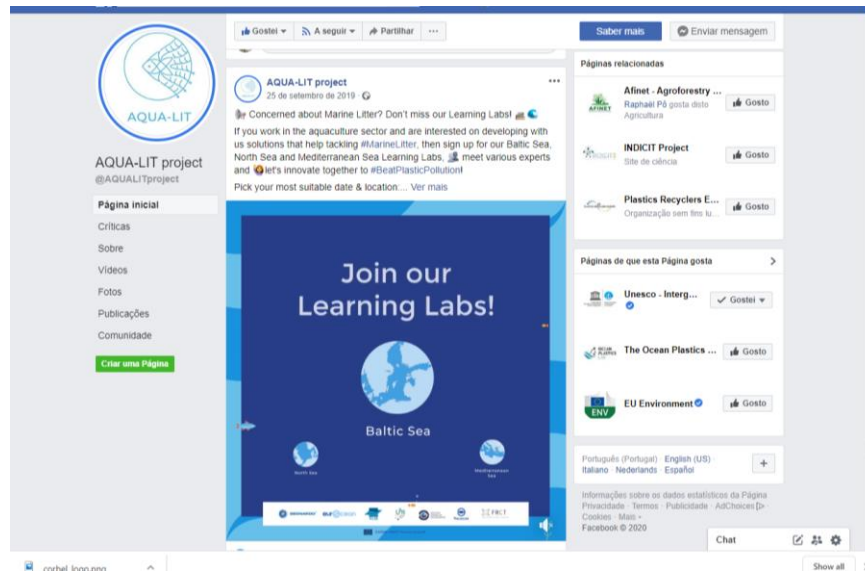


Figure 15: AQUA-LIT Learning Lab promotion short video

➤ **Save the date**

Save the date digital posters were designed and spread among AQUA-LIT social media channels to promote each of the Learning Labs.



Figure 16: Learning Lab Save the date poster

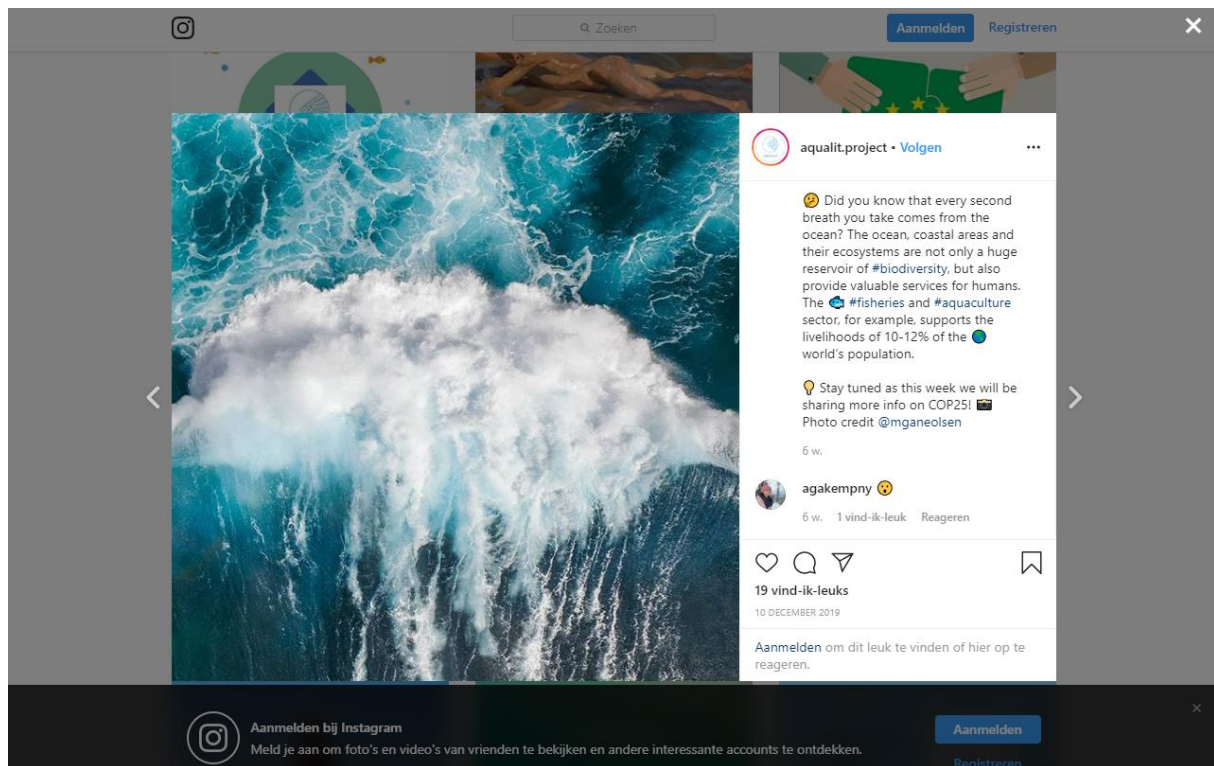
Each Learning Lab (Baltic, North and Mediterranean sea) was then widely promoted through social media channels, personal invitation, conferences and networking.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

### 3. Public outreach

General public outreach has been always ensured by regular posting on social media of interesting and appealing news and facts, together with project updates and activities. The aim to involve the general public with information about the ocean and its issues, aquaculture practices, ways of decreasing marine litter and the importance of understanding the problem. Information are written in a easy and informative way, in order to reach also the general public.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

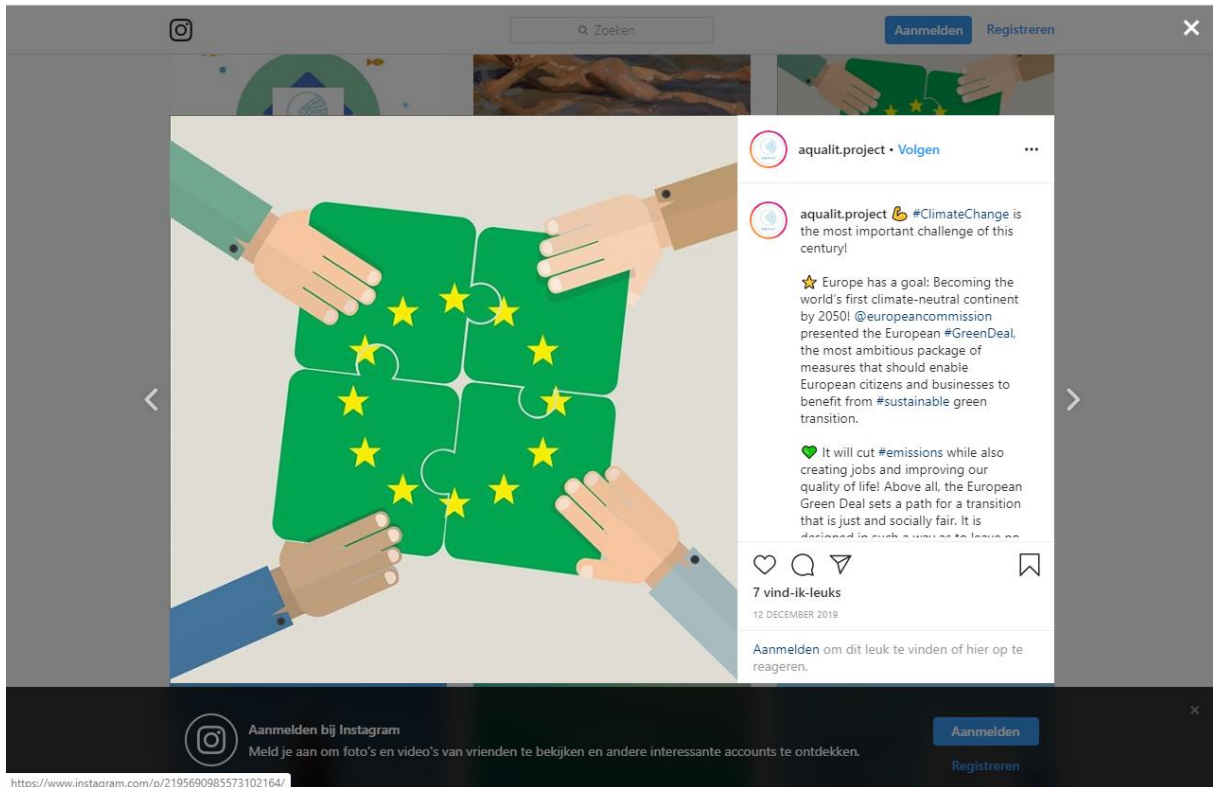


Figure 17: example of informative AQUA-LIT posts on Instagram

AQUA-LIT website is always updated with relevant news and activities not only AQUA-LIT related but also about other projects, initiatives and events. Resources and outcomes from the project are available in the website in an user friendly format, to facilitate any kind of user to navigate and have access to results.



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.

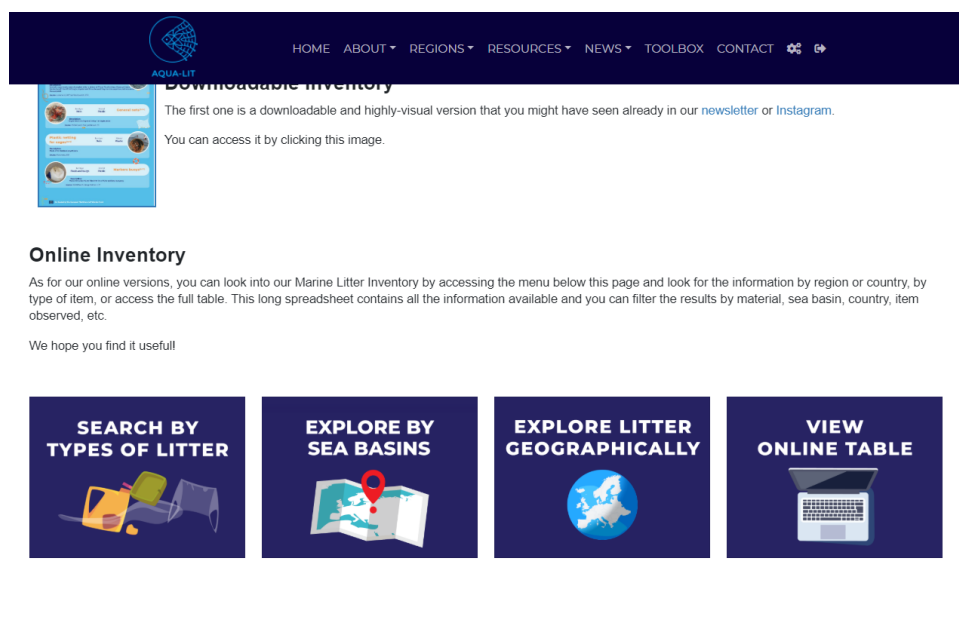


Figure 18: online AQUA-LIT Marine Litter inventory

## 4. What's next

Until the end of the project, other two campaigns will need to be carried out:

- **Tide against marine litter campaign**, centred on the promotion and transferability of the toolbox created for the aquaculture industry's benefit
- **Aquaculture stakeholders' outreach campaign**, through screening of all the projects outcomes and identifying key messages and data to be promoted



This project has received funding from the European Union's EASME-EMFF funding programme under grant agreement EASME/EMFF/2017/1.2.1.12/S2/04/S12.789391.