

## GENERAL REMARK

This document is only a draft. Its aim is to define in a more realistic and operational way the different actions to undertake for the WP3. It needs the approval of the team leader in order to become an effective working document. Attached to this document, a calendar of the action.

## ORGANIZATIONAL CONSIDERATIONS

In order to make more efficient the various actions of the awareness raising campaign, it would be preferable to organize the transnational meetings with the same timing with the major events regarding the awareness raising campaign. This is what we propose:

<b>3<sup>rd</sup> Transnational Meeting (Tyre) June-July 2010</b>	<ul style="list-style-type: none"> <li>- WP1: Presentation of the Booklet to stakeholders</li> <li>- WP2: Results of the Vademecum of participated design</li> <li>- <b>WP3: Branding the Awareness Raising Campaign</b></li> <li>- <b>WP3: Launching of the Handicraft Pamphlet</b></li> </ul>
<b>4<sup>th</sup> Transnational Meeting May-June 2011*</b>	- <b>WP3: 1<sup>st</sup> Exhibition “in the square” – Competition in compulsory and High Schools</b>
<b>5<sup>th</sup> Transnational Meeting January-February 2012*</b>	<ul style="list-style-type: none"> <li>- <b>WP3: 2<sup>nd</sup> Exhibition “in the square” – Competition in Architecture Schools</b></li> <li>- WP4: Presentation of the implementation of the various heritage trails</li> <li>- WP5: Presentation of the Sustainable Tourism Plan and its implementation in the various countries</li> </ul>
<b>Final Transnational Meeting June 2012**</b>	<ul style="list-style-type: none"> <li>- <b>WP3: Final Publication</b></li> <li>- <b>WP3: Final Conference</b></li> </ul>

\* This meeting must be synchronized with the academic year in order to allow the participation of involved students

\*\* Can be modified upon DIRES or RMSU request

**In bold: the actions planned by the WP3 action plan.** The other actions are only suggestions that each involved partner will validate.

## BUDGET CONSIDERATIONS

Some budget adjustments have to be considered regarding some of the outputs. In the “development of the outputs”, a special part is dedicated for this issue called “specific budget”. It suggests few expenses to be taken into account and that do not figure in the general budget. The DIRES will have to consider them. After approval of this document a more detailed budget sheet will be elaborated for each output.

## OUTPUTS OF THE AWARENESS RAISING CAMPAIGN

- 1- Branding the awareness-raising campaign (MAJAL)
- 2- Booklet for stakeholders (DIRES)
- 3- 2 or 3 PPT presentations (USJ/MAJAL-DIRES)
- 4- 1 day-visit with students – organization (MAJAL + all the cities)
- 5- Pamphlet for handicraft (MAJAL)
- 6- Competition in schools (MAJAL)
- 7- Competition in universities (MAJAL)
- 8- 2 exhibitions: “in the square” exhibitions showing the results of the competitions launched in schools and universities (MAJAL)

## DEVELOPMENT OF THE OUTPUTS

### 1- Branding the awareness-raising campaign

**Presentation:** In order to give a better visibility to the action and to the project, the WP3 will start by defining a common visual identity consisting of a sub-brand to Mare Nostrum which will appear on all printed material aiming at the promotion of the Heritage Trail.

**Methodology:** The branding of the WP3 outputs will be elaborated by the ALBA students in Graphic Design as an academic exercise. An online vote will be made between members of the Mare Nostrum program. The selected project will give the opportunity to its author to work on the Handcraft Pamphlet’s layout and will develop the visual identity of the whole package giving the main outlines.

**Time:** mid February 2010 – April 2010

**Visibility of the action:** The action will allow 3<sup>rd</sup> or 4<sup>th</sup> year graphic design students to discover the Mare Nostrum project as well as Euromed program’s main objective raising the awareness in our common culture and the importance of heritage. The results of the action will be communicated to the Team Leader in order to include it in the Mare Nostrum’s newsletter.

**Specific budget:** the remuneration of the student must be defined by DIRES previous to the beginning of the action.

### 2- Booklet for stakeholders

**Presentation:** A presentation booklet of Mare Nostrum’s action in the various cities

**Methodology:** The booklet will be developed by DIRES with a collaboration of USJ/ MAJAL

**Time:** mid February 2010 – April 2010

**Visibility of the action:** The booklet will be distributed to all stakeholders as well as beneficiaries and target groups.

**Specific budget:** To be defined by the DIRES

### **3- 2 or 3 PPT presentations**

**Presentation:** The PPT will be used during presentations with stakeholders which aim is to present the various actions of the project (vademecum, awareness raising campaign, heritage trail...)

**Methodology:** The PPT will be made by USJ/MAJAL with the help of DIRES which must provide the available information.

**Time:** The PPT will be presented during the stakeholder's meetings as well as the final conference.

**Visibility of the action:** Media coverage

**Specific budget:** None

### **4- Pamphlet for handicraft**

**Presentation:** The pamphlet aims at offering a tourist product that gathers and enhances the traditional handicraft, know-how and cultural elements that show the belonging of these handicraft and know-how to a common Mediterranean culture.

**Methodology:** After branding the WP3, the selected graphic design student will be asked to develop the pamphlet with the assistance of USJ/MAJAL.

**Time:** June-July 2010

**Visibility of the action:** The pamphlet will be printed in 6000 copies and distributed to the participating schools (action 5) as well as the various stakeholders.

**Specific budget:** The graphic design student must receive a payment for the graphic design work (to be defined by DIRES)

### **5- 1 day-visit with students to craftsmen – organization**

**Presentation:** The organization of the visit will be defined in order to coordinate the action in the 6 different cities for a better understanding of the action and the creation of a small educational kit for teachers.

**Methodology:** The organization of the action will be defined by MAJAL and sent to the partner or associate responsible of the implementation of the action in each city. The latter will be in charge of the contact with schools in order to define the class, teacher and time of the action. He will assist the teacher and be in charge of the report of the action to the project manager (photos of the visit, efficiency of the action, level of understanding and appropriation...). For the evaluation, a small form will be distributed by MAJAL.

**Time:** The visit's kit will be elaborated in May-June 2010. The visit will take place in coordination with schools during the first semester of the 2010-11 academic year, around October November 2010.

**Visibility of the action:** The collected reports will be edited and published in the project's newsletter, communicated to Euromed program and the local media.

**Specific budget:** Eventhough it figures in the project proposal, no budget is allocated to this action. DIRES must define the relevance and importance of this action in order to evaluate the volume of work and dedication of MAJAL.

## 6- Competition in schools

**Presentation:** International Concept Competition for students of compulsory and high school

**Methodology:** The competition will be launched after identifying major issues regarding the waterfronts in the 6 cities. The competition will tackle the perception of the youth of their waterfront and their expectations in terms of the waterfront's enhancement (activities to create, available spaces, main spots along the waterfront or in the port,...). MAJAL will elaborate the competition's program and send it to the persons in charge of the follow up in each city. The competition will be launched the same day in the 6 cities in a selection of local schools.

**Time:** October 2010-May 2011

<b>September-October 2010</b>	Elaboration of the Competition Program
<b>Beginning of October 2010</b>	Contact with schools
<b>End of October 2010</b>	Launching of the Competition
<b>February 2011</b>	Submittal of the works
<b>March 2011</b>	Announcement of the winners
<b>May 2011</b>	Exhibition "in the square"

**Visibility of the action:** Exhibition in the 6 cities (in a public space, preferably the waterfront) Media Coverage (Press Release), Mare Nostrum Newsletter, Euromed Newsletter...

**Specific budget:** DIRES must identify the budget allocated to the person (NGO, partner, associate...) which will be in charge of implementing the competition in schools (in the 6 cities)

## 7- Competition in universities

**Presentation:** International Concept and Design Competition for students in Architecture

**Methodology:** MAJAL will elaborate the competition program and will ask each city representative to select a number of faculties and students to participate to this competition. The competition will be published on Mare Nostrum's website, on a special webpage dedicated to the competition. The competitors will be informed of all the news regarding this issue. A selection of works will be also published on the website after the competition. A specialized jury will be selected from the 6 countries in order to evaluate the work.

**Time:** Launching: January 2011, Awards: july-august 2011

**Visibility of the action:** The Mare Nostrum website will play a key role to give information to the public. Media coverage will also be insured in each city. The competition will contribute to the elaboration of the heritage trail. An exhibition "in the square" will take place in each city, probably in the port or in a major monument or site.

**Specific budget:** A budget for jury members (per diem, ticket, ...) must be allocated in order to follow the international competition rules. To avoid too many trips, the projects will be sent to the jury which will be gathered in a specific place chosen previously. And where will take place the awards announcement.

## 8- 2 exhibitions: "in the square" exhibitions showing the results of the competitions launched in schools and universities

**Presentation:** Two different events which will take place after the completion of the two competitions

**Methodology:** After each competition's deliberations, all selected projects will be gathered and displayed on exhibition panels which will be used for the 6 exhibitions which will take place in the 6 cities. In order to avoid transport risks and costs, each city will print the panels in situ and will be in charge of the exhibition. AN online exhibition will also be available on Mare Nostrum's official website. The exhibition will not only aim at showing the best projects but also to express the perception of the youth for their heritage and city.

**Time:** - Exhibition of the competition for students: May – June 2011  
- Exhibition of the competition for architecture students: January-February 2012

**Visibility of the action:** Media coverage (press releases), Mare Nostrum's website, Power Point presentation during roundtables with stakeholders, a CD can be distributed to various schools, universities, NGOs and public authorities.

**Specific budget:** To be specified later

### **PROGRAM SUGGESTED FOR THE TRANSNATIONAL MEETING IN TYRE**

The 3<sup>rd</sup> Transnational meeting should be an opportunity to disseminate the project in a more efficient way through mainly the organization of a roundtable with stakeholders.

- **Meeting with partners and associates** (organized by DIRES)
  - Presentation of the different actions lead by the partners and associates
  - Planning the future action (competitions, training, dissemination ...)
  
- **Roundtable with stakeholders: exchange of experiences and know-how** (organized by Tyre Municipality, Majal and DIRES)
  - **Presentation of :**
    - a PPT for stakeholders : Importance of a common heritage trail in port cities around the Mediterranean
    - the booklet for the stakeholders
    - the vademecum of participated design
    - the handicraft pamphlet
  - **Roundtable: design a common tourist strategy**
  
- **Exhibition:** photos or drawings in order to highlight the event (to be defined later)