



FRESHABIT

Spreading the word for freshwater nature

Project manager Jari Ilmonen

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www.metsa.fi/freshabit
[#freshabit](https://twitter.com/freshabit) [#vedenvaltakunta](https://twitter.com/vedenvaltakunta)



FRESHABIT LIFE IP



7
year
project



~20 M €
budget



> 180 M€
Complementary
projects



31
beneficiaries
10
co-financers



Catchment area matters



Strength: 31 beneficiaries spreading the word!



Jyväskylän ammattikorkeakoulu



A schematic, rolling communication plan

Photo: Jari Ilmonen

Contents of the communication plan for FRESHABIT LIFE IP



Photo: Jari Ilmonen

- Roles for each beneficiary
- Target groups for communication
- Main aims and key messages
- Means and channels to be utilized
- Organization of the communication activities, including a **Communications working group with 13 beneficiaries**
- Means for monitoring communication success & media hits
- Plans updated yearly



Implementation of the communication plan

Updates yearly

The communications working group convened twice a year

Estimates on how much visibility we could reach in the KPI

All beneficiaries encouraged to communicate as much as they can and please, using the common key messages, illustrations and logos

9 communication actions and a budget of 2.1 M €

- Incl. 0.4 M for the documentary series, 0.6 M for environmental education, and 0.2 M for technical publications

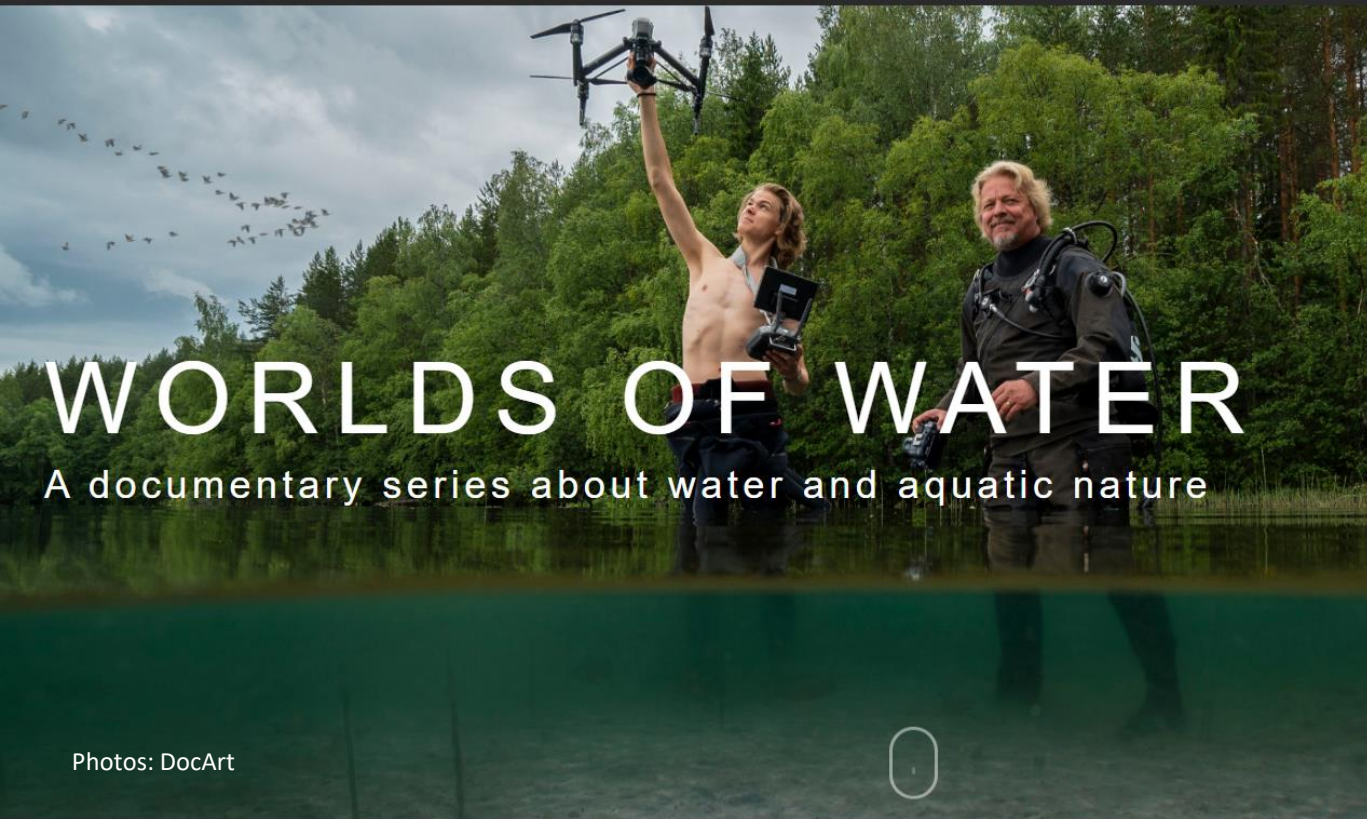
Increased awareness and knowledge of freshwaters

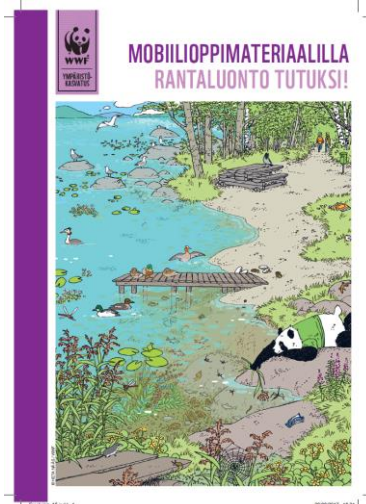


Photo: Jari Ilmonen

Documentary series: Worlds of Water

- Series + transmedia > 4,2 M Finnish views, international distribution
- <https://www.vedenvaltakunta.fi/index.php/worlds-of-water/>





ArcGIS online storymaps

FRESHABIT LIFE IP - HEALING THE KINGDOM OF WATER

Tarinakartta   



Freshabit LIFE IP

It all starts from headwaters

Knowledge promotes water protection


Restoration of water bodies

Experience underwater nature



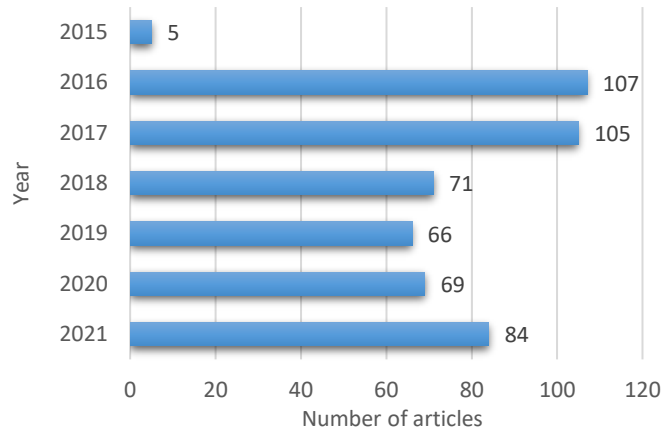
FRESHABIT LIFE IP

– HEALING THE KINGDOM OF WATER

 <https://www.metsa.fi/en/project/freshabit-eng/>

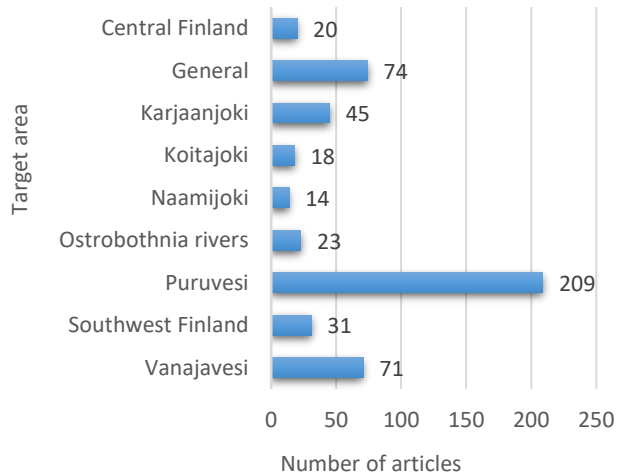
Outcomes

Freshabit in newspaper articles 2015-2021



Outcomes

Freshabit newspaper articles by target area



Local NGO!



Photo: Jari Ilmonen

Increased awareness

Increased
awareness and
knowledge of
freshwaters



by shared efforts!



Photo: Jari Ilmonen

Freshabit LIFE IP

It all starts from headwaters

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