



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no [289042].



MARine Litter in Europe Seas: Social Awareness and CO-Responsibility

DELIVERABLE 6.7– MARLISCO EXHIBITION: THE EUROPEAN JOURNEY



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Document Information

This report provides a description of the process of developing the MARLISCO Exhibition Journey Map, an interactive map designed to showcase the Exhibition by mapping its journey around Europe. The Map is available on MARLISCO's website through <http://www.marlisco.eu/exhibition-journey-map.en.html>.

Approvals

Date	Partner
25/05/2015	P12, ISOTECH and P11, Kunsten Union
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List of annexes

Annex1_

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1 EXECUTIVE SUMMARY

The “MARLISCO Exhibition: The European Journey”, is the MARLISCO Project ‘MARine Litter in Europe Seas: Social Awareness and CO-Responsibility’ deliverable 6.7, an additional deliverable added at the end of the project as a means of further disseminating project products and activities. It is an interactive map, developed to showcase all the locations where the MARLISCO Exhibition, a key project dissemination product and tool, travelled over the duration of the project. This report describes the process of developing the “MARLISCO Exhibition: the European Journey”.

1.1 References

- Alampei, I., 2013. Concept for basis of national exhibition, in English. Deliverable 6.2 report. . MARLISCO project. MARine Litter in Europe Seas: Social Awareness and CO-Responsibility. (EC FP7 Coordinated and support action, SIS-MML-289042), July 2013. 9pp
- MARLISCO, 2014. *Awareness Exhibition*. Retrieved from <http://www.marlisco.eu/exhibition.en.html>



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2 INTRODUCTION AND BACKGROUND

MARLISCO 'MARine Litter in Europe Seas: Social Awareness and CO-Responsibility', is an FP-7 funded project that aims to develop and evaluate an approach that can be used to address the problems associated with marine litter and that can be applied more widely to other societal challenges. Considering that marine litter is a key threat to marine habitats, species and ecosystem services, MARLISCO aims to achieve substantial benefits through better integration among researchers, stakeholders and society, ensuring a holistic approach to the issue towards a collective vision for the sustainable management of marine litter across all European seas.

A key tool for the dissemination of information about marine litter and for raising awareness among the general public as well as key target groups, particularly the education community, is the MARLISCO Awareness Exhibition. The Exhibition is a joint consortium product, developed primarily by P16 and translated and adapted by national partners, in 12 countries. It can be exhibited in many different ways and locations, due to its flexible design (e.g. in museums, aquariums, research centre, during school visits, beach clean-ups etc.).

The Exhibition was designed using barrels as the main element, a symbol of marine waste. It is produced with sustainable standards, with close to zero waste in itself, as all of its elements are reusable or recyclable. Each national partner has the flexibility to use the whole Exhibition or just parts of it, to add it, adjust and amend it as they see fit for each situation.

This flexibility in the design and implementation of the Exhibition made it a very adaptable and useful dissemination and educational tool. It also means that national partners could ensure that it was exhibit in as wide a geographical scope as possible. In fact, over the duration of the project, the Exhibition travelled extensively in the territories of 14 European countries: Bulgaria, Cyprus, Denmark, France, Germany, Greece, Ireland, Italy, the Netherlands, Portugal, Romania, Slovenia, Turkey and the United Kingdom, and was exhibited in over 70 different locations.

The "MARLISCO Exhibition: The European Journey", is an additional project deliverable that aims to summarise this information, showcasing the journey of the Exhibition throughout Europe, using an interactive map and linking it to information about and photographs from each location. As many project partners are committed to continue to raise awareness about the issue of marine litter, it is envisioned that this additional deliverable will assist in creating interest around the Exhibition, thus further facilitating its dissemination.



3 METHOD

The method for developing the interactive map, consisted of three key steps:

1. Collating the relevant information from national partners,
2. Developing the map and the relevant sub-pages, and
3. Embedding the map on MARLISCO's website.

To ensure that information about the Exhibition at each location was received in a consistent manner, national partners were asked to prepare and send the following:

- A list of locations of the Exhibition in their country: city and venue, including venue address,
- For each location, a short paragraph describing the following:
 - Location,
 - Duration of the exhibition,
 - Any additional elements that were incorporated in the exhibition at this location,
 - Estimate of how many people visited the exhibition,
 - Age of the visitors (i.e. was it mostly youngsters, schools etc.),
 - Any other relevant information and/or impacts.
- A few photographs of the Exhibition at each location.

Once all the relevant information was received, it was entered into Google Maps, where each location was marked by a pin (Figure 1). Clicking on each of the pins opens up a window which gives the name of the location, a photograph of the Exhibition at this location, and key information, such as the date that the Exhibition was transferred there (Figure 2). Finally, the pop-up box also provides the users with a link that they can follow to read more about the Exhibition at this location and see additional photographs.

Once the users click on the link, they are taken to a separate page, hosted on ISOTECH's (P12) website (the decision to host these pages on ISOTECH's website was taken jointly by P12 and the Coordinator, and was based on technical ease and tight time restrictions for the completion of this deliverable). Figure 3 shows the webpage for the location linked to the pop-up box of Figure 2 (Hochschule Neubrandenburg, Germany). As the annotations on Figure 3 show, the webpage for each location contains the following elements:

- The location name, at the top left corner,
- Location information, including the dates that the Exhibition was hosted at this location and a description containing e.g. any additional elements to the Exhibition, the number of visitors etc.,
- Photographs of the Exhibition at this location, and
- Links at the bottom of the page that can take the user directly back to the interactive map or back to MARLISCO's website.

Furthermore, once the users navigate to a webpage they see a list of all the countries and locations where the Exhibition has travelled to on the left hand side, thus giving them an additional way of navigating to the different locations.

Finally, once the map and related webpages were fully developed, P12 liaised closely with P11 to arrange for its hosting on MARLISCO's website. A suitable location was identified and the map, together with a short introduction, was embedded on the site. It can now be located via <http://www.marlisco.eu/exhibition-journey-map.en.html> (Figure 4).



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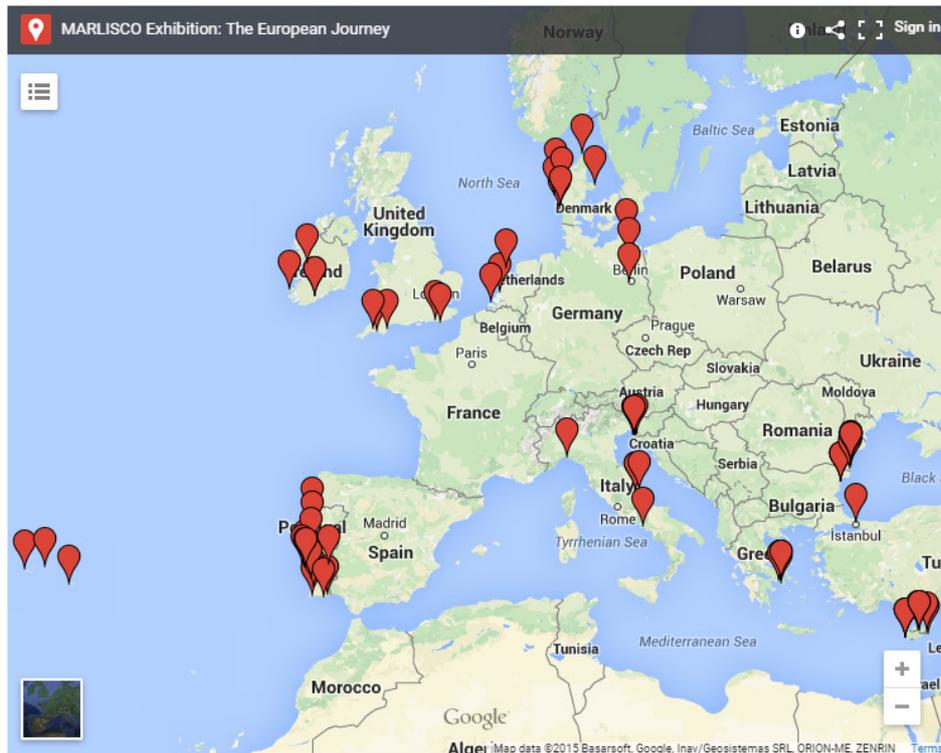


Figure 1 The interactive map, developed using Google Maps. Each pin represents a location where MARLISCO's Exhibition has been displayed.

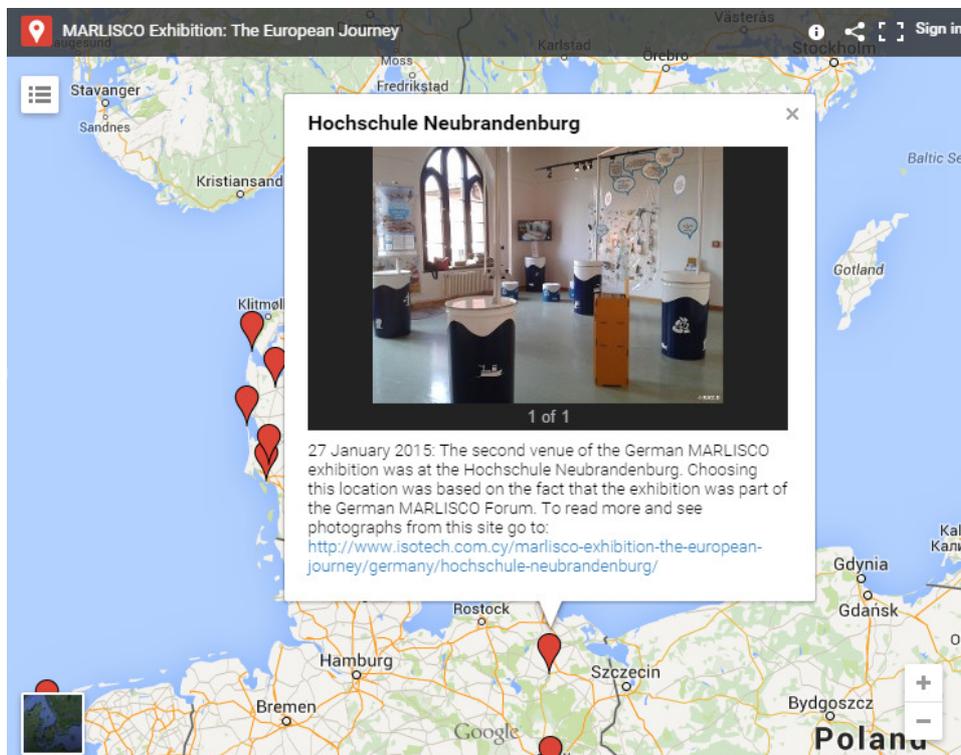


Figure 2 Clicking on each pin opens an information box, with a photograph from the location, key facts and a hyperlink to more details.



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Location Name → Hochschule Neubrandenburg

Takes User to the Interactive Map → MARLISCO Exhibition: The European Journey

List of All Countries and Respective Exhibition Locations →

- BULGARIA
 - Varna Municipality
 - Technical University of Varna
 - Port of Varna
- CYPRUS
 - University of Nicosia
 - 'Iliovenia' Conference Centre
 - 'Thalassa' Museum
 - Old City of Paphos
 - Yeraskipini Plage
 - Famagusta Old City

Location Information and Description

Location: Hochschule Neubrandenburg
 Dates: 27 January 2015 – 21 March 2015
 Description: The second venue of the German MARLISCO exhibition was at the Hochschule Neubrandenburg. Choosing this location was based on the fact that the exhibition was part of the German MARLISCO Forum, which took place on the 21st March 2015 at the Hochschule Neubrandenburg. In total, there were approximately 2.300 visitors in this time period.
 Photographs from site:

Location Photographs

Takes User to the Interactive Map → Return to Exhibition Map

Takes User to MARLISCO's Website → Return to MARLISCO

Figure 3 Each pin on the map is linked to a webpage containing more information and photographs from that particular location.

MARLISCO
Stopping Marine Litter Together

Marine Litter in European Seas - Social Awareness and Co-Responsibility

You are here: Exhibition > Exhibition Journey Map

MARLISCO Exhibition: The European Journey

The MARLISCO Exhibition was an important educational and awareness-raising tool of the project. As such, the national partners made sure it travelled as extensively as possible around Europe. Its journey is truly remarkable and it is demonstrated in the map below. Click on the various pins to find out more and see photographs from each of these locations.

Navigation: Home, About the project, Educational packs, Exhibition (National Exhibitions, Exhibition Journey Map), Fora, Best practices, Video Contest, Marine Litter Pictures, Contact

Events: May 2015

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Map: MARLISCO Exhibition: The European Journey. Shows red pins across Europe, including locations in the UK, France, Spain, Italy, Germany, Denmark, and others.

Figure 4 The map “MARLISCO Exhibition: the European Journey” available on the project website



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4 CONCLUSION

The interactive map “MARLISCO Exhibition: the European Journey” and its associated webpages have been developed as an additional tool to disseminate information about the MARLISCO Exhibition, to showcase this very important and versatile educational and awareness-raising tool, and to promote and encourage its further “travelling” around Europe, even after the end of the project.