



### **ACTION D1 – DELIVERABLES SUMMARY**

*Action D1* of the Accolagoons Project regarded activities and actions towards the publicity of the Project and also the dissemination of its objectives and deliverables.

An *Action Plan* has been designed as a three phase strategy implementation:

The first phase aimed at:

- Creating a discernible “public” identity for the program’s actions, through the use of a program logo and slogans.
- Producing and disseminating of information and support material.
- Organization of a series of events, informative and of other types.
- Publicizing the objectives of the program of work through mass media actions.

The second phase of communication actions was twofold aiming at:

- Making the objectives and interventions of the program actions widely known
- Sensitize the wider public through the unfolding of related promotion actions.

The third communication phase aimed at strengthening the recognition and acceptance of the utility and benefits of the program of work, mainly through the systematic publication and promotion of its results.

In order to achieve the objectives of program information and publicity and following the strategy above, several types of communication actions utilized which were grouped at:

A: Design and production of information-promotion material (material means).

B: Design, implementation and organization of publicity, promotion and information actions (non-material means).

In all, the following types of communications actions A-material means (design and production of information and promotion material) and B-non material means have been produced and performed:

#### Material Means (A):

No of Deliverable	Item	Quantities
A1	Logo and Slogan	1 logo, 1 slogan
A2	Notebooks	2000
A3	Adhesive central message stickers	3000



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A4	Folders	2000
A7	Leaflet of the Program & of the Project Region	16000
A8	Banner / Map of the Project area	4000
A9	Photo Archive. An Underwater Photo Archive was created focusing on the current situation of Posidonia Oceanicae at the areas of the Project. A Nature Photo Archive was created representing the Project areas in all seasons (flora and fauna of Epanomi and Aggelochori lagoons).	1
A.10	Memorabilia (T-Shirts, Hats, Bags, Cards)	1000 T-Shirts, 2000 hats and bags, 500 cards
A13	Eco-friendly beach ashtrays	1000

Non-material Means (B):

No of Deliverable	Means
B1	Website update with Project actions and deliverables  Since November 2013, all the actions and the information materials (print outs, images, press releases etc) made under D1 Action uploaded at <a href="http://www.accolagoons.gr">www.accolagoons.gr</a> in order to provide continuing information about the ACCOLAGOONS Project.  To have unique users' statistics, the google analytics tool is used.
B2	Public Survey  A public research was implemented aimed to investigate the degree of knowledge of the inhabitants of the areas about the ACCOLAGOONS Project. Other important information was resulted, as well, useful in adapting the Communication Strategy.



B3	<p>Conference</p> <p>On 10-10-2014, the Secondary Education Directorate of East Thessaloniki, the 2nd High School of Perea and the National Teachers Union of Central Macedonia for Environmental Education, organized a conference entitled "Epanomi - Aggelochori Lagoons; a proposal of cooperation on joint school actions".</p> <p>The aim of the conference was to inform about the ACCOLAGOONS project and the specific characteristics of Epanomi and Aggelochori lagoons as a case study on the implementation of environmental programs and activities.</p>
B4	<p>Information campaign</p> <p>November 2014</p> <p>Informative material for the project ACCOLAGOONS: Actions for the conservation of coastal habitats and significant avifauna species in NATURA 2000 network sites of Epanomi and Aggelochori Lagoons was distributed in the 7th Commercial Exhibition Meeting “Building Green Expo 2014” in Athens, From the 21st to 23rd of November 2014.</p> <p>Summer 2014</p> <p>We had a positive response to the Action by the visitors – swimmers of the area, who were particularly interested for the printed material (Environmental map - afisete -, leaflet for proper environmental behavior), and for the beach- ashtray and they joyfully accepted the projects souvenirs (hats and t-shirts), which were distributed during the first weekend of the campaign 26 &amp; 27/07/2014 in the Projects wider area (Potamos, Navagio, Fanari, Mitika cape and Aggelochori beaches).</p> <p>The purpose of this action is to inform the summer visitors (swimmers), and other users who are actively involved in the Area, regarding the importance and the necessity to protect this sensitive ecosystem.</p> <p>The Weekend of 02 &amp; 03/08/2014, the public information campaign was completed.</p>
B6	<p>Participation in the Project Meetings</p> <p>ORTHE/TMSTH participates in all the meetings relating to the Project.</p>
B7	<p>Leaflet and memorabilia distribution.</p> <p>80% implemented.</p>