

MARISTANIS, an integrated project for the Ramsar sites of Oristano. **Communication strategy**

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THE AREA, 7.600 ha

6 Ramsar sites

Sal'e Porcus, Mistras, Cabras, Pauli Maiori, S'Ena Arrubia, Corru S'Ittiri, Marceddì, San Giovanni.

11 Municipalities

San Vero Milis, Riola Sardo, Nurachi, Cabras, Oristano, Santa Giusta, Palmas Arborea, Arborea, Terralba, Guspini, Arbus.

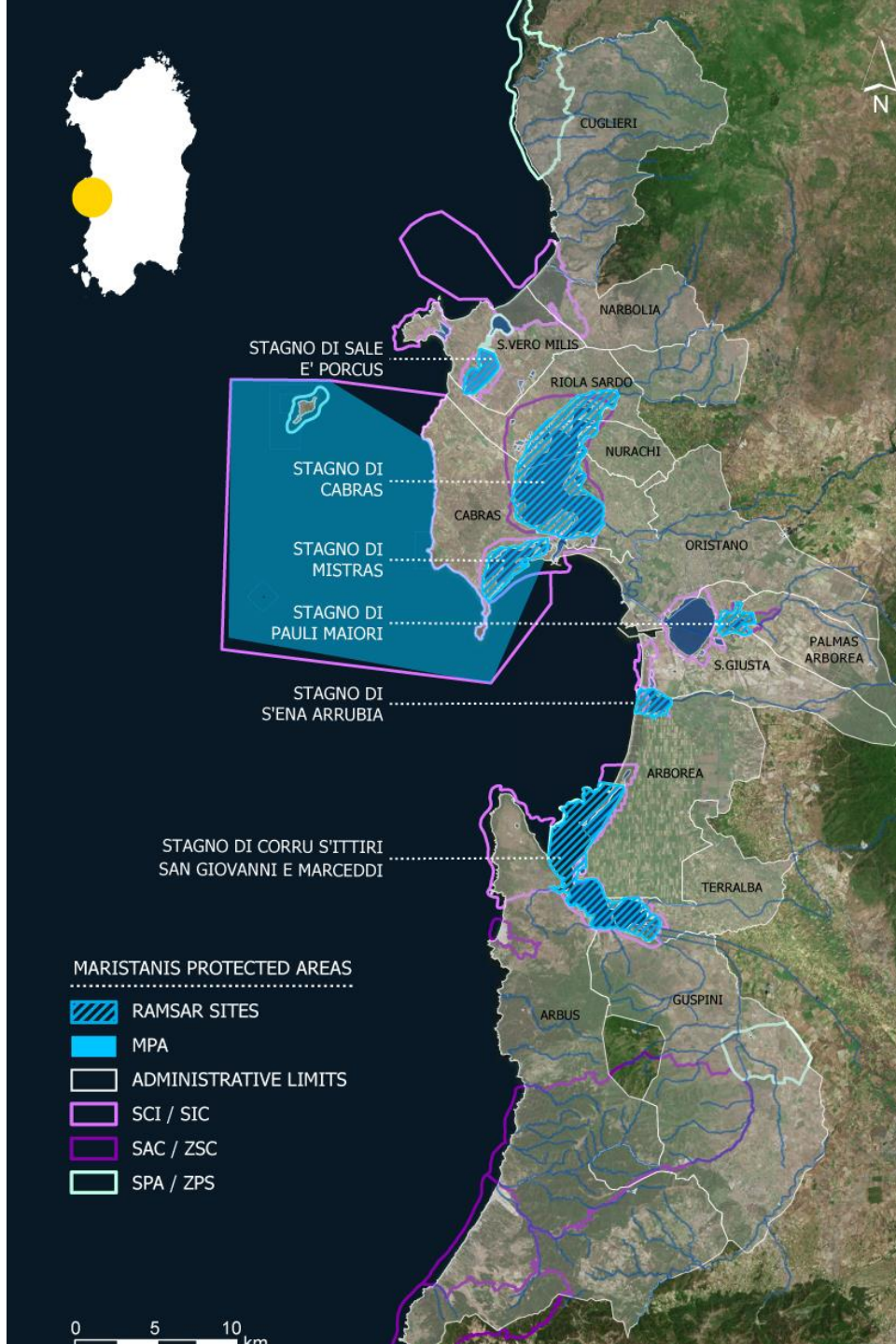
1MPA/ 1SPAMI

Natura 2000

10 SCIs

7 SPAs

Population: about 78.000



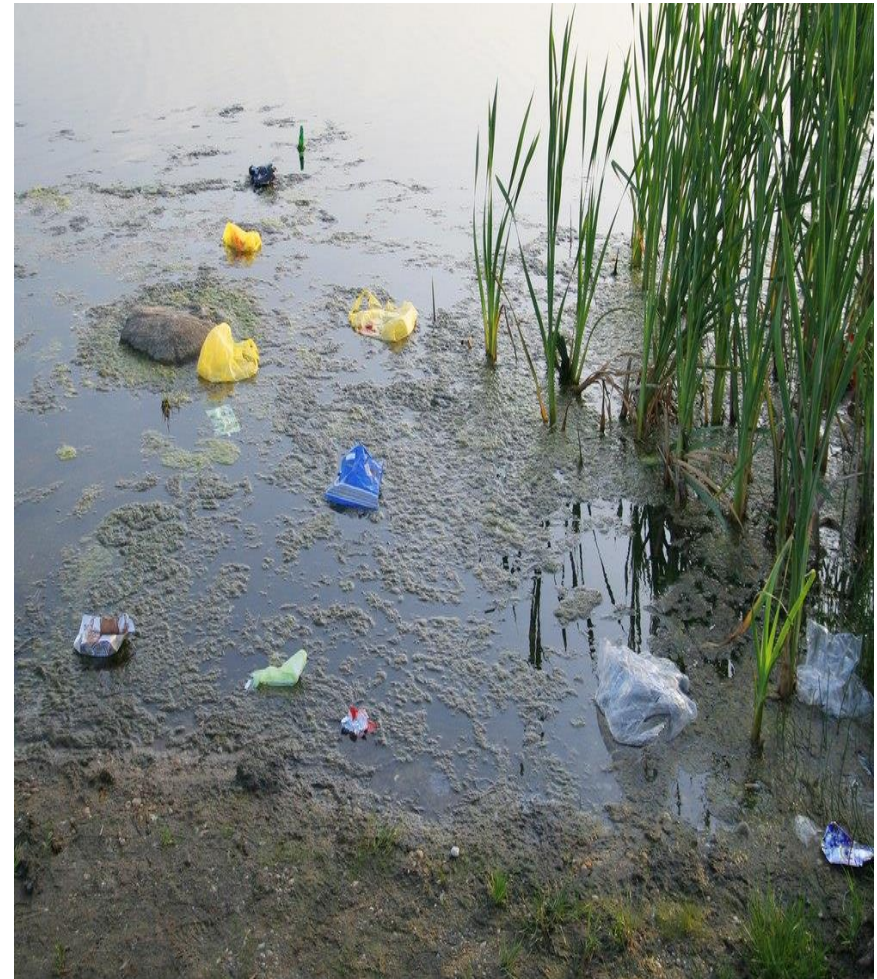
OCCURRING IMPACTS

ANTHROPOGENIC IMPACTS

- Intensive agriculture
- Livestock activities
- Intensive aquaculture
- Abandonment of irrigation and drainage canals
- Landfill and silting,
- Riparian areas abandoned

CLIMATE AND ENVIRONMENTAL CHANGES

- Coastal erosion
- Salt water intrusion
- Fresh water balance and extreme droughts
- Loss of biodiversity
- Invasive and alien species



PROJECT'S MAIN STRATEGIES

- 1** Improving the knowledge of the Oristano Gulf Wetlands
- 2** Establishing an integrated governance of coastal wetlands
- 3** Ensuring connectivity amongst marine and terrestrial parts of the coastal system
- 4** Promoting sustainable water management and more efficient water use
- 5** Managing wetlands to control sources of pollution and other risks
- 6** Improving the conservation status of endangered species and habitats
- 7** Enhancing the cultural and landscape heritage
- 8** Raising awareness on the importance of wetlands and coastal and marine habitats



THE AIM

Strategy 8 MARISTANIS project focuses on communication. The purpose of all its activities is to **raise awareness** on the importance of wetlands and coastal and marine habitats



MARISTANIS and Off Your Map campaign

To clearly understand the Maristanis communication strategy we could refer to the common Off Your Map objectives:

- 1) Improving the understanding of wetlands' characteristics
- 2) Boosting the recognition of coastal wetlands' economic, cultural and environmental benefits
- 3) Influencing the key policy processes



TARGETS

Stakeholders in Municipalities involved in MARISTANIS

- Local administrators
- Economic Activities
- Local experts (artisans...)
- Local not for profit sector
- Residents
- Schools
- ...

Regional stakeholders

- Regional administrators
- Potential partners for cofunded projects (not for profit actors, public administrations, economic actors,...)
- Experts, innovators and Universities
- Residents/Tourists
- Schools

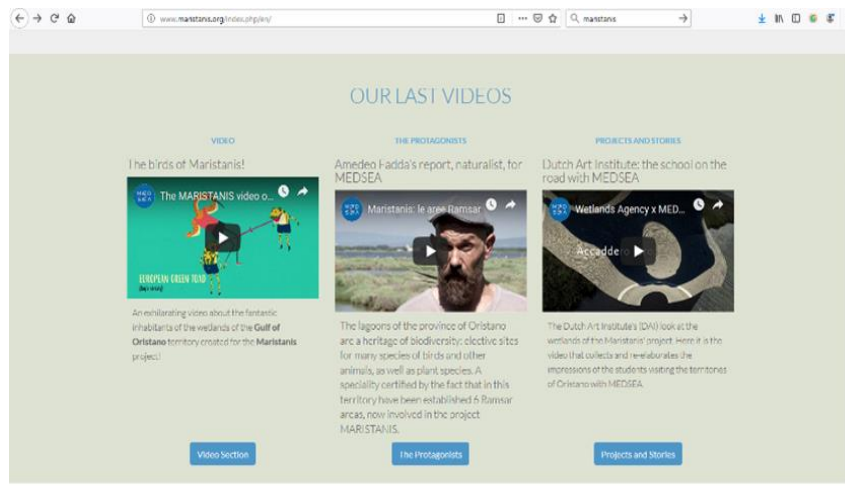
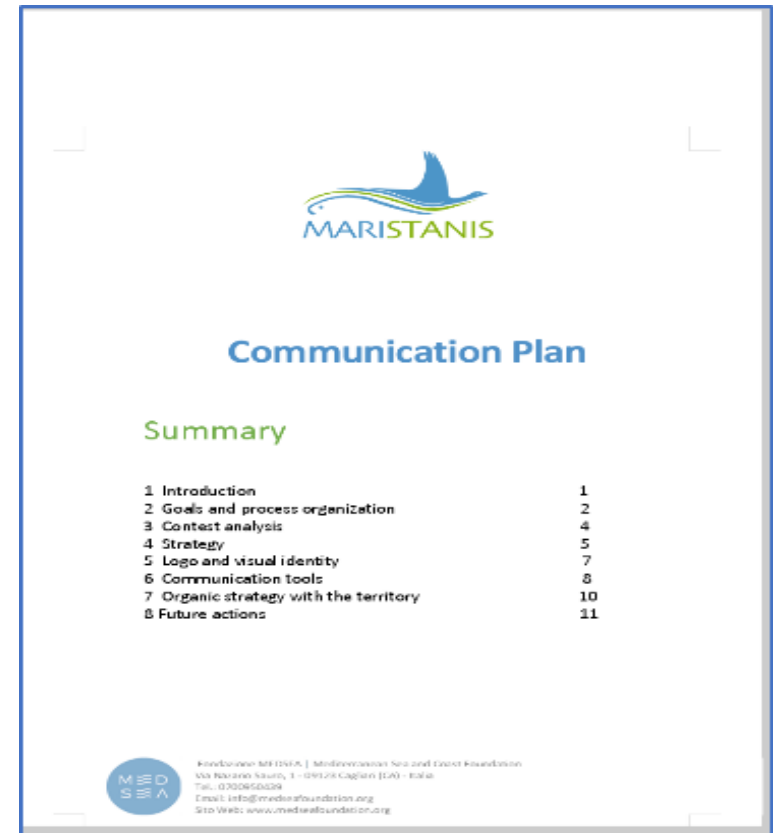
National and international stakeholders

- Potential partners for cofunded projects (not for profit actors, public administrations, economic actors,...)
- Residents/Tourists
- Experts, innovators and Universities
- ...



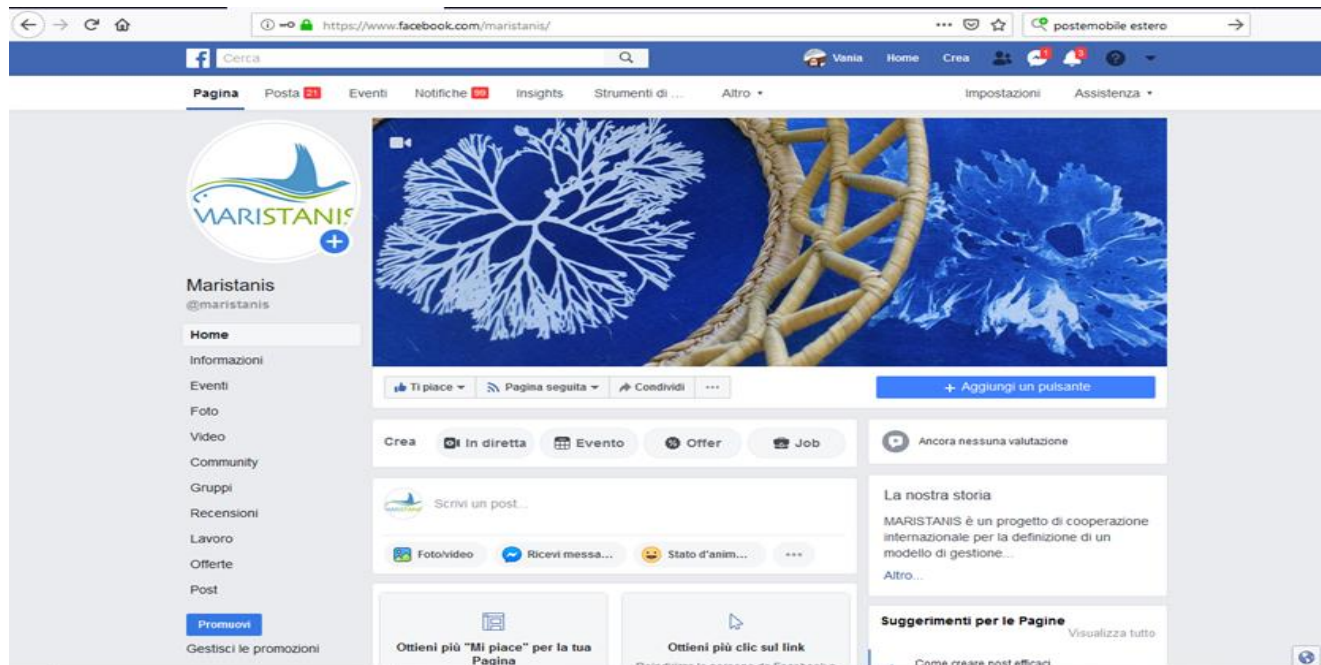
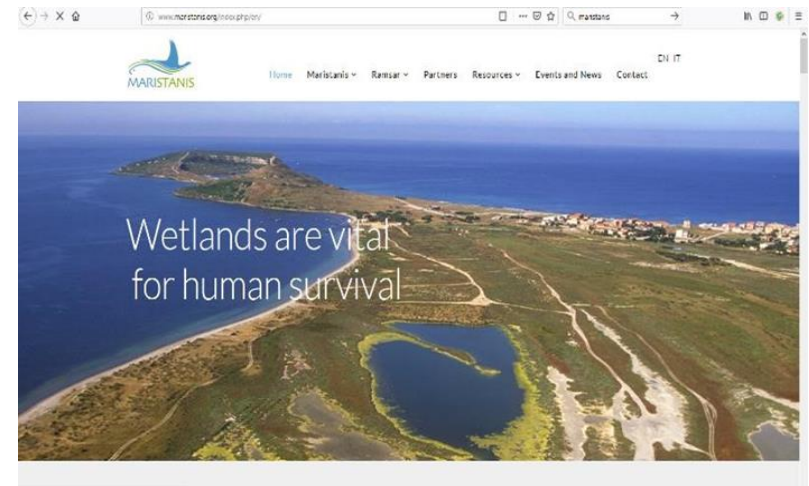
COMMUNICATION PLAN

The communication strategy of MARISTANIS has been implemented according to a **trans-media paradigm** embracing the use of more traditional channels such as magazines, newspapers, radio and television broadcasters with more innovative tools such as events, websites, gadgets, social media, etc..



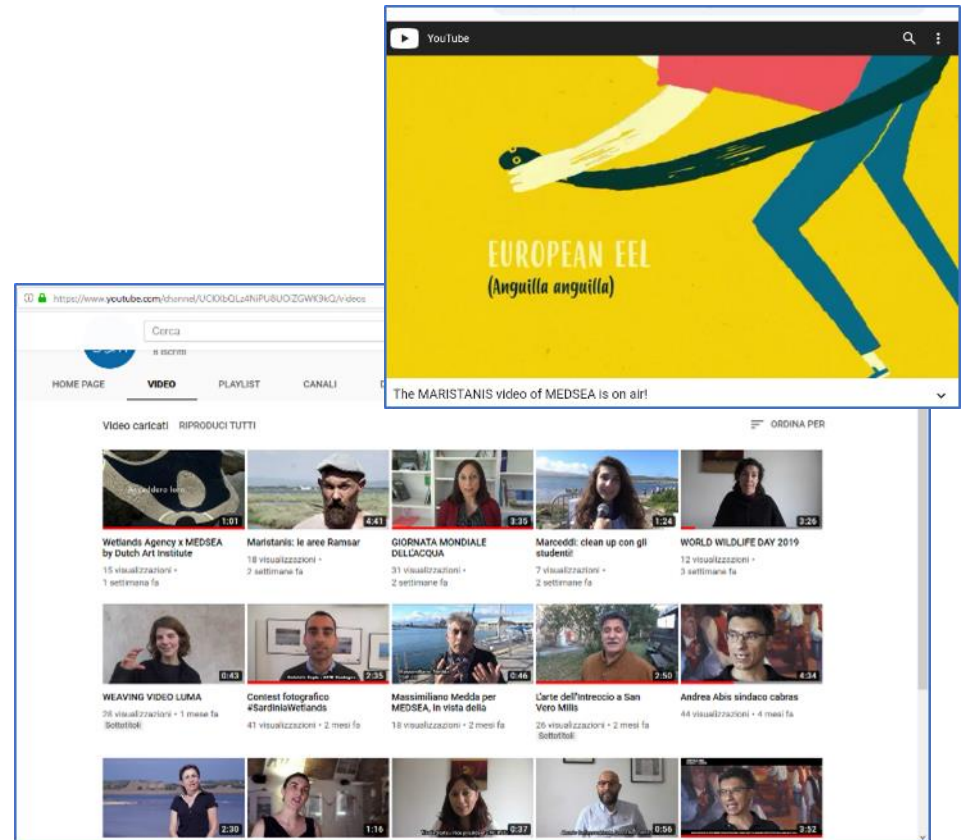
TOOLS: WEBSITES AND SOCIAL MEDIA

MARISTANIS contents are published and shared in the Maristanis and MEDSEA social media pages

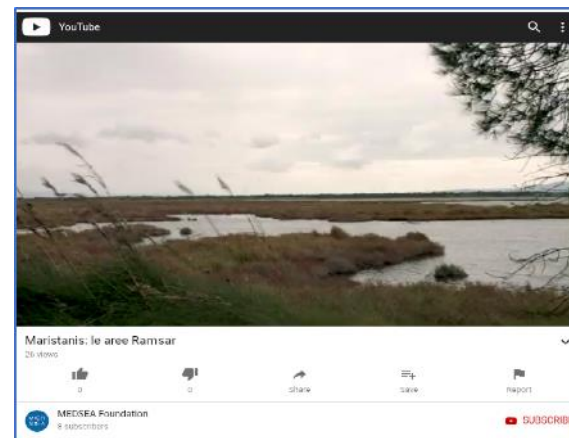


VIDEOS

- 1) Videos introducing the project
- 2) Videos focusing on rising awareness about specific themes
- 3) Videos focused on local stakeholders activities.



All shared on website + social networks



ORGANIC TERRITORIAL STRATEGY?

Goal: Building a shared identity among the subjects related to the Ramsar sites.

Strategy: building a narrative and a web of social and cultural relations

Modality: constant presence and reporting from the territories.

Results: improved knowledge and awareness of the Maristanis project and of the possible and necessary synergy among the subjects



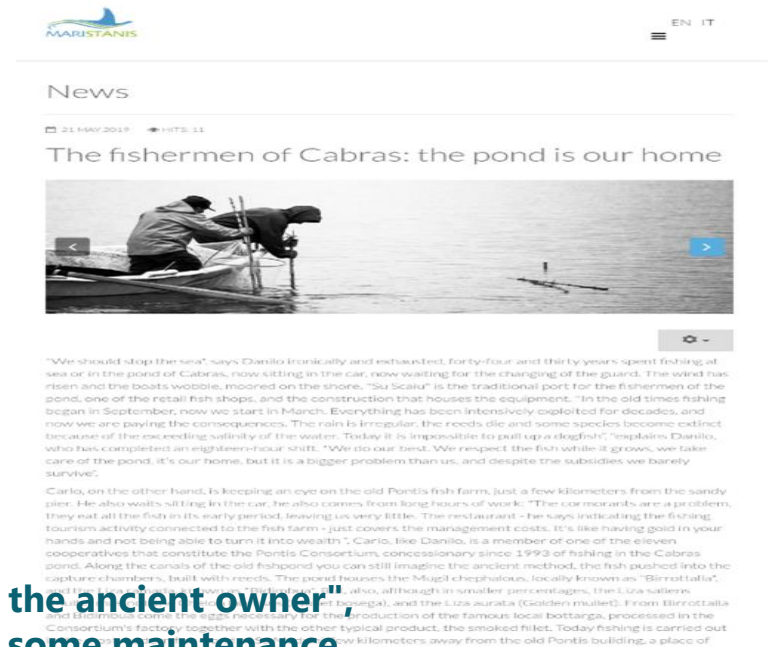
ONE STORY

Subject: fishermen of Cabras

Themes: tradition, human-nature relation, climate change, identity, policies, future perspectives

Relevance of style in narration

"It was all different at the time of Don Efisio Carta, the ancient owner" says Peppino, who has joined Carl to help him with some maintenance work. "Now we are forced to chase the market, concentrating the activities between March and September, coinciding with the tourist season. In winter we only take care of maintenance and try to prevent illegal fishing. Climate change has added migrant cormorants to the permanent ones, with important consequences. So has the drainage channel. Fresh water helped the grass growth, which is essential for feeding the mullet and the sea bass. Now, instead, we have "sa groga", created by excessive salinity, which further worsens the passage of water"



EVENTS



More than **30 events** were organized within the project. Many others were attended by the MARISTANIS experts. Among them festivals, seminars, conferences, clean-ups.



ACTIVITIES FOR STUDENTS AND TEACHERS



IN EVIDENCE

CLEANING UP THE LAGOON: in Marceddi the students of the middle schools of Terralba

As part of the project Maristanis by the MEDSEA Foundation in collaboration with the Municipality of Terralba, the Association 3dna and the Cooperative Concordia: a meeting with high school students of Terralba which preceded the clean up of students along the banks of the lagoon of Marceddi.

Don't waste time, collect #waste! In the video some interviews with the students of the middle schools of Terralba who participated in the clean up of the shores of the lagoon of Marceddi: an event, organized as part of the project Maristanis, to raise awareness among young people on the subject of waste.

[Go to the article](#)

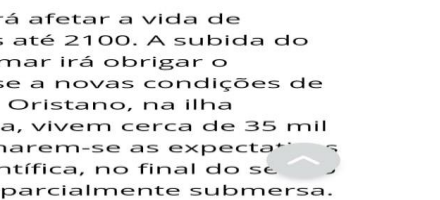
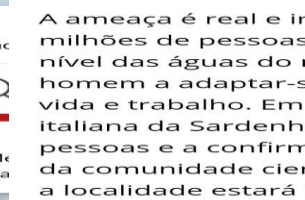
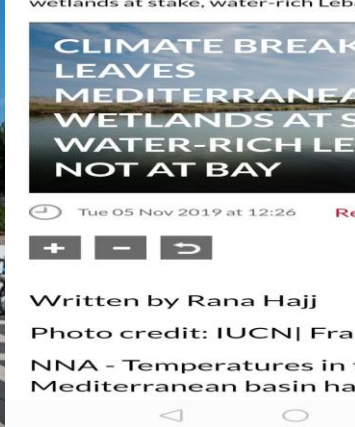
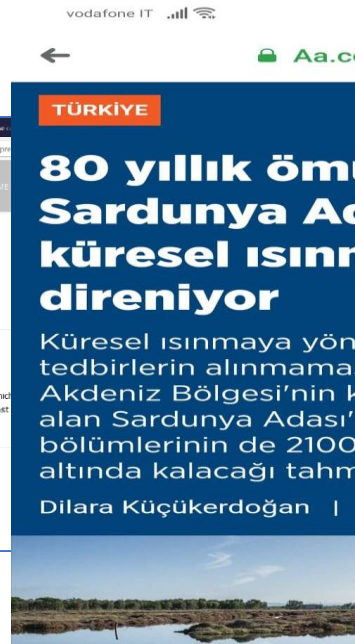


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COAST DAY AND WETLANDS DAY



WIDENING WETLANDS...





THANK YOU



OFF
YOUR
MAP

Life
begins in
wetlands