



# Public awareness raising and project visibility activities (Action 9, 10)

KICK-OFF MEETING

**“Baltic Actions for Reduction of Pollution of the Baltic Sea from  
Priority Hazardous Substances”**

FEBUARY 4TH – 5TH , 2009

Riga, hotel “Bruņinieks”





# Action 9

## Strategy for rising public attention & awareness on hazardous substances

(Preparatory action)



Responsible: BEF Latvia  
WP lead: Inguna Rauda, PR specialist

# General idea

- Create a theoretical basic package based on previous action results for strategy and project results visibility and dissemination for target groups attending in most resultative and effective way.
- Target groups:
  - Industries,
  - State authorities,
  - Wider society.



# Sub-actions

- **Investigation** - public awareness history on chemicals and hazardous substances in Old EU
  - all project team is involved
  - April – September, 2009.
- **Journalist round table** -presenting the topic, discussions with journalists on public information and awareness rising activities – what? why? how?
  - 1 event in each country,
  - 15 journalists per 1 country event,
  - July – September, 2009.



# Sub-actions

- **Interviews** – to find out interesting aspects within the project project topic
  - different groups of society
  - polling technique
  - October, 2009 – March, 2010.
- **Strategy** for public information and awareness rising
  - further implementation in Action 10,
  - January, 2010 – September, 2011.
- **Feed-backing** the strategy at international audience
  - NGO round table at Baltic Sea Day or at European Commition level.



# Balt Act Haz & COHIBA

- In both of these projects will be developed a public awareness rising strategy on hazardous substances in waters.
- The aim of both strategies – provided understandable and professional information in one time for public to education on real dangerous of hazardous substances in waters and use the medias and educated public as a strong and powerful tool to change nowadays situation.



# Action 10

## Project visibility and dissemination

**Responsible: BEF Estonia**  
**WP lead: Katrin Juhanson, junior  
expert**



Katrin Juhanson, BEF Estonia;  
Inguna Rauda BEF Latvia

# General project visibility

- *Common Provisions -> Article 13* “Communication actions, publicity for Community support and audio-visual products”
  - Always mentioning the Community support received, details given in each activity report
  - In all documents and media produced in frame of the project LIFE logo provided by the Commission must be used; for audio-visual material also a readable mention of the LIFE support (e.g. “With the contribution of the LIFE financial instrument of the European Community”)





# Logos



The European Union's LIFE +  
programme logo  
<http://ec.europa.eu/environment/life>



The Latvian Ministry of the  
Environment  
([www.vidm.gov.lv](http://www.vidm.gov.lv))



Ministry of Environment of the  
Republic of Lithuania  
([www.am.lt](http://www.am.lt))



Estonian Environmental Investment  
Centre  
([www.kik.ee](http://www.kik.ee))



Estonian Ministry of Social Affairs  
([www.sm.ee](http://www.sm.ee))



# Sub-actions

- Project **web site** - development & maintenance
  - running within 6 months (Jan – Jun 2009)
  - info about project activities, progress and results, partners, hazardous substances, guidelines, summaries, reports , etc.

ENG version (BEF EE)

National versions – updated by country coordinators (BEF LV & BEF LT)



Developing a recognisable design (colour scheme, etc.) for all project deliverables ...



# Sub-actions

- **Media work and advertising materials**
  - **Flyer** introducing the project activities, partners etc. to wider audience (Jan – Jun 2009)
    - ca 500 copies per country
    - ENG template developed by BEF EE
  - **Articles** in media
  - Different **information materials** ( -> Action 9)
- **National and international dissemination**
  - Setting up **notice boards** at strategic places accessible for general public (Jan 2010 – ca Sept 2011)
    - info about hazardous substances and risks to environment
  - **Events** for introducing project, presenting project results, changing experience
  - **Layman's report** describing project goals, activities, results, partners, donors. Purpose to inform larger international audience about project results (in ENG only).



# Visibility and dissemination - connection to other project actions

Action 1

Action 2

Action 3

Action 4

Action 5

Action 6

Action 7

Action 8

Action 9

*Background paper on EU Hazard concept, Leaflet on hazard concept for stakeholders, training seminars, report from screening of substances and source analysis, substance reduction strategy, brochure on REACH and interaction with other sectors of environment, elaboration of permit guidelines, leaflet on general substitution potential, trainings, seminars, etc.*

**Keeping in mind the visibility requirements throughout all project actions!**

elaboration of strategy for public information and awareness raising



Katrin Juhanson, BEF Estonia;  
Inguna Rauda BEF Latvia

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