



Joint actions to raise awareness on the overexploitation of Danube sturgeons in Romania and Bulgaria

## After-Life Communication Plan

LIFE11 INF AT 902

The project “Joint actions to raise awareness on the overexploitation of Danube sturgeons in Romania and Bulgaria” was implemented by WWF in Austria, Bulgaria and Romania from July 2012 until September 2015. This communication plan aims to outline the activities relating to communications, which will be carried out after the project’s end.

### **Logo and Slogan:**



The logo and slogan of the project have been adopted for the whole sturgeon protection programme in Bulgaria and Romania. Thus, it is ensured that the project will be recognized as part of a concentrated and long-term commitment to the protection of sturgeons and referred to in the future work of the organization.

### **Website:**

Every two months, articles on [danube-sturgeons.org](http://danube-sturgeons.org) will be published and translated into all project languages. With 1,000 unique users monthly, these reach about 9,000 people a year.

### **Inflatable Sturgeons:**

The inflatable sturgeons have been displayed in partnership events, organizations and locations, even without the involvement of the project staff. This practice has proved to be very efficient and will continue in the future, both in Romania and Bulgaria. Currently, one of the sturgeons is on loan in the Museum of Fishing and Boatbuilding in Tutrakan, Bulgaria and another one was on display during the Living Danube Tour in Romania. It will be included in other project activities when appropriate.

### **Video and TV Spot:**

The video and TV spots are uploaded on the YouTube channels of WWF Bulgaria and WWF Romania. They will be reposted in the project countries’ social media pages once a year for the next 3 years, when deemed appropriate by the communication department, to remind the public of the importance of the issue and to continue engagement with the project website.

It will also be suggested for viewing in partnership organizations such as museums and zoos. From 2016, the videos will be projected in the lobby of the National Museum of Natural History in Sofia.

### **Regional Communication:**

On a regional level, LIFE+ project results and WWF activities related to sturgeon protection will be disseminated in the following ways on these channels:

WWF in Central and Eastern Europe Facebook/ Twitter pages: posts will appear at least twice a month and reach at least 7,000 people a year;

WWF International Facebook posts: 1-2 key messages a year (for example, messages with calls to action) will be posted on the Facebook page of WWF International and targeted to audiences from the Danube-Carpathian Region;

Bi-monthly newsletter – the newsletter is issued 6 times a year and lists WWF conservation news from the Danube-Carpathian Region. It has 1,080 subscribers in institutions, European environmental NGOs and WWF offices in Europe; at least 5 articles on sturgeon issues are sent through the bulletin annually;

Conservation Pulse –sturgeon conservation news will also be sent to the monthly WWF newsletter that highlights conservation news and is distributed within the WWF network;

### **Press Releases and Communication Channels:**

When relevant, press releases with background information on the project and activities, with the logo and slogan “Sturgeons. Protect Danube’s Treasure”, will be circulated to a list of national, local and international media working both inside and outside the Danube-Carpathian region. One such occasion would be when the decision for the continuation of the sturgeon fishing ban is reached in Bulgaria and in Romania in January 2016.

Press releases will also be uploaded on the regional, English-language website ([wwf.panda.org/dcpo](http://wwf.panda.org/dcpo)), on the national WWF websites ([wwf.bg](http://wwf.bg) and [wwf.ro](http://wwf.ro)), on [danube-sturgeons.org](http://danube-sturgeons.org) and on national and regional social media – Facebook and Twitter (when relevant).

### **Journalists and Activists:**

The team will also provide ongoing support to journalists who cover the national and international aspect of sturgeon protection problems, especially when covering the problem in more than one country. Activists who are interested in sturgeon protection – locals, scientists and concerned citizens – will receive all necessary information from WWF staff.

### **Annual International Meetings:**

The team will be present at about 6 annual meetings of the International Commission for the Protection of the Danube River (ICPDR) and distribute information materials on WWF’s work on sturgeon protection. Our work is also communicated to The Coca Cola Company twice a year in the context of WWF’s 7-year partnership with Coca-Cola on wetland restoration in the Danube area.