



The COMMON project experience



Legambiente is the largest and widespread environmental organization in Italy, founded in 1980 for the safeguard of the environment and the promotion of sustainability.



KEY MISSION

- **Scientific environmentalism** to build policies and to advocate change towards local, national and international stakeholders and institutions
- To engage communities, stakeholders and people and **enable them be the leading actors of change**
- To **drive the economy towards new models** of green and circular economy
- To **improve the quality of life** for everyone (environmentally and socially)

TOP ISSUES

Climate change
Renewable energy
Biodiversity protection
Marine litter
Circular economy
Env. and social justice
Volunteering
Education
Air, water and soil pollution



TOP TOOLS

Campaigns
Research and studies
Projects
Legal disputes
Advocacy and lobby
Italian, European and international networking
Communication



20 regional branches, almost 600 local groups and more than 115.000 members



LEGAMBIENTE

COMMON project applies the Integrated Coastal Zone Management (ICZM) principles to the challenge of marine litter, by:

- improving knowledge of the phenomenon
- enhancing the environmental performance of 5 pilot coastal areas in Italy, Tunisia and Lebanon
- engaging local stakeholders in marine litter management.
- a multi-institutional and multi-stakeholder approach

COMMON COMMUNICATION: Objectives

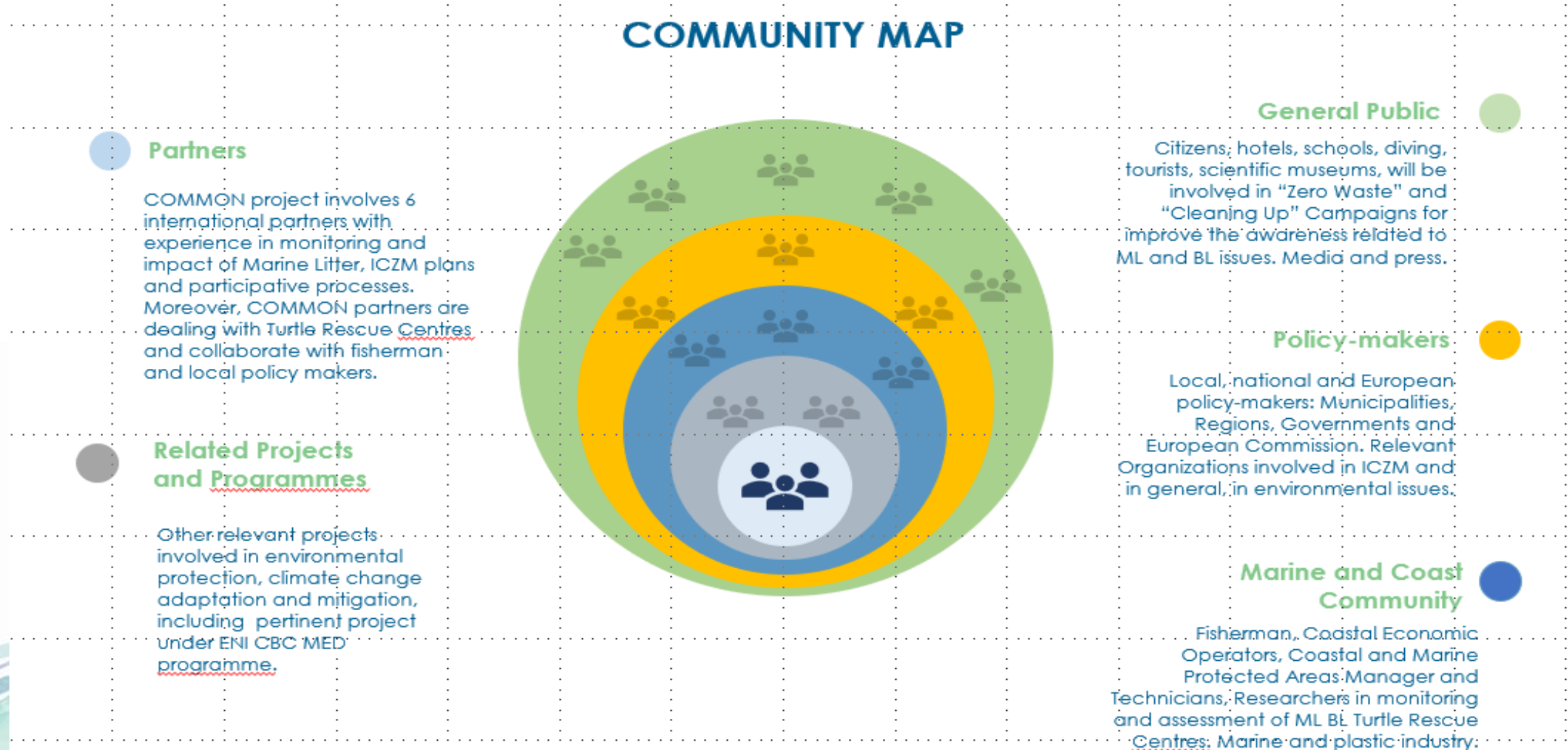
FROM GLOBAL: The main and more powerful message of COMMON project is “Marine Litter can only be effectively addressed with a transnational approach”. This has been translated by us with the claim
“We Are All Med”

TO LOCAL: **5 pilot areas:** 2 in Italy (Maremma and Salento), 2 in Tunisia (Monastir and Kuriat Island) and 1 in Lebanon (Tyre). **Each partner** is integrated into a specific geographic and societal reality and has a **deep understanding** of the individuals and institutions that should be enrolled in the project and of the best way to do it.

COMMON COMMUNICATION: Objectives

- ✓ Create a noticeable and unique visual identity of the project according with Guidelines for visibility provided by ENI CBC MED
- ✓ Organise a media planning to ensure that all goals of the project have an accurate dissemination and reach the targeted audience having the expected impact
- ✓ Style a strong follow-up of the communication plan distribution, involving all partners

COMMON COMMUNICATION: who is your target?



COMMON COMMUNICATION: Channels by target

Target group 1: Related projects

COMMON website, social media, publications

Target group 2: Marine and Coast community

Events (local and national) in order to show the ML impact to their activities and the contribution that a specific group could give for a solution, in each pilot area

Target group 3: Policymakers

Working groups, thematic events. Moreover, governments and European parties could be reached with social media, website, press releases and conferences

Target group 4: General Public

Project website, newsletter, press releases in national languages (project partners websites, publications on local newspapers, dissemination tools).

COMMON COMMUNICATION: Channels by target

The website is aimed to reach all target groups of the COMMON project. The main communication objectives of the COMMON website are:

- ✓ To disseminate relevant and up-to-date information to a widespread audience
- ✓ To ensure information is provided in an accessible and usable way
- ✓ To be a common documentation source for all partners, containing the main project
- ✓ Documentation and deliverables
- ✓ To be an information record of all the activities advanced by COMMON project

COMMON COMMUNICATION: THE WEBSITE



Project news

12 February 2021

COMMON project: the Italian school of Albinia wins the contest "We are all Med - Schools vs Marine Litter"

Two classes of the secondary school of Albinia were awarded for their commitment against marine litter.



Project news

05 February 2021

COMMON project: University of Sousse, Tunisia is looking for a post-doctoral researcher

Deadline for applications: 15 February 2021.



Project news

05 February 2021

COMMON project among the UFM opportunities for a blue economy

The project is in the Union for the Mediterranean new leaflet, as a relevant Mediterranean-wide initiatives tackling Marine Litter.

COMMON COMMUNICATION: THE WEBSITE

A short news structure

The Tunisian partners of [the COMMON project](#) continue their waste monitoring activities on the Tunisian coast. It is the turn of the **bay of Monastir**, where the researchers of the [Institut National des Sciences et Technologies de la Mer \(INSTM\)](#) carried out **a beach litter monitoring** activity following the scientific protocol drawn up by the [University of Siena](#). Since the Covid-19 emergency does not allow citizen science activities, the activities have been carried out by the scientific team alone.

The scientists' eyes then moved from the beaches to the open sea, to focus on the **presence of floating macro waste and microplastics in the water**, with the help of a Manta net.

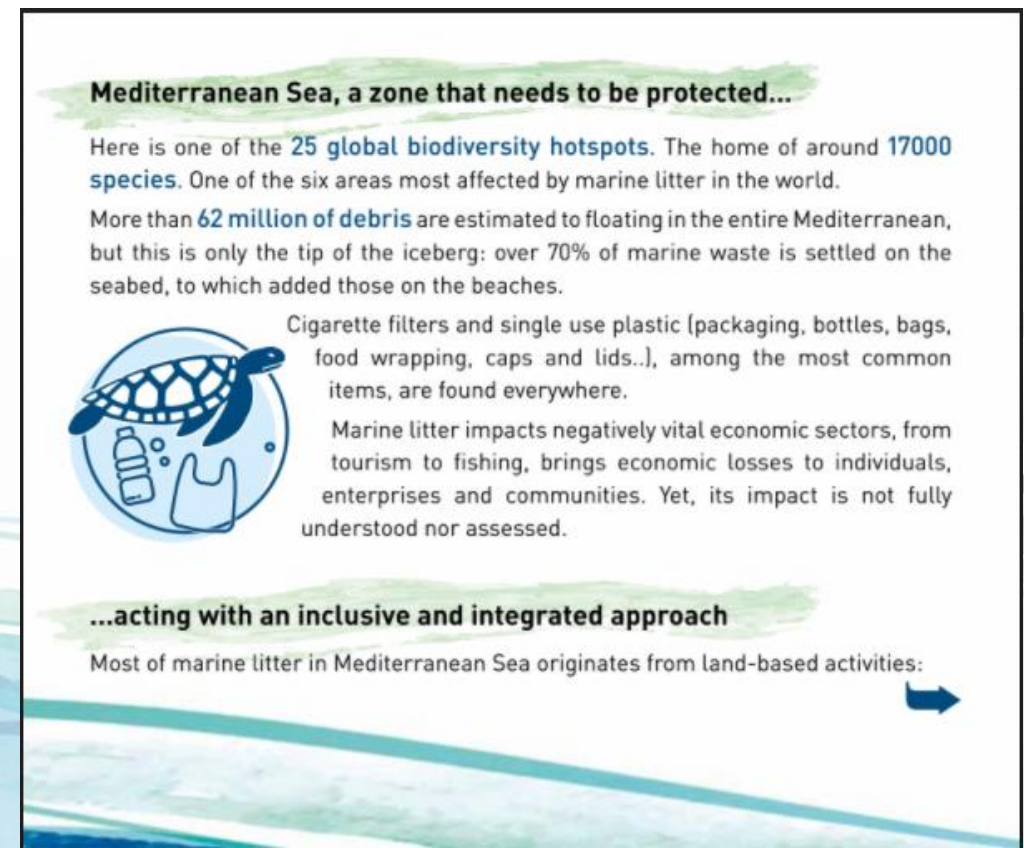
"Despite the difficult climatic conditions, we were able to apply the scientific beach monitoring protocol," comments **Sana Ben Ismail**, coordinator of the COMMON project in the Monastir area. *"The preliminary diagnosis was alarming and worrying and we want to remember that marine plastic waste is a plague for the Mediterranean that threatens marine biodiversity and human health".*

Monastir is one of the five pilot areas of the COMMON project, together with Salento and Tuscan Maremma (in Italy), the Kuriat Island (in Tunisia) and the coastal area of Tiro (in Lebanon). The COMMON project is funded by the European Union under the [ENI CBC Med Programme](#).

COMMON COMMUNICATION: THE COMMUNICATION KIT

Two key elements have been identified for the graphic visual:

- ✓ The concept of network and cooperation;
- ✓ The sea as a crucial element that can allow the cooperation



COMMON COMMUNICATION: THE COMMUNICATION KIT

Two main colors: **Medium Aquamarine**, the color of COMMON logo, and it is associated with nature and ecology, growth and care. **Steel Blue**: it is the color of the sea and encourages communication and sensitivity.



COMMON COMMUNICATION: THE COMMUNICATION KIT





COMMON COMMUNICATION: LOOK WHO IS NOT LOOKING AT YOU!



Common - Med Project è con **Université de Sousse** e altri 17.
21 luglio 2020 · 🌐

Who is the artist?

Are you a #comic book lover? That's the social #contest that fits for you!
What you see in the video is part of the #sketch designed for us by a well-known #comicbook artist, and this illustration is now on the official T-shirt of the project.

But, who is the #artist? The first 3 who guess win the t-shirt!

The contest lasts until July 24th!

Fumo di China
22 luglio 2020 · 🌐

Un noto fumettista ha disegnato per [Common - Med Project](#) la maglietta ufficiale del progetto contro la plastica nei mari, in particolare nel Mediterraneo. In questo breve filmato l'artista disegna il bozzetto... riuscite a indovinare di chi si tratta? Andate sulla loro pagina e scrivetelo, i primi tre che indovinano si aggiudicano la maglietta!



Common - Med Project
4 agosto 2020 · 🌐

In 1992, during a storm, 7200 #plastic ducks ended up in the middle of the Pacific #Ocean when the container that transported them fell from a cargo ship. Still today, those rubber ducks are found on #beaches all over the world.

A story illustrated by the artist Giuseppe Palumbo for the [Common - Med Project](#), creating the official #Tshirt!

We are really grateful to him!

#ComicArt #MarineLitter #GOMED #WeAreAllMed

Fumo di China Stay Nerd ENI CBC Med Programme Legambiente Onlus EU Maritime & Fish CI-HEAMBar Università degli Studi di Siena Université de Sousse Institut National des Sciences et Technologies de la Mer Tyre Coast Nature Reserve - محمية شاطئ صور الطبيعية

COMMON COMMUNICATION: VIDEOS



COMMON COMMUNICATION: THE PRESS RELEASE

Media are a prime target group for project communication and COMMON project regularly informs media about activities and achievements in order to gain awareness with the general public

The main target are journalists in Italy, Lebanon and Tunisia, as well as stakeholder involved on marine litter issue



COMMON PRESS KIT



COMMON COMMUNICATION: THE PRESS RELEASE

la Repubblica

ABBONATI | QUOTIDIANO **R** | ACCEDI

Seguici su:  

Green&Blue

CERCA

BIODIVERSITÀ | CLIMA | ECONOMIA | ENERGIA | MOBILITÀ | SALUTE | CHI SIAMO

R CONTENUTO PER GLI ABBONATI

Clean Up the Med, oltre 13 tonnellate di rifiuti raccolti. L'80% è plastica



▲ (foto: Common - Med Project / Facebook)

الجمهورية اللبنانية
وزارة الإعلام

الوكالة الوطنية للإعلام

الرئيسية > متفرقات > إطلاق مشروع Common من صور لمراقبة السواحل ومعالجة نفايات المتوسط



إطلاق مشروع COMMON من صور لمراقبة السواحل ومعالجة نفايات المتوسط

↓ 

COMMON COMMUNICATION: SOCIAL MEDIA

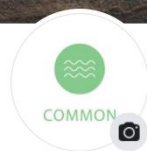
A great way to reach a vast array of target groups, in particular young people, and allow direct connection with followers.

The presence of the project on social media is fundamental to accomplish the objectives, they are used as a relevant tool to reach **third parties, the research community and to interact with the general public.**

The availability of new project results will be communicated informing about its progress and its effect, disseminating the project outcomes and **creating a scientific hub interested** in collaborating with the project.

It is crucial to reach a high level of followers to have a real impact

COMMON COMMUNICATION: SOCIAL MEDIA



Common - Med Project

@Common.eu · Organizzazione di tutela ambientale

Modifica Scopri di più

Home Gruppi Altro

Promuovi

Visualizza come visitatore

Q

...

i COMMON is a project funded by European Union under ENI CBC MED programme, to support a correct management of Marine Litter in the Mediterranean Sea with the application of ICZM principles.

👍 2585 persone hanno messo "Mi piace" a questa Pagina

✓ 2692 persone seguono questa Pagina

🌐 <http://www.enicbcmmed.eu/projects/common>



Common - Med Project

19 gennaio alle ore 12:44 · 🌐

Yesterday morning, the [#COMMONproject](#) took part in the first [ISIA ROMA DESIGN](#) workshop of RDE-Roma Design Experience, with great pleasure.

[Legambiente Onlus](#) and the professors of [#ISIA](#) have opened the works for the realization of a project for the mitigation of the [#marinelitter](#), and to increase awareness among the residents of the coastal areas.

Thanks to the IAS - Institutes of Marine Research OF [CNR Consiglio Nazionale delle Ricerche](#) for this opportunity and to all stu... [Altro...](#)



875

Personne raggiunte

97

Interazioni

Metti in evidenza il post

COMMON COMMUNICATION: SOCIAL MEDIA

Photos, video and links are useful to reach more people
Pay attention to the length of text, the tag, the hashtag

Common - Med Project
 8 gennaio · 🌐

Common project joins the [Mare Magnum Nostrum](#), an initiative of the artist Gea Casolaro, that is meant to be an important collective work focused on the [#MediterraneanSea](#).

[#gomed](#) [#WeAreAllMed](#)

ENICBCMED.EU

The COMMON project becomes a Mediterranean piece of art

192
 Persone raggiunte

50
 Interazioni

Metti in evidenza il post

CIHEAM Bari
 11 h · 🌐

🌿 In questi giorni diversi esemplari di [#tartarughemarine](#) della specie Caretta Caretta sono stati ritrovati spiaggiati sulle coste salentine a causa delle mareggiate e dell'abbassamento delle temperature. Dagli accertamenti effettuati sulle loro condizioni, è emersa la presenza di plastica all'interno del loro organismo.

Questi bellissimi esemplari sono stati presi in cura dal centro di recupero di tartarughe marine CRTM MSNS del [Museo di Calimera Naturalia](#), con il quale il [#CIHEAMBari](#) collabora attivamente nell'ambito del progetto [Common - Med Project](#) finanziato dal programma [ENI CBC Med Programme](#), seguiti nel loro percorso di ripresa e monitorati al fine di poter acquisire informazioni sullo stato di salute del [#Mediterraneo](#) per affrontare le sfide legate all'inquinamento causato dai rifiuti in mare (marine litter).

[#GOMED](#) [#WeAreAllMed](#)

Institut National des Sciences et Technologies de la Mer
 10 h · 🌐

🌊 [COMMON project : Une nuit à bord d'un sardinier....Opération d'échantillonnage de biote dans la baie de Monastir]

L'équipe scientifique du projet COMMON à l'INSTM représentée par @Emna Derouiche et [Wael Koched](#) s'est déplacée vers Monastir, pour réaliser une campagne d'échantillonnage de biote.

L'équipe a passé une nuitée dans un bateau de pêche spécialisé dans la capture de la sardine afin de sélectionner les meilleurs échantillons selon le protocole scientifique du projet COMMON.

Cette campagne entre dans le cadre des activités du WP3 du projet [Common - Med Project](#), financé par l'Union européenne 🇪🇺 et le programme de l'[ENI CBC Med Programme](#).

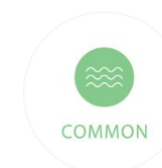
👉 On tient à remercier Mme. Latifa Ben Achiba (CRDA Monastir) pour la précieuse collaboration. On remercie chaleureusement M.Khalifa Rafrafi le capitaine du bateau et son équipage pour l'hospitalité et l'accueil chaleureux.

👉 On tient à remercier aussi M.Mohamed Banni de l'Université de Sousse notre partenaire dans le projet COMMON, pour la bonne collaboration durant cette campagne.

👉 Réagissez sur [#INSTM](#) [#WeAreAllMed](#) [#GOMED](#)



COMMON COMMUNICATION: SOCIAL MEDIA



COMMON

Edit profile

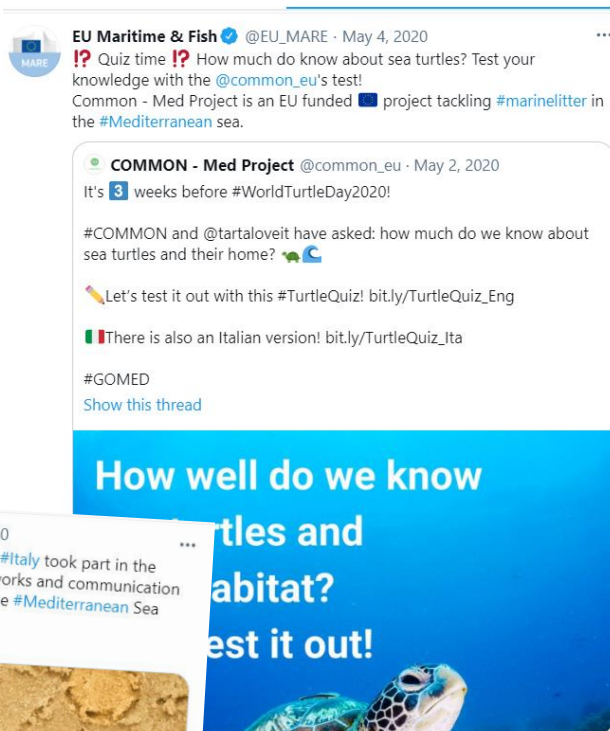
COMMON - Med Project

@common_eu

#COMMON is a project funded by #EU under @ENICBCMED programme, to support a correct management of #marinelitter in the #MediterraneanSea

enicbcmmed.eu/projects/common Joined October 2019

764 Following 538 Followers



COMMON COMMUNICATION: Citizen engagement and awareness

The citizens' engagement aims at making citizens aware about marine and beach litter problem and the human responsibility, to make a change in their behavior.

Involving citizens in concrete action will increase the awareness of a problem and engage people in finding solutions.

Clean Up The Med: through a call for action at Mediterranean level, a “cleaning up” campaign involves citizens, hotels, schools, diving, CSOs, municipalities, etc. in cleaning up beaches, coasts and seabed and in wastes monitoring activities. **The scope is to make people aware about human origins of land-based ML**

"BEach Clean" campaign on the beaches: to tourist facilities and main beach resorts. A “BEach Clean decalogue” was affixed in the main tourist places and an information campaign was implemented during the tourist season, together with a survey about habits of use and about litter awareness.



COMMON COMMUNICATION: Citizen engagement and awareness



THANK YOU!

COMMON: WEBSITES

<http://www.enicbcmed.eu/projects/common>

<https://volontaripernatura.greenproject.info/common/site/>

COMMON SOCIAL MEDIA

<https://www.facebook.com/Common.eu>

https://twitter.com/common_eu

<https://www.instagram.com/common.eu/>