



6 DISSEMINATION & MULTIPLICATION

DOCUMENTATION AND DISSEMINATION GUIDE



On behalf of:



of the Federal Republic of Germany





DOCUMENTATION AND DISSEMINATION

A quick guide on how to document and disseminate your efforts to prevent marine plastic pollution

PART OF THE BLUEBOX - THE TOOLBOX OF THE PROMAR PROJECT



On behalf of:



of the Federal Republic of Germany



PROLOG

The PROMAR project aims to reduce the amount of plastics reaching the Caribbean Sea and promote circular economy solutions in several Caribbean countries. It is led by the German consulting firm adelphi and implemented by local partners. PROMAR is financially supported by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV).

Within the framework of the project, the PROMAR BlueBox was created. It contains various tools, guidelines, tutorials and materials to help you implement circular economy solutions to reduce marine litter in your municipality.

Part of the toolbox is this Documentation and Dissemination Guide, which you will find on the following pages. It is intended for all users of the BlueBox, including municipal actors, NGOs, government authorities and educational institutions, among others. Users of the tool will find information on how to document and communicate their important work, because doing so effectively helps to raise awareness in the long term. It will aid to influence public opinion and policy makers, build networks and mobilize allies, make one's work replicable and inspire others.

With the publication of this guide, the PROMAR team hopes to motivate users to communicate their actions and lessons learned and thus contribute to the reduction of land-based waste streams reaching the sea.

The PROMAR team -

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Objectives of the Guide



Welcome to the Documentation and Dissemination Tool!

- This tool is part of PROMAR BlueBox, a collection of instruments, tools, guidelines, tutorials and more to address the problem of marine litter. By amplifying your work and reaching a wider audience, you can make a difference in protecting our oceans.
- This tool is designed to equip you with strategies to effectively document and disseminate your efforts within and outside your community and inspire others.
- It outlines important strategies on how you can extend your actions, gain an audience, secure support and share your results with other stakeholders.

Objectives of the Guide

Communication works mainly in two directions

Communication within your own community, group or municipality

- important in order to activate people
- raising awareness and educating the local population about your work
- finding local partners



Communication outside your own community, group or municipality

- important to involve more people and communities outside of one's own
- scale up to the region or nation (political influence)
- invite others to learn from your experience and inspire them to act in a similar way





Objectives of the Guide

Why is it so important to communicate your activities to prevent marine litter?

- Raise awareness and educate the public about community issues
- Inspire others to join the cause and get involved
- Induce behavioral change: spreading the message can encourage sustainable practices among individuals and communities
- Collaboration and partnership building: organizations can work together to share knowledge and resources
- Together they have a stronger voice and greater impact
- Securing political support, e.g. from municipal administration or waste collection service companies, to induce lasting and sustainable transformation. Showing the success and benefits of your actions to decision-makers can help institutionalize your project and facilitate continued funding.

Through deliberate and focused communication, you can multiply your impact.

Within your community



Objectives of the Guide

It is important to communicate not only within but also outside the community itself!

- Can stimulate replication in other communities and thus have an impact on the entire country/region
- Increase its impact: through the coordinated action of multiple communities, important objectives can be achieved
- Promote stronger policies: several municipalities speak with a louder voice when it comes to promoting regulations on a regional or national scale
- Sharing of resources, knowledge, data, successes and failures is simplified. Increased public awareness by broadening its scope

Through communication outside your own community, you can multiply your impact!

Outside your community

Objectives of the Guide

What are the potential difficulties and obstacles to successful communication and replication?

- Overcoming apathy: some people are aware of the problem but feel indifferent to it, so inspiring them can be a challenge
- Language barriers and different levels of environmental knowledge can make communication difficult
- Limited resources: communication needs time, funding and a platform, and these resources are often scarce
- Sustaining commitment: long-term commitment to sustain interest and action requires continuous efforts to inform, engage and motivate people





There are many people who are motivated to make a change!

Disseminating experiences, practical examples, success stories and lessons learned from the project will help you communicate effectively and help others in a very concrete way to replicate and achieve a sustainable impact.





Document your work

**The basis for successful
communication and
replication is good
documentation of the work.**

Document your work



DOCUMENT YOUR ACTIONS AND RESULTS TO DEMONSTRATE YOUR COMMITMENT AND MAKE IT TANGIBLE TO OTHERS.



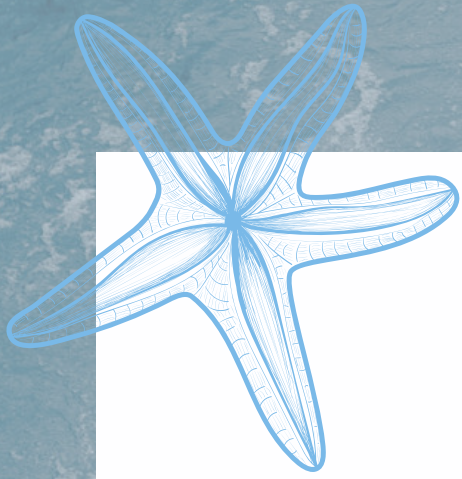
USE THE DOCUMENTATION STEPS INCLUDED IN THE TOOL TO SEE AN EXAMPLE OF HOW TO DOCUMENT YOUR WORK (NEXT PAGE).



BENEFIT FROM SUCCESS STORIES

the documentation reports on the implementation of pilot projects and the main lessons learned - you can use them as a source of knowledge for your own projects!





Document your work

Example 1: Whether you are building a River Boom, a waste interception facility, or using awareness materials for activities with children, remember to document your work, remember to document your efforts so they can be replicated.



KEEP A RECORD!

- Keep a written or digital record of your activities, including data (e.g., how many tons of plastics have been collected), locations, details about the action, etc.

TAKE PICTURES!

- Take photos and videos of your activities, include the participants, the tasks accomplished
- Be sure to capture the scope of the problem, your impacts, your improvements over time

WRITE A REPORT!

- Summarize your activities in a brief report
- Include details about the actions you took, when and with whom, the results, and the challenges
- Make it visible and include photos



DOCUMENT YOUR WORK

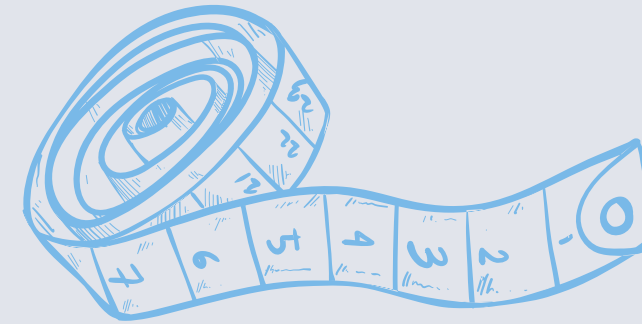
Example 2: Practical guide for beach cleanups.



Document statistics on the type of waste collected.



How many people participated?



How many square meters of beach were cleaned?



Interesting stories from participants, testimonials, etc.

DISSEMINATE AND MULTIPLY

DEVELOPING A COMMUNICATION STRATEGY



Identify your target audience!

For example, people from inside or outside your community, age groups, neighboring municipalities, etc.

Identify the objective of your communication!

What do you want to achieve with it: more support for your initiative, replication in other areas?

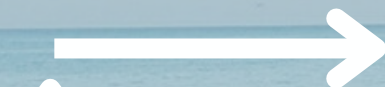
Summarize the key messages!

What are you doing, what have you achieved?

What are the results? i.e. How many plastics have been intercepted?

Decide on the media!

How to reach your audience?



Make use of social media!

Be aware of appropriate tags and hashtags.

Also use online platforms to share success stories.

Tell how you have positively impacted marine life and human health. The success stories listed in the BlueBox can serve as examples.

Consider local dissemination opportunities

Contact your local newspaper. Write press releases, take them to the site and pitch your stories to reporters.

Participate in events

Talk about your work at events, fairs, seminars, community activities, trainings, etc.

ENGAGING WITH PEOPLE

IDENTIFY IMPORTANT STAKEHOLDERS

- such as government agencies, NGOs and industry associations
- find allies who share the same objectives

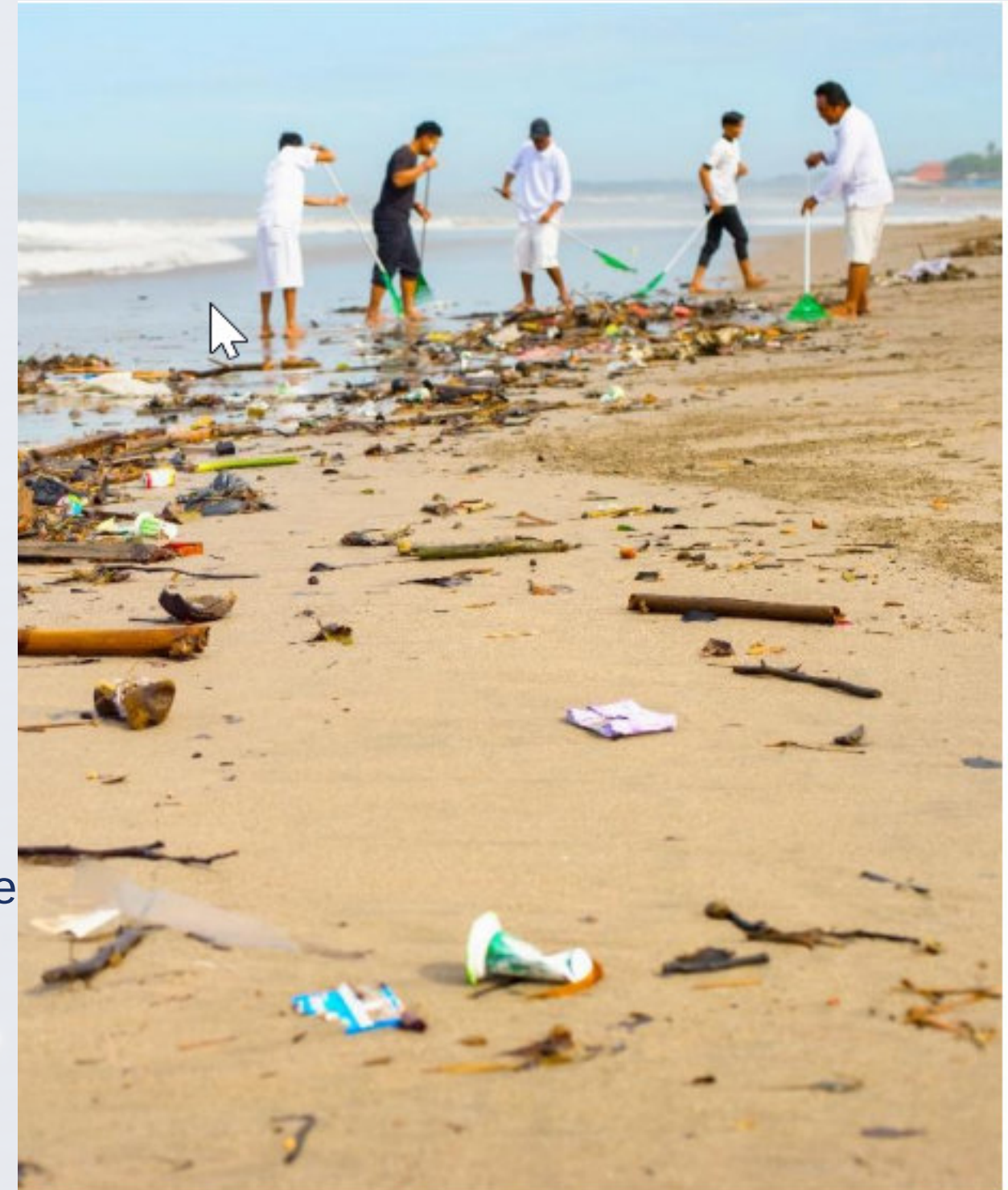
The stakeholder analysis tool will help you identify relevant stakeholders.

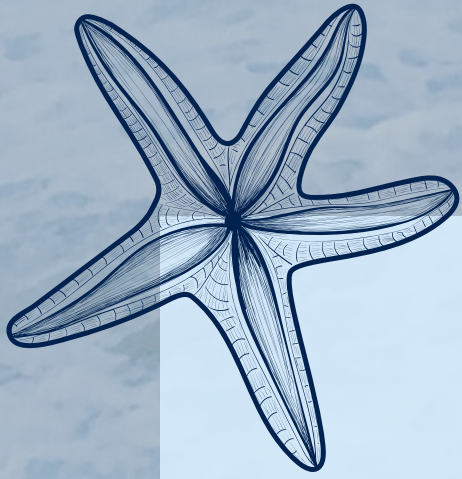
PARTICIPATE IN RELEVANT EVENTS AND CONFERENCES

- here you can share your work and draw attention to it
- present, discuss and exchange experiences

ORGANIZE YOUR OWN TRAINING OR EDUCATIONAL SESSION

- this can include webinars or face-to-face events where you educate people about marine litter
- consider working with young students and children, and collaborate with kindergartens and schools





ENGAGE WITH PEOPLE

- **Share your success!**

Communicate online / at events / newsletters / publications / schools and communities about the benefits and positive impacts, such as improved waste management, the quantities of recyclables separated, school children teaching their parents, the improved municipal government image, the positive community engagement and much more.

- **Consider incentives and rewards!**

Consider contests or certificates to be issued for active contributions, as a way to reward people and motivate them.

- **Think of other creative ways to relate to your target group!**

GET INVOLVED WITH EDUCATORS AND YOUNG PEOPLE

- Educators are a key driver of change in societies
- Education is a powerful tool for raising awareness and knowledge about marine litter
- Children are an important source of social influence
- Consider the right material and form of approach for the right age group

**Approach
teachers to
organize a field
day and contact
local schools**

**Use the
Compendium's
educational
material**





TIPS & TRICKS

TIPS FOR COMMUNICATING AND POSITIONING YOUR PROJECTS AND THE PROBLEM OF MARINE LITTER!

Framework the challenges as solvable with the joint responsibility of stakeholders!

Encourages stakeholders to commit to action to overcome the one-action bias!

Communicate the solutions, not just the threats posed by marine litter!

Simplify scientific information and communicate uncertainties to dispel myths!



FACILITATE INTERACTION BETWEEN STAKEHOLDERS

Bring stakeholders together

Group discussions increase the likelihood that multiple sources of information and perspectives will be considered when making decisions about problems and solutions to environmental issues such as marine litter.

Seek to establish long-lasting networks and audiences

Initiate and maintain a joint dialogue among many actors. Do not forget to take cultural differences into account.





Useful Additional

Material



USE THE COMPENDIUM AND THE TOOLS

- **The Compendium offers a wide range of awareness-raising and educational materials.**

- **Use the  tools to disseminate your results
(see next page)**



USE THE COMPENDIUM AND THE TOOLBOX

BlueBox offers a range of technical tools, success stories and materials that include and prove useful for your outreach efforts as well:

- use the Stakeholder Map to identify relevant stakeholders
- take success stories (e.g., Santa Marta) as a model and template
- take advantage of the Educational Workshop on Oceans and Plastic Pollution, a free course on marine litter and the oceans
- use the KAP Survey Tool to monitor and evaluate the effect of the project to the population in the area
- use the educational and awareness material, such as the awareness and training program for teachers and primary school students, to collaborate with kindergartens and schools



COMMUNICATION MATERIAL (1)

Some examples of communication materials and templates may include:

- **Infographics on marine litter or related activities, see an example of a PROMAR project pilot.**
- **Posters & Flyers, see an example about the project**
- **Social media graphics to be shared via Instagram, TIKTOK etc. Please refer to PROMAR's instagram page.**
- **Videos and animations, that can convey complex information in an entertaining way. PROMAR intro video**





COMMUNICATION MATERIAL (2)

Some examples of communication materials and templates may include:

- Presentation templates, for school functions, community events or conferences
- **Educational material, e.g. the BlueBox Educational Workshop on Oceans and Marine Plastic Pollution**



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BLUE BOX

A PRODUCT DEVELOPED WITHIN THE FRAMEWORK OF:



On behalf of:



Federal Ministry
for the Environment, Nature Conservation,
Nuclear Safety and Consumer Protection

of the Federal Republic of Germany

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PARLEY

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