



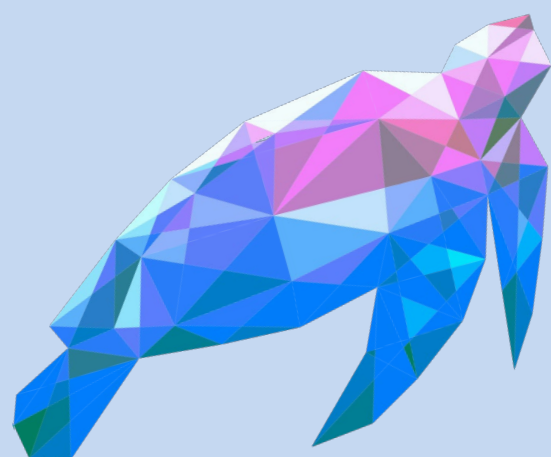
LIFE20 NAT/IT/001371



“CONservation of CEtaceans and Pelagic sea TUrtles in Med Managing Actions for their Recovery In Sustainability”

“Conceptu Maris and its Marine Citizen Science campaign.
A network that extends across the Mediterranean sea :
citizens, scientists and ferry companies”

*6th edition of the CommOCEAN conference Malaga, 25-27 November 2024
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LIFE CONCEPTU MARIS



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An international project for the conservation of cetaceans and pelagic sea turtles in the Mediterranean Sea.

MAIN OBJECTIVES

- Setting an internationally agreed approach for surveillance & assessment of maritime traffic and marine litter impact
- Identify the most suitable mechanisms to meet the CEPTU conservation needs (set up a DSS tool)
- Identify priority conservation and mitigation measures

CITIZEN ENGAGEMENT



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CONCEPTU MARIS CITIZEN SCIENCE CAMPAIGN

- **Guidelines:** the main tool for providing all partners with materials, guidelines, and standard timelines for carrying out recruitment, training, and citizen engagement activities in the visual monitoring of CEPTUs aboard ferries.
- **Training course:** theoretical and practical. Courses and training materials were tailored for diverse backgrounds.

CITIZEN ENGAGEMENT



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- **Call for volunteers** been disseminated in English, Italian, French and Spanish
- **Media campaign** in Italy, Spain and France : dedicated website page, newsletters, social media networks, press releases (> 90), participation in radio and TV programs, + 19 thematic events
- **Permanent list of volunteers**

FERRY COMPANIES ENGAGEMENT



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MAIN TOOL

- Agreements** between ISPRA and each ferry companies (7)
- Communication Plan for Ferry Companies:** the starting point
- Conceptu's social media posts** where companies are mentioned with @tags, as well as any press releases published in newspapers
- Training course for shipping company crews (Action E3 of the project)**

MID-TERM RESULTS



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- **Active participation:** 399 applications received, of these, 225 applicants have completed online training and, subsequently, 122 embarked;
- **Learning and Skill Development:** citizens gain scientific literacy, deepen their understanding of the current challenges faced by marine species and ecosystems;
- **Contribute to collecting quality data:** 1,462 sea turtle sightings, 2,675 cetacean sightings in collaboration with experienced researchers;
- **Community and Social Engagement:** the project is creating a sense of community among citizen, scientist and ferry companies .

POSITIVE LESSON LEARNT

Engage the entire network of stakeholders necessary to support long-term monitoring activities: scientists, citizens, and shipping companies.



BEST CHALLENGES

Ensure long-term engagement of all involved stakeholders.

POSSIBLE SOLUTION:

- Offer regular refresh session
- Streamlining communication between participants and organizers via dedicated channels (e.g., WhatsApp group, online forum)
- developing a volunteer network to support new participants
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