



European Commission

Nesploraw Flimkien it-Teżori tal-Baħar (Malta)



This project, which translates to “*Exploring Together the Treasures of the Sea!*”, is a promotional campaign aiming to improve public awareness of sustainable fish consumption and the state of local fish stocks through a series of fun and educational animated cartoons and speeches delivered to primary schools in Malta and Gozo, as well as advertisements broadcast on a diverse range of media platforms.

Launched by the Department of Fisheries and Aquaculture in partnership with the Department of Curriculum, Research, Innovation and Lifelong Learning and the National Literacy Agency (both falling within the Ministry for Education and Employment), the project brings sustainable fisheries awareness to the public through animated cartoons, an illustrated educational book and the development of a campaign mascot, complete with a hand-puppet in the mascot’s likeness.

An open weekend was also organized under the project at the end of June 2018, where different stakeholders were invited to disseminate information to the public.

There was an over achievement with result to the output indicators as listed here under:

- **Change in value of first sales in non-POs** where target was set at 1,000 Euro and the result was that of 1,216,945 Euro
- **Change in volume of first sales in non-POs** where target was set at 200 tonnes and the result was that of 280.64 tonnes

MAIN OUTCOMES OF THE PROJECT

The campaign sought to communicate three key messages:

- Increase the awareness of the state of the local fish stocks.
- Sustainable fish consumption.
- The role of each individual in assisting conservation efforts.

FACTS AND FIGURES

- **Budget allocated to the project:** 248,501.00 € (Public Eligible)
- **Budget allocated to the project:** 186,375.75 € (EU Share)
- **Paid Amount:** 248,501.00 € (Public Eligible)
- **Paid Amount:** 186,375.75 € (EU Share)
- **Percentage from the fund:** 1%



FAMENET

