

Action E.7	Brochures
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>At the beginning of the project, by the end of March 2013, the project will have produced a brochure in English and Maltese. The aim of the brochures is to increase the visibility of the project and to generate interest among the general public. Brochures will be distributed along with Sunday newspapers, and at events, as well as being made available at the offices of the beneficiaries.</p> <p>The information presented in the brochure will be very general, introducing the project and its aims and actions, as well as making reference to the beneficiaries and the LIFE fund. It will be eye-catching and attractive, and will encourage the reader to refer to the project website for more information, and to sign up to the project's online mailing list. It will also entice readers to get involved as volunteers for the boat-based surveys.</p> <p>The brochure will be available in all three languages -English, Maltese and Spanish - online, and printed copies will be available in English and Maltese.</p> <p>The design and layout will be designed in-house at MEPA, and the project manager will be responsible for the content in English, while the translation to Spanish and Maltese, and printing will be carried out through a subcontracted companies following an assessment of quotations for the translation, and a departmental call for quotations in the case of the printing costs.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>Like all the communication and awareness-raising actions, this action is necessary to increase the visibility of the project, thereby generating an interest among the general public. The success of the project and future conservation efforts for these species rely greatly on an increased awareness which is reflected in a behavioural change among seafarers and users. The brochures are yet another information dissemination tool aiming to get the public on board with this project.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>A minimum of 75,000 brochures will be printed by March 2013 - 50,000 in English, and 25,000 in Maltese. These will be distributed through the local media, and at events. They will also be available at the offices of MEPA and the MTCE, since these are often visited by the public.</p> <p>It is expected that these brochures will generate an interest in the project and will result in increased traffic on the project website, and an increased level of cooperation from the public, especially with respect to Action E11.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>Personnel Costs for the design and layout - 1 official at MEPA Grade B 3days at €132 per day = €396 Translation costs - € 1,000 Printing costs - €10,000</p> <p>The costs of the project manager's involvement in this action are subsumed under Action F1.</p> <p>Total cost - €11,396</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"/>	