

Action E.10	Advertising on Local Beaches
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>Beaches present an ideal opportunity for advertising this project and drawing attention to the cause. Beach umbrellas showing the project logo, website and LIFE+ logo will be produced and distributed via existing umbrella rental kiosks and concessions located on selected beaches in Malta and Gozo.</p> <p>In tandem with this, adhesive grommets will be produced and placed on bins on the same beaches. These will carry a message aimed at the public, reminding them that every bit of litter, no matter how small, may pose a threat to the marine ecosystem. The grommets will also bear the project logo and LIFE+ logo.</p> <p>These items will be purchased through external assistance, following the assessment of quotations obtained from the market. They will be finalised by the end of April 2013, and installed each year by the end of May, in time for the bathing season.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>This action is important in view of its ability to draw the attention of a large section of the general public and tourists at the right time of year. The message on the bins will help to reinforce responsible behaviour with regards to beach litter, and should create awareness about the consequences of irresponsible behaviour, and get the public to think about the role they play in the functioning of the marine ecosystem.</p> <p>Such methods of creative advertising generate interest and draw attention to the project and its cause.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>This action is expected to further generate interest in the project, which will be reflected in the numbers of visitors to the website and subscriptions to the mailing list. It should also result in an increase in volunteers for Action E11, and most importantly, it should help to reduce the amount of litter that ends up in the sea in the summer as a result of increased beach use.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>Adhesive grommets on bins €3200 for 1000.</p> <p>Umbrellas with logo and website (heat-transfer) €5000</p> <p>The project manager's involvement in this action is subsumed under Action F1.</p> <p>Total cost = €8200</p>	
<i>Pictures (If you wish to add a table or a picture, save it as an image file and upload it)</i> <input type="checkbox"/>	