

#GLOBALGOALS

AWARENESS CAMPAIGNS

Raising awareness of the Professor Luiz Saldanha Marine Park within the local community and visitors

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VIDA MARINHA

BIOMARES
Program

INTRODUCTION

Engaging the local community and visitors in the protection of Arrábida's special sea is essential. For this reason, several campaigns Targeting these audiences have been developed under the BIOMARES Program. A specific audience targeted by these campaigns is the users of the beaches within the Marine Park's limits. There are many people who visit the diverse beaches with calm waters and sheltered bays of the Marine Park, who value its beauty and landscape. However, it was identified that the vast majority did not have the perception of being in a marine protected area. Awareness campaigns were then designed with the aim of closing this gap. Initiatives such as "the museum

goes to the beach", "fish, corals and the like", "the sea is not made of plastic" and others, such as those carried out in the beach libraries, were received by holidaymakers with great enthusiasm and interest. The reach and relevance of these campaigns flourishes with the involvement of several partners and local and nationals in addition to the ICNF, such as municipalities, museums, research centers, and other entities, organizations and associative movements linked to the environment, culture and education.

OBJECTIVE

Raising awareness and involving the local community and visitors in the Professor Luiz Saldanha Marine Park.

ACTIONS DEVELOPED WITHIN THE SCOPE OF BIOMARES PROGRAM

Local communities:

- Strengthening the connection with municipal entities linked to culture, the environment and tourism.
- Conducting joint activities with municipal museums with a connection to the sea (Museu Marítimo de Sesimbra, Museu do Trabalho de Setúbal) aimed at the local community.
- Organization of exhibitions including aspects of natural, social and cultural heritage linked to the sea with the municipalities.

Beach users:

1. Direct awareness actions on the beaches on celebratory days.
 - The museum goes to the beach: action carried out in 2014 and 2015 to mark the anniversary of the PNA (28 July) with beach users. It consisted of raising public awareness on the beach at Portinho da Arrábida with the use of a kit of teaching materials and the brochure of Biomares "beaches".
 - Fish, corals and the like: action carried out in 2016 consisted of climbing the activity "the museum goes to the beach" to other widely used beaches in the Marine Park (Figueirinha, Ouro and Califórnia). It implied an appeal for the participation of volunteers, multiplication of pedagogical kits, training of volunteers at the Oceanographic Museum, and partnership with the Municipalities of Setúbal and Sesimbra in the dissemination and monitoring, being included in the annual activities of the Blue Flag program.
 - In 2018 an activity was carried out as part of the "Ciência Viva no Verão" initiative, on board a municipal vessel, to raise awareness among visitors to the marine park.
 - The sea is not plastic: action carried out in 2019. This action, similar to the previous ones, focuses on direct awareness of users of busy beaches (in this case

Figueirinha), concentrated in one morning, but including the partnership of several local entities, including training of young volunteers from the local community and the realization of coordinated teams that develop the action with the public on the beach (beach cleaning and awareness).

2. Creation of an information leaflet addressed to this audience, distributed by tourist information points, diving centers, at the oceanographic museum and at specific events.
3. Training of beach library monitors to communicate the marine park and carry out awareness actions in libraries: in 2018 and 2019 a collaboration was established with the beach libraries in the municipality of Sesimbra, in order to implement an awareness campaign in the beach and garden libraries (5 libraries) by training the monitors and making materials available (posters and leaflets). Thus, the monitors responsible for the libraries in July and August received information about the Marine Park and were able to transmit it to a large number of visitors. In 2019 they were supported by a specific action in collaboration with Ocean Alive in each library.

Divers and recreational navigators:

- *Involvement of the diving center and support for recreational navigation in specific activities.*
- *Creation of a leaflet and diving boards with the species of the marine park addressed to the community of divers and distributed /sold by the local diving centers.*

Task implementation: 2007

This fact sheet was last updated:
October 2020

