



# CONTRA

Conversion of a Nuisance To a Resource and Asset

## Communication Plan

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Updated 30.01.2020

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

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

## SECTION 1: PROJECT OVERVIEW & COMMUNICATION OBJECTIVES

### 1.1 About CONTRA

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

### 1.2 Case Studies

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

### 1.3 Communication Objectives

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

### Communication Objective

To make beach wrack management processes more sustainable whilst also reducing the costs for local authorities.

To define and promote value chains, market opportunities and legal frameworks for wrack-based products.

To bring the recycling potential of beach wrack, particularly for pollution & nutrient remediation, into local authority decision making processes and long-term planning.

To improve knowledge about the important natural role that beach wrack plays and the impact of beach cleaning operations.

### How will we meet the objectives?

- By facilitating a multi-discipline and transnational knowledge sharing platform
  - By inviting local authority representatives to Working Group meetings/workshops to discuss challenges and solutions incl. project findings
  - By ensuring targeted and wide dissemination of project results and the main 'Toolkit' output (GoA 5.3).
- 
- By strengthening the relationship between public authorities and private enterprises by facilitating open discussions and joint public/private events and activities.
  - By attending transnational bioeconomy events and sharing knowledge and lessons with local level actors at Working Group meetings.
- 
- By conducting an effective information campaign (campaign No.2 in Autumn 2020) in national languages that targets local authorities within the project's partner countries and beyond.
  - By presenting project findings at local Working Group meetings and facilitate discussions.
  - By creating a support network that will live on after the project's lifetime.
- 
- By conducting an effective information campaign (campaign No.1 in summer 2020) in national languages targeting the general public. Use of printed materials and online channels.
  - By presenting CONTRA and project findings at local public events e.g. environmental awareness days, city/town festivals

## 1.4 Expected Result

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

### Key Messages

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

### Main Topic Areas

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

## SECTION 2: STAKEHOLDER ENGAGEMENT

### 2.1 Target Groups

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

#### Main Target Groups

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

### 2.2 Stakeholder Involvement

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

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

## Stakeholders

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

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

## 2.3 Data Protection

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

## 2.4 Synergies and Knowledge Exchange

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

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

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

| Project Synergies | Main Focus                 | Web Address   |
|-------------------|----------------------------|---|
| COASTAL Biogas    | Beach wrack and bio-energy | <a href="https://www.coastal-biogas.eu/">https://www.coastal-biogas.eu/</a>                                   |
| Blue Platform     | Blue bio-economy           | <a href="https://www.submariner-network.eu/blue-platform">https://www.submariner-network.eu/blue-platform</a> |
| GRASS             | Macro algae harvesting     | <a href="https://www.submariner-network.eu/grass">https://www.submariner-network.eu/grass</a>                 |

## SECTION 3: BRANDING AND VISIBILITY

### 3.1 Programme and EU Recognition

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

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

**Programme logo**      **EU flag incl. text!**

**Note:**  
This combination of Programme logo and EU flag was approved by DG REGIO for use in Interreg Programmes. Thus, it fulfills the visibility requirements.

Source: [https://www.interreg-baltic.eu/visibility\\_downloads.html](https://www.interreg-baltic.eu/visibility_downloads.html)

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

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

### 3.2 Project Visibility Rules

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





### 3. ALTERNATIVE VERSIONS AND RECOMMENDED SIZES

Basic version (horizontal)



min. 46mm wide  
(recommended)



Basic version (vertical)



min. 32mm wide  
(recommended)

All alternative versions are designed to meet various requirements of product branding, printing and electronic use.

Alternative versions include a simplified logo (without the project title).

Maintaining fixed logo sizes improves overall brand perception.

To make sure, that the project title is always visible, use sizes not smaller than recommended.

When placing CONTRA logo alongside other EU logos, its height may not exceed the height of accompanying EU logos.

Simplified version (horizontal)



min. 22mm wide  
(recommended)



Simplified version (vertical)



min. 15mm wide  
(recommended)



Source: CONTRA Brand Book (see 'Useful Web-links')

## SECTION 4: COMMUNICATION & DISSIMINATION TOOLS

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

### 4.1 Project Information Materials

#### Poster

Each project partner should place at least one poster with information about the project (min. size A3) at a location visible to the public such as the entrance area of a building/office. The poster must display the objective of the project and the amount of EU financial support.

|                        |  |
|------------------------|--|
| Responsible Partner    | EUCC-D<br>Print: each project partner (mandatory according to BSR Programme rules) |
| Target Group           | Project partners   |
| Time of Implementation | Available by 31.08.2019  |

#### PPT & Word Templates

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



### General Project Flyer

A starting flyer will be developed in order to provide basic facts about the project.

Responsible Partner: EUCC-D  
 Target Group(s): Project partners in order to inform interested parties about the project  
 Time of Implementation: Available by 31.08.2019

### Roll-up

Responsible Partner: EUCC-D  
 Target Group(s): Project partners in order to inform interested parties about the project  
 Time of Implementation: Available by 31.08.2019

### Project Info' Sheet

To advertise the project to potential network members incl. APs an „Infosheet / Teaser” will be developed as PDF document that it can be used/printed out by the partners for appointments or shared/distributed by mail

Responsible Partner: EUCC-D  
 Target Group(s): Project partners in order to inform interested parties about the project  
 Time of Implementation: Available by 31.03.2019

## 4.2 Online Communication Channels

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

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

### Project Website

[www.beachwrack-contr.eu](http://www.beachwrack-contr.eu)

Responsible Partner(s): Layout & Word Press administration: EUCC-D  
 Content: Co-ordination by EUCC-D / REM Consult with regular content input from all partners  
 Target Group(s): All project stakeholders  
 Time of Implementation: Online by 30.06.2019

### Project Facebook Page

[@beachwrack\\_CONTRA](https://www.facebook.com/beachwrack_CONTRA)

Responsible Partner(s): Setup & maintenance of page: EUCC-D  
 Content: Co-ordination by EUCC-D with regular content input from all partners  
 Target Group(s): All project stakeholders  
 Time of Implementation: Available by 31.03.2019

## SECTION 5: NETWORK

### 5.1 Project Partners

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

### 5.2 Associated Partners

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

## SECTION 6.0: USEFUL LINKS & CONTACTS

### 6.1 Useful Web-links

Baltic Sea Region Visibility rules

[https://www.interreg-baltic.eu/visibility\\_rules.html](https://www.interreg-baltic.eu/visibility_rules.html)

CONTRA Brand Book

<https://www.interreg-baltic.eu/for-projects.html>

CONTRA Stakeholder Coordination Strategy

<https://www.beachwrack-contra.eu/wp-content/uploads/>

CONTRA Working Group Guidelines

<https://www.beachwrack-contra.eu/wp-content/uploads/>

### 6.2 Project Contacts

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