



ERASMUS+: BlueS_Med project

2020-1-FR01-KA201-080531

*Supporting the development of socially inclusive
Blue Challenges in schools in the Mediterranean sea-basin*

SUMMARY REPORT

Transnational Project Meeting 1 (TPM1)

Online Teams Meeting

Date: 20th January 2021

Agenda items:

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|---|--------------------|
| 1 | Project Management |
| 2 | Communication |
| 3 | Next steps |

Attendees

Acteon: Olga Mashkina, Vera Noon
IMEV- Sorbonne: Carolyn Scheurle, Stephanie Zimny
Parc National des Calanques: Juliette Grosmith
OFB: Francois Morrisseau
CNR : Francesca Alvisi, Silvia Merlino, Elisa Baldrighi
ANISN: Anna Pascucci
ERI: Franco Bergogno, Manuela Montorsi
HCMR : Yolanda Kolouri, Roula Andriopoulou
DUTH : Thanos Manyos
University of Malta : Dorita Balzam , Mark Mifsud, Alan Deidun, Paul Pace, Mariosa Caruana

Discussion topics:

Overview on contracts, consortium agreement, budgets and payment requests.
Focus to be made on regular reporting for interim reports compilation.

Potential reallocation of up to 20% of funds between activities due to cancellation of some face-to-face meetings and conversion to virtual events.

Link to the EU Commission's Mission Starfish report.

https://gppq.fct.pt/content/eventos/12332_relatorio-da-missao-starfish.pdf

https://ec.europa.eu/info/publications/mission-starfish-2030-restore-our-ocean-and-waters_en

Schools involvement (SUMMARY FROM PADLET SESSION):

- Advisory/Steering committee idea:
 - o Received positively
 - o To create a Mediterranean network of teachers, maybe “blue schools’ ambassadors”
 - o To be involved officially in the project

- Teams channel for Mediterranean teachers:
 - o To have a space for sharing information and interact
 - o A useful platform for international exchange (if language issues are solved)
 - o Other platforms such as “framateam” were proposed, or the use of Padlet as well

- Regular meetings with teachers/schools rep: Context and recurrence?
 - o A necessity.
 - o Recommended format: Multilevel (to organize national meetings, then reporting back on regional level)
 - o Recurrence: Will most likely be most recurrent in the beginning of the project (design phase)

- Direct communication with partners, and partners reporting back:
 - o This idea was received differently among partners.
 - o Many considered the importance of including the teachers themselves in the meetings with partners rather than having partners reporting back on their behalf
 - o Other partners agreed on the basis of simplifying coordination with numerous parties.
 - o A potential solution was nominating one English speaking representative per school to report back to partners on results and advancement

Summary for schools involvement:

- Unanimity to get schools to self-govern.
- Allow the teachers make the calls and coordinate among themselves.
- How? >> Nominating English speaking school representatives that will take part of an advisory committee of Mediterranean teachers, which can meet regularly and organize themselves through a Teams Channels.

Communication platforms (SUMMARY FROM [PADLET SESSION](#)):

- Project website:
 - To include all official documents and information about the project.
 - Having a newsletter included to disseminate activities on a regular basis
 - Not to invest too much effort on its design as the main platforms that will disseminate will be social media
 - To be a “one stop shop” for all links related to social media and visual content
 - Partner websites:
 - Will give an opportunity for other colleagues within the partner institution to be informed and get involved
 - School websites (plus their social media platforms):
 - View list of schools’ websites on [Teams link](#)
 - To have a dedicated page on the project on their website/social media
 - Helpful to inform parents and students networks on project activities
 - Project information can be posted on the page of the Ministry of education of each country?
 - LinkedIn:
 - General unanimity that as a professional network platform it may not be very useful for this particular project.
 - However, partner institutions may still share relevant activities on their linked in.
 - Facebook:
 - Can be used to link with other partner projects
 - Useful to share information with adults rather than with children
 - Twitter:
 - To share news, mainly related to project milestones: Kick off of specific activities, launching of each project phase
 - Can be used to link with other partner projects
 - Instagram/Tiktok:
 - Mainly to be used for engaging the youth and the students:
 - To share their activities at school/stories
 - To participate in photo competitions (or other visual content)
 - Children ambassadors as “influencers” for good behavior
 - Youtube Channel:
 - 1) For the Project: This channel can be used to upload activities, achievements, introducing partners and schools by creating short 1 minutes videos etc.
 - 2) Schools/Partners institutions can upload their activities as well
 - Local Media/ Press:
 - This can be relevant in the case of local events organized (involving local stakeholders, municipalities etc.)
 - HASHTAGS!
 - **Specific for the project:** #BlueSchoolMed #MedBlueSchools #BlueMedSchools #MedBlueSchoolChallenge #MedBluechallenges #MediterraneanSeaLiteracy #WalkingOnTheSeaTraces
 - **General relevant hashtags:** #OceanLiteracy #BlueEducation ...
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Summary for Communication platforms:

- For information and technical content:
 - **Project website** to provide basic information on the project and serve as a “one stop shop” that collects all social media links to content
 - **Twitter/Facebook** to share milestones and key messages on project phases
 - **LinkedIn** not very relevant, but can still be used for active accounts.
- For visual content:
 - **Youtube channel** for schools and partners to upload videos on their institution and their “Blue” activities
 - **Facebook** used by schools/partners mainly to share their activities with adults/parents
 - **Instagram/Tiktok** used by students/student ambassadors/youth to participate in competitions and challenges
- We still need to develop a **clear and long-term communication strategy**.
- We need to have **one contact point within each partner institution** to be contacted for communication purposes
- All links provided were inserted in the [communications table](#) on Teams

Logos (SUMMARY FROM PADLET SESSION):

Francois Morrisseau shared [PEGASO project poster](#) showing how Posidonia was included in the branding

Francesca Alvisi sent a proposal for how the [logo can look like with Med boundary](#)

Elements to include:

- Reference to the Mediterranean (endemic species, Med Sea boundaries...)
- Reference to literacy (Book/Cultural symbol, something abstract...)
- Reference to youth/children (silhouette)
- Reference to EU (Stars?)

Elements to consider:

- Link to EU4Ocean
 - To have a simple “small” logo for visual identity
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Action items:

1	<p>To send budget breakdown</p> <p>>> Check document on Teams containing additional information in each phase budget distribution (travel expenses, technicians fees, administrative fees etc.) (as of page 114)</p>	Acteon
2	<p>To select a person in charge of communication in each partner institution >> Add name in table on Teams</p>	All partners
3	<p>To share EU4Ocean Handbook once ready</p> <p>>> We will share a draft version, <u>not to be disseminated outside the institution.</u></p>	Acteon
4	<p>To prepare logo proposals based on comments</p> <p>>> Check logo folder here with 4 new sketches</p> <p>>> ACTeon to develop the digital options</p>	Acteon
5	<p>To prepare for next meeting that will set the stage for the meetings involving teachers directly</p> <p>>> We will share a <u>doodle</u> for this !</p>	Acteon – All partners
6	<p>Summarize results from Padlet sessions:</p> <p>>> Check Teams folder for JPEG images of Padlet session.</p> <p>>> Summary points listed above</p>	Acteon
7	<p>Ideas for the common framework of the Blue Challenge:</p> <ul style="list-style-type: none"> - Design criteria (format, duration, topics, activities etc...) - Evaluation criteria (how to measure the success/impact of the Blue Challenge) 	All partners
8	<p>Complete the following information if not completed yet</p> <ul style="list-style-type: none"> - Links to social media platforms - Schools information 	All partners