

ENGAGING CITIZENS IN LIFE EU PINNA PROJECT: THE STRATEGIC ROLE OF COMMUNICATION ACTIONS FOR THE CRITICALLY ENDANGERED SPECIES CONSERVATION



Daniele Grech^{1*}, Daniela Caracciolo², Monica Lazzari² Cinzia Picetti², Saul Ciriaco³, Marco Segarich³, Francesco Tomasinelli⁴ and Stefano Picchi⁴

¹ IMC International Marine Centre, Oristano, Italy d.grech@fondazioneimc.it

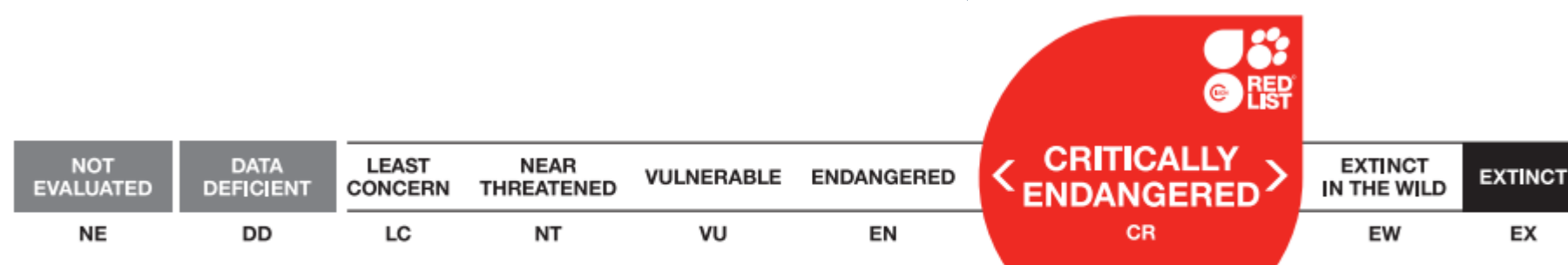
² ARPAL, Genova, Italy

³ SHORELINE Soc. Coop., Trieste, Italy.

⁴ TRITON RESEARCH, Napoli, Italy

* (presenting author)

Mass mortality event since 2016 → IUCN Update in 2021



M. Colombo/Triton Research

Pinna nobilis

- Largest bivalve mollusk, endemic to the Mediterranean
- Up to 1 meter in length
- Longevity exceeding 30 years
- Depths from 2 to 60 meters

Project Objectives

- Monitoring and protection of surviving *Pinna nobilis* populations
- Breeding and reproduction of *Pinna nobilis* under controlled conditions
- Recovery of the species through its re-introduction into suitable recipient areas (pathogen free)
- Monitoring the survival, growth and health status of re-introduced individuals



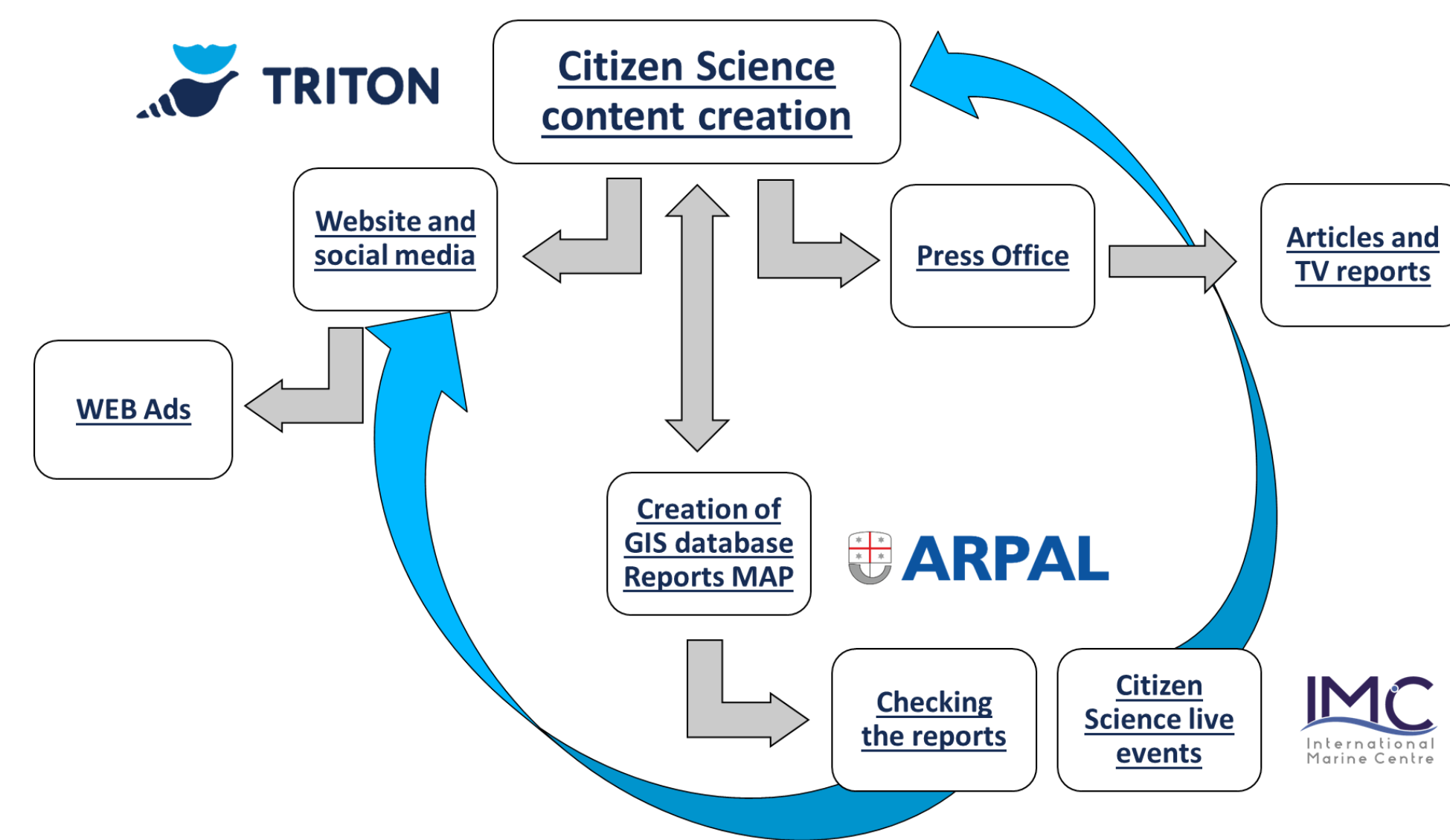
Life Pinna

Conservation and re-stocking of the *Pinna nobilis* in the western Mediterranean and Adriatic sea

LIFE20 NAT/IT/001122



Communication flow



Achieved results

D.3: Citizen Science actions for *P. nobilis** status monitoring

E.1: Public engagement aimed to increase awareness on *P. nobilis** and influencing sea users decisions toward correct sea use

Press release

More than 100 Pinna articles and citations in the press

www.lifepinna.eu/rassegna-stampa-life-pinna



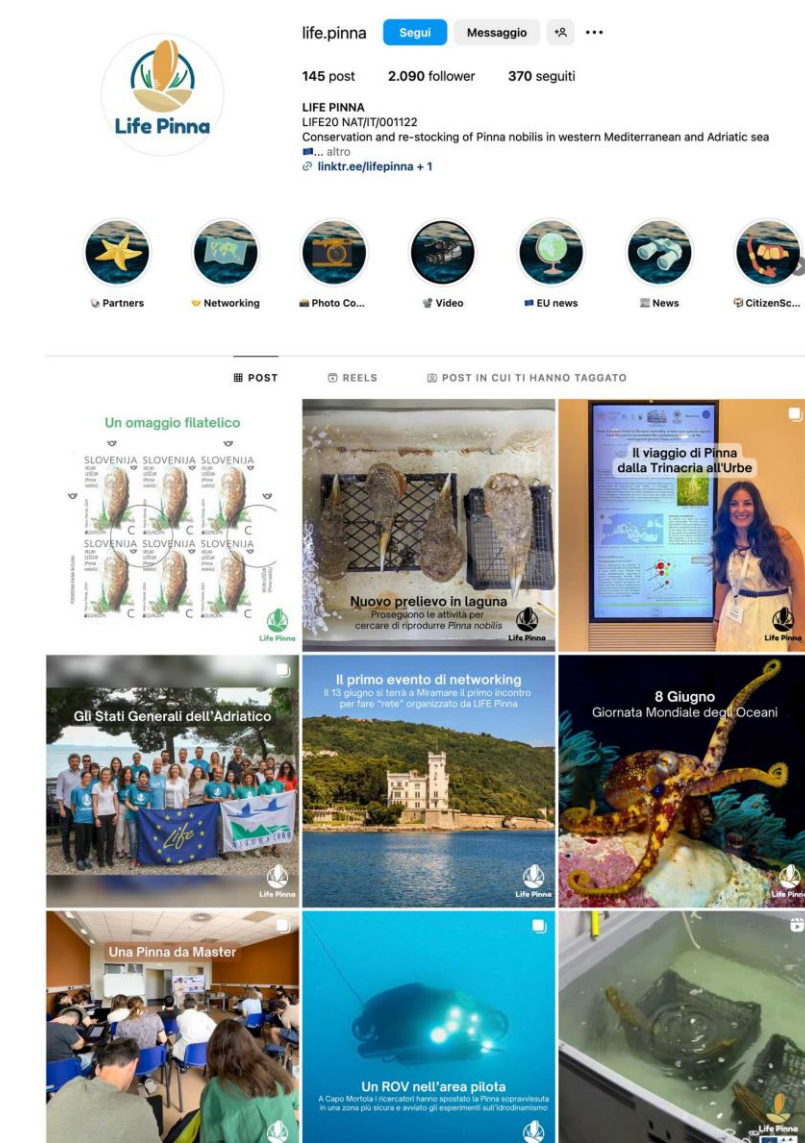
Rai 3, GEO, TV, may 2023. > 1million audience



Vatican News, online, November 2022, in 5 languages > 2 million audience, combining different languages

Social and website network

More than 570.000 combined cover in 2022 - 2024



Instagram page

Live events

More than 10 events, temp. exhibit and conferences in 2022-24



Padi scuba diving, online special event, 2023



Festival della Scienza, October 2022 and October - November 2023

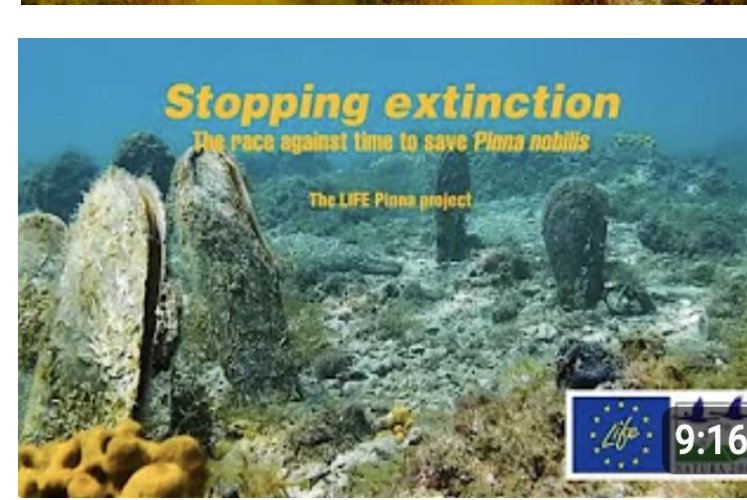


Photo contest Citizen Science (July 22)



Live events Webinar Citizen Science (May 23)

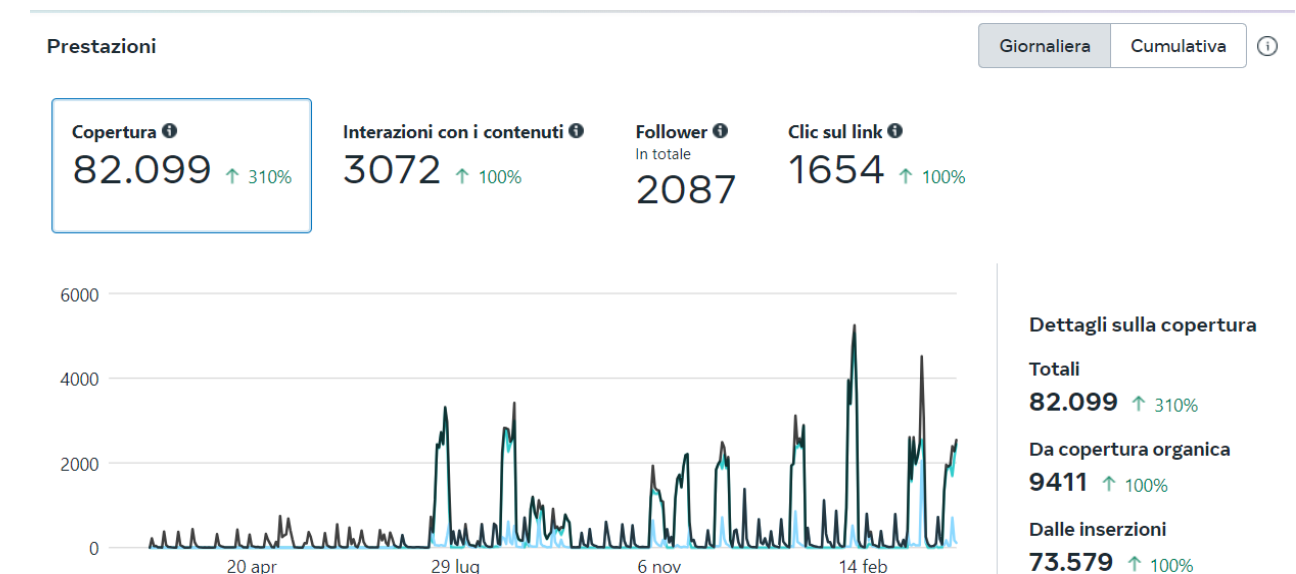
First project documentary (Feb 24)



«REPORT PINNA!» page on www.lifepinna.eu since spring 2023

https://www.lifepinna.eu/en/citizen-science/en/

~6,000 different users visited lifepinna.eu website and 1,200 specific citizen science pages



COMMUNICATIONS ACTIONS TO ENGAGE CITIZEN FOR CRITICALLY ENDANGERED SPECIES CONSERVATION

- Online is not the only resource. It is important to diversify communication activities (live events, photo contests, social networks, involving sector associations - ex. divers)
- Take advantage from online promotional activities to expand the users base. With a small investment you can get excellent results
- Return data to citizens. Give visibility to those who send the reports
- Reward citizens who report with small prizes or acknowledgement

Acknowledgements Project funded by LIFE20 NAT/IT/001122 PINNA "Conservation and re-stocking of the *Pinna nobilis* in the western Mediterranean and Adriatic sea"