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NaTour4CChange

Marketing and communication strategy

The Consortium:

Project Information	
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Table of contents	Page
Introduction and context	7
Risks and vulnerabilities Key challenges	8-9
Priority target audiences Desired behavioural changes	9-10
Marketing strategy ambition – four objectives Strategy overview	11–18
Governance and key partners Monitoring and management framework (indicators)	19
Roadmap Action sheets	20-21

Figures	Page
Map of the Cap Ferrat MPA	7
Climate risks and vulnerabilities	8
Target audiences	9
The link between emotion and desired behavioural change	11
Pillars of the new narrative – key messages	13–14
Composition of the marketing group	18

Version	Date	Contributors
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2	30 September 2026	Emilie Giraut- Marilyne Klein

The project

The Mediterranean region is one of the areas most vulnerable to the current biodiversity and climate crises: it is warming 20% faster than the global average and is the world's second-largest biodiversity hotspot. More frequent extreme weather events may also influence the destination and travel timing choices of its more than 510 million inhabitants. Climate change will increase pressure on already weakened ecosystems and vulnerable economies and societies; tourism will be among the economic sectors most affected.

The recent Transition Pathway for Tourism and the Glasgow Declaration are building global momentum for climate action in tourism. However, public authorities and destinations need support to develop effective ecosystem-based mitigation and adaptation policies, supported by improved multilevel governance. This requires sound planning and sustained engagement from the private sector and citizens. Ecosystem-based management is recognised as good practice in addressing these threats: it considers the different stakeholders, the factors affecting ecosystems and the mechanisms at work to identify solutions.

NaTour4CChange builds on successful experiences in the Mediterranean and worldwide to test solutions that strengthen the resilience of Mediterranean coastal destinations. Its mission is to reconnect tourism and nature to address climate change through an ecosystem-based approach. It aims to establish common methods enabling participating regions to assess their tourism-related climate adaptation and mitigation priorities, then act through plans and strategies supported by cooperative governance. Its objective is to strengthen the resilience of seven coastal tourism destinations by implementing **Nature-based Solutions** to address the effects of climate change.

In coastal destinations, cross-sector teams will deliver specific tourism climate Action Plans, focusing on climate adaptation, where Nature-based Solutions (NbS) will be tested to ensure their feasibility. At the same time, innovative destination marketing and communication approaches will engage private stakeholders, visitors, and residents in climate action. The project will also ensure cross-

fertilisation among participating regions and destinations, to achieve common methods and to compare the different tested plans and solutions, leading to lessons, best practices, and policy.

Four main stages have been defined:

- Climate risk assessment (D.3.3)
- Climate Action Plan (D.3.4)
- Design and feasibility study of the Nature-based Solution (D.3.5)
- Marketing and communication strategy (D.3.8) to engage visitors in climate action within the Cap Ferrat Marine Protected Area

Glossary

Climate change adaptation (CCA) means anticipating the adverse effects of climate change and taking appropriate action to prevent or minimise the damage they may cause, or to take advantage of any opportunities that may arise.

Climate change mitigation (CCM) means reducing the severity of climate change impacts by lowering greenhouse gas (GHG) emissions into the atmosphere or increasing the storage of these gases.

Ecosystem services (ES) are the benefits that an ecosystem provides to society, improving people's health, economy and quality of life.

Ecosystem-based approaches (EbA) focus on the holistic management of biodiversity and ecological systems to maintain and enhance the benefits and functions of ecosystem services.

Nature-based **Solutions (NbS)** encompass actions that draw on ecosystems and the services they provide to address societal challenges such as climate change, food security, resource management and disaster risk.

1. Introduction and context

The Cap Ferrat Marine Protected Area (MPA) covers 8,978 hectares, five municipalities and 25 km of coastline between Pointe de la Gavinette and the Marquet breakwater, and is home to remarkable ecosystems.

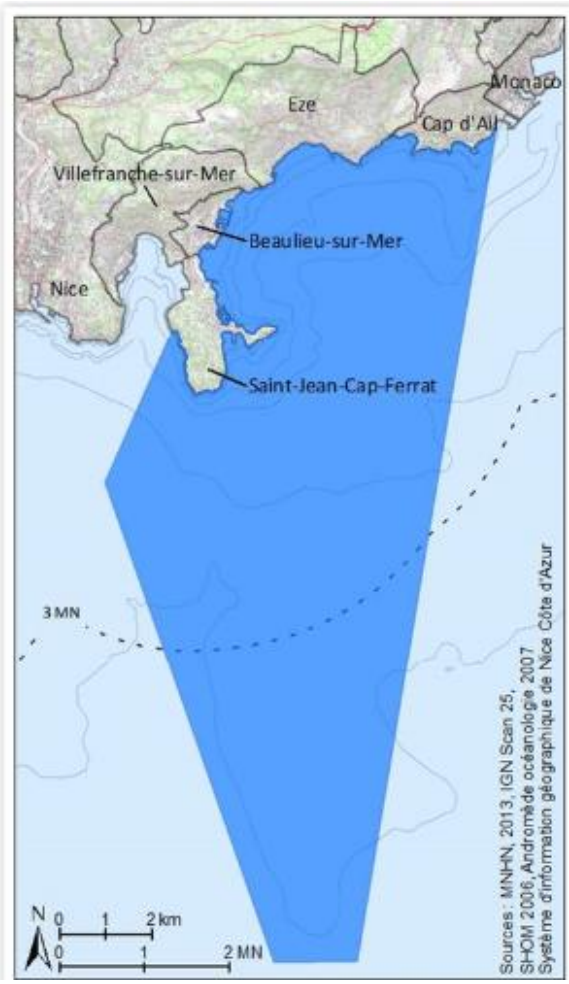
It is also a major tourism area, where many different uses are concentrated along a narrow coastal strip.

Objective of the Cap Ferrat MPA (Natura 2000): **reconcile** the conservation of our natural marine heritage with local activities.

This marketing and communication strategy is part of the NaTour4CChange project, which aims to strengthen the resilience and governance of Mediterranean coastal destinations in the face of climate change, notably through innovative marketing and communication actions.

The MPA's four main habitats of Community interest are:

- Posidonia seagrass meadows
- Coralligenous habitats
- Infralittoral rock with photophilic algae
- Well-sorted fine sands



The context for this project in the Cap Ferrat MPA:

- A Mediterranean particularly vulnerable to the biodiversity crisis, which is also a major tourism destination.
- The need to sustain private-sector and citizen engagement in effective mitigation and adaptation policies.
- The need to reconcile the conservation of natural marine heritage with continued socio-economic activities in the same area.
- The MPA already forms part of the tourism ecosystem but remains largely absent from the destination narrative. Communications are fragmented, reducing clarity and effectiveness when mobilising partners and visitors to adapt their behaviours to the site's challenges. Nevertheless, project partners, particularly tourism professionals, wish to go further together and develop a shared marketing strategy to increase their effectiveness.

2. Main climate vulnerabilities identified

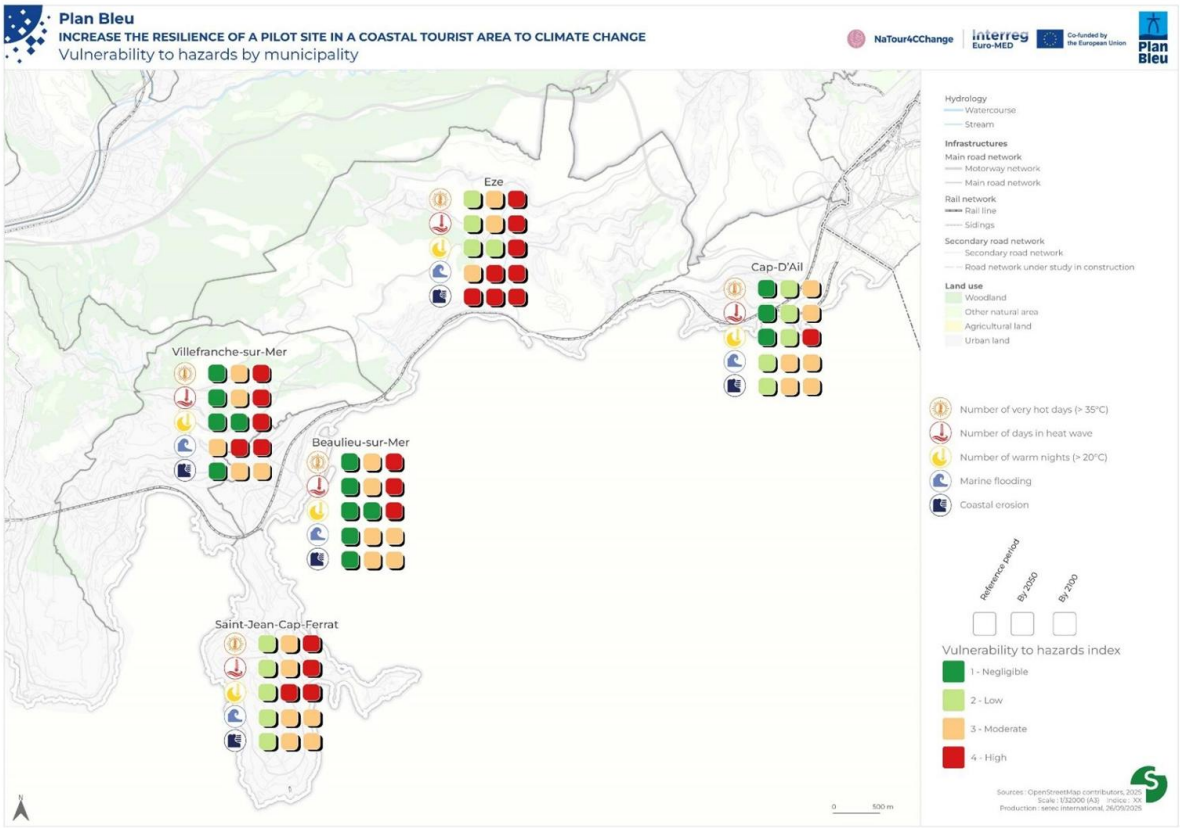
The main vulnerabilities underpinning the marketing strategy are:

1. **Rising temperatures** (air and surface water), more frequent heatwaves and tropical nights.
2. **Coastal retreat and erosion** (a climate pressure that Nice Côte d'Azur Métropole can address, with significant economic consequences for an area dependent on seaside tourism).

These trends unfold against a backdrop of tourism-related pressures on marine ecosystems. Seaside tourism, yachting, diving and recreational fishing can place strain on sensitive habitats. In the Beaulieu-sur-Mer roadstead, 36.7 hectares of Posidonia seagrass meadows were lost between 2010 and 2018 – MPA- MEDTRIX report on the impacts of recreational vessel anchoring -*Cahier MEDTRIX spécial Posidonie et impacts des ancres des navires de plaisance*, p. 3). Across the Mediterranean, seagrass meadows are estimated to have lost between 10% and 30% of their area over the past century, under the combined pressures of anchoring, coastal development, pollution and rising sea temperatures.

The project team agreed to focus the marketing and communication strategy on coastal retreat and erosion.

Note: *the lack of consolidated data currently prevents an accurate assessment of visitor numbers within the MPA. However, field observations indicate very high summer visitation, with concentrated uses likely to increase pressure on marine and coastal ecosystems.*



3. Key challenges for the marketing strategy

This marketing strategy aims to support the actions identified in the Climate Action Plan. It must therefore address several challenges:



Behavioural change requires emotion and attachment to the Cap Ferrat MPA. Its narrative must therefore be developed. The chosen strategic approach: narrative → action.

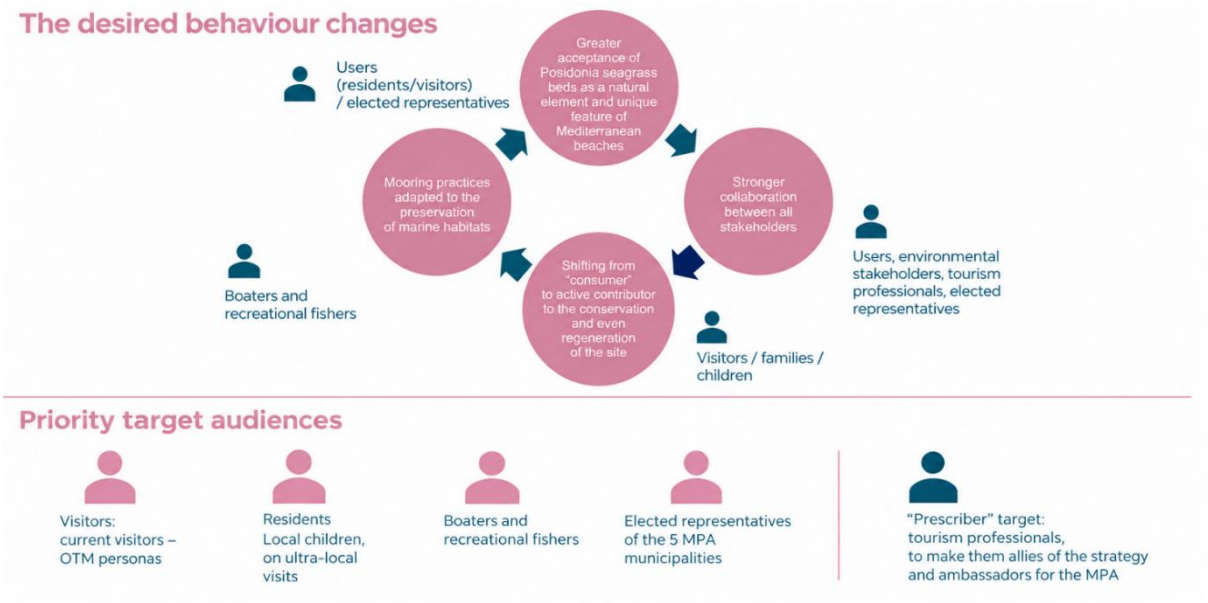
4. Priority target audiences

The marketing strategy addresses **several priority audiences:**

- Current visitors, based on Explore Nice Côte d'Azur's personas.
- Residents and local children visiting nearby sites.
- Recreational boaters and anglers.
- Elected representatives of the MPA's five municipalities.

The **working** group identified a fifth audience of "influencers": tourism professionals, who can become allies of the strategy and MPA ambassadors, conveying its values and messages to visitors.

For each audience, persona empathy maps shed light on expectations, perceptions and behaviours.



We have also identified key partners “prescribers” **to engage** and coordinate.



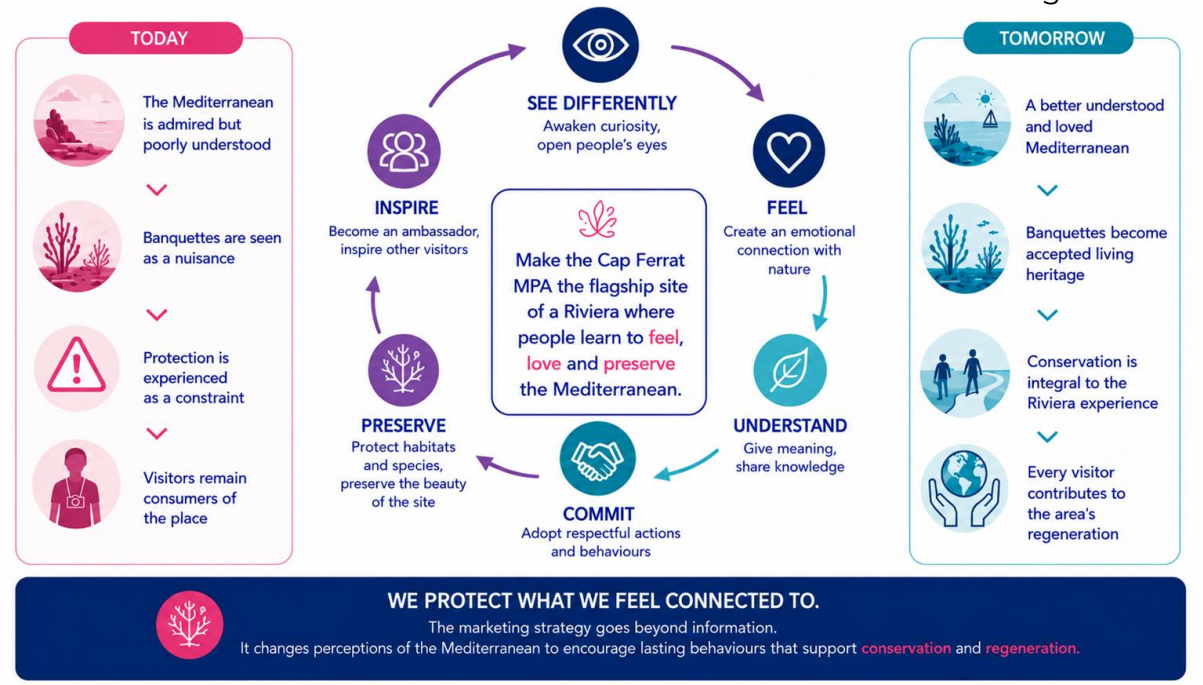
5. Ambition and objectives of the marketing strategy

5.1 Ambition

Changing visitor and user behaviours to address these major risks and challenges requires a strong shared ambition that transforms the area: make the **Cap Ferrat MPA the flagship site of a Riviera where people learn to feel, love and preserve the Mediterranean.**

Through this shared ambition, we enhance the value of the Côte d'Azur Riviera, where tourism excellence also means conservation and care for the natural world.

This ambition rests on the link between emotion and behavioural change.



Our strategy is based on the conviction that supporting changes in behaviour and practices also requires helping people better understand the marine protected area (MPA) and develop a sense of connection to its ecosystems. We use storytelling to build this emotional connection: bringing marine life into focus, revealing ecological relationships and evoking emotions that encourage attention, understanding and attachment. This approach also seeks to respond to visitors' search for meaning and aspirations for enriching experiences that can transform their perspectives and practices. Storytelling therefore serves as a bridge between discovering the MPA and wanting to contribute to its preservation. Posidonia seagrass provides a tangible example: its underwater meadows help stabilise the seabed, while the banks of dead leaves deposited on beaches help protect the shoreline against erosion. Preserving these natural functions constitutes a nature-based approach to climate adaptation. By telling the story of their ecological role and their connection to cherished coastal landscapes, we aim to change perceptions of Posidonia and encourage concrete practices: avoiding anchoring in

seagrass meadows, fostering greater acceptance of leaf banks on beaches, and supporting management practices that maintain their protective role. Our ambition is to connect three complementary dimensions—understanding, caring and acting—by combining emotional engagement and awareness with practical guidance that makes it easier to take action.

5.2 A manifesto embodying our ambition, values and commitments for the Cap Ferrat MPA

To bring this ambition to life, a shared manifesto was developed collectively during a workshop with project stakeholders. This work translated their common vision, values and commitments into a shared narrative for the Cap Ferrat MPA. The manifesto seeks to create an emotional connection with the Mediterranean, strengthen attachment to the MPA and encourage more responsible behaviours. Developed collectively, it is intended to be embraced and shared by all partners and stakeholders in their communication and engagement activities.

Here, nature is experienced, not simply described.
Become a privileged guest of the Cap Ferrat Marine Protected Area, a unique place on the Côte d'Azur.
Discover its most precious treasures: its landscapes, emblematic species, exceptional biodiversity and the fragile balances that make it unique, while learning to respect and preserve it.
Our ambition is to make the Cap Ferrat MPA the flagship site of a Riviera where people learn to feel, love and preserve the Mediterranean.
With you, we are building a Côte d'Azur destination where nature is at the heart of every experience, and where people learn to live in harmony with it.
Every day, we work to preserve this exceptional natural heritage and contribute to its regeneration, so that it can be passed on to future generations.
But this ambition can only become reality with you. Every action counts. Every visit can become a contribution. We want to do more than introduce you to the sea: we want to inspire you to love it, preserve it and join us in caring for it.

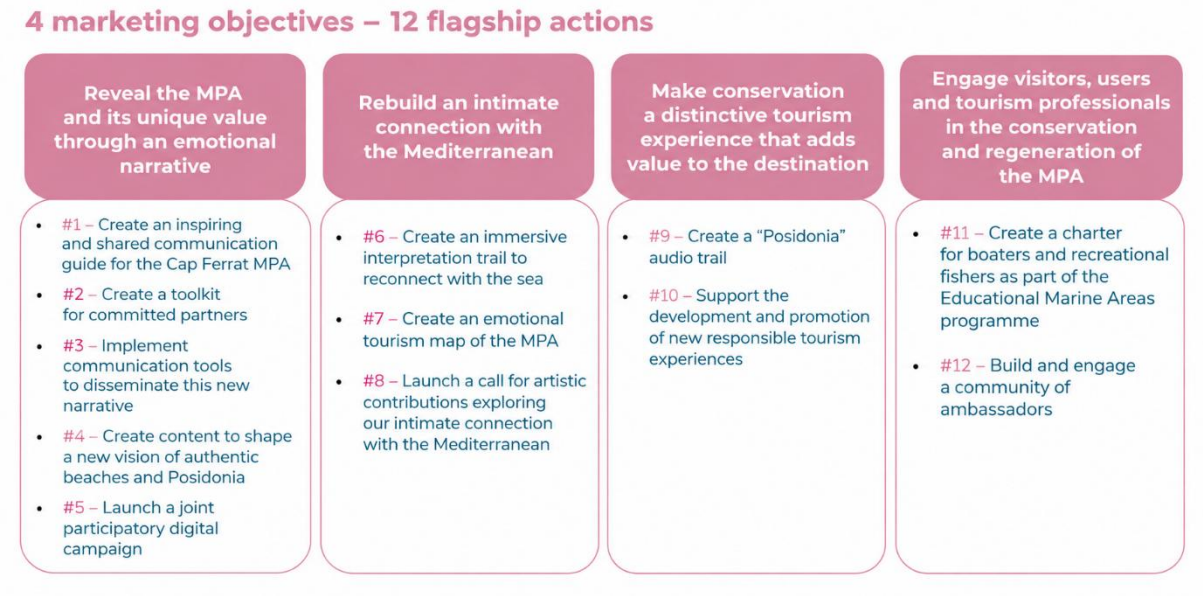
5.3 Four marketing objectives supporting the ambition

- Reveal the MPA and its precious value through an emotional narrative.
- Rebuild an intimate connection with the Mediterranean.
- Turn conservation into a distinctive tourism experience that creates value for the destination.
- Engage our visitors, users and professionals in conserving and regenerating the MPA.

The strategy deliberately draws on **four complementary marketing** levers:

- Storytelling and the creation of inspiring, authentic content.
- Digital channels to reach audiences with limited resources.
- Transformative offers and experiences.

- Fostering a community of committed ambassadors.

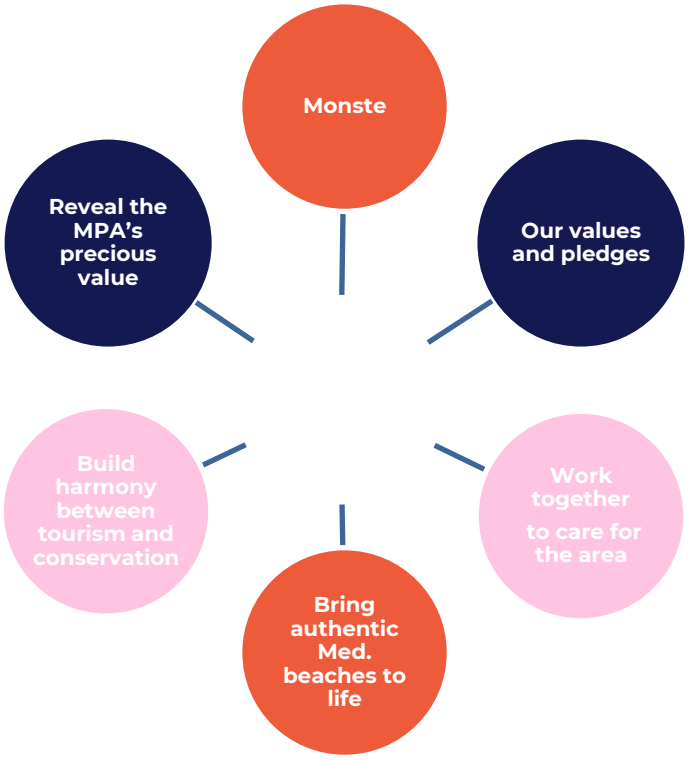


We have prioritised two flagship actions with impact:

- A shared communication guide to help stakeholders renew the narrative and engage visitors.
- A Posidonia audio trail.

6. The narrative and key messages

6.1 Pillars of the new narrative



6.2 Main messages

The key messages aim to guide visitors, residents and local stakeholders progressively towards the desired behaviours that support the conservation and regeneration of the Cap Ferrat MPA. They go beyond information and awareness-raising to follow a gradual engagement journey: encouraging people to see the Mediterranean differently, understand its ecological value, develop an emotional connection with it and, finally, act to protect it.

These messages provide a common communication framework for all partners, while adapting to the specific needs and expectations of each target audience.



7. Strategy overview – objectives 1 and 3

A cross-cutting strategy has been defined. Within the project, it was decided to focus on two main objectives:

- Objective 1 – Reveal the precious value of the Cap Ferrat MPA.
- Objective 3 – Turn conservation into a distinctive tourism experience that adds value to the destination.

7.1 Objective 1 – Reveal the precious value of the Cap Ferrat MPA

The Cap Ferrat MPA lies within the major tourism destination of Nice Côte d'Azur. Explore Nice Côte d'Azur has recently introduced a new communication strategy and is developing its marketing strategy with a stronger emphasis on sustainability. The Cap Ferrat MPA offers an opportunity to demonstrate how tourism can coexist with the conservation of a highly valuable natural area, and to enrich the narrative of a more contemporary and committed Riviera.

Key problems to address:
The MPA has little visibility in tourism communications, resulting in limited awareness of the site, including its geographical extent, and low visibility of conservation challenges among visitors.

Two narratives coexist: a postcard tourism narrative, notably without Posidonia, and a technical environmental conservation narrative. They do not resonate with one another or reflect the collective momentum under way.
Communications on conservation are largely technical, offer limited engagement and leave little room for emotion.
How can preserved nature become a distinguishing feature of the destination narrative, benefiting visitors, residents and the area's attractiveness?

Expected benefits:

- Make the MPA a genuine sustainable tourism value proposition for the destination through distinctive, authentic and committed communications.
- Evolve the destination's image towards a contemporary Riviera that appeals to visitors seeking meaning and more committed conservation practices.
- Increase clarity and communication impact through shared tools.

Target audiences: all audiences.

Proposed channels: communication guide, social media, digital campaign, website, tourism brochures, press relations, promotion by tourism professionals (particularly tourist information offices) and institutional partners.

Visitor journey: throughout the journey (before, during and after the visit).

Selected action: a shared communication guide to spread the new narrative and raise awareness among all stakeholders promoting the MPA.

The guide is a communication framework that will give elected representatives, municipal communication teams, tourism professionals, their service providers and other partners a common basis for talking about the protected area.

- It will explain why a renewed shared narrative is needed, who it addresses and what its objectives are.
- It will present the pillars of the narrative: the MPA's identity and values, its key messages and the manifesto developed with local stakeholders.
- A practical section will show how to apply the narrative, covering its main themes, editorial angle, voice (tone and style) and recommended vocabulary, with suggested wording tailored to different audiences and concrete examples to support implementation.
- An inspiring visual identity will be proposed: a moodboard will also be created to define a shared visual direction and help build an attractive, emotionally engaging identity for the MPA.
- A workshop with the marketing group and stakeholders will be proposed to support adoption of the guide.

This communication guide will also include practical recommendations on the behavioural changes to adopt:

- For boaters: concrete recommendations on anchoring practices, in line with current regulations.
- For site users and visitors: practical advice on how to enjoy the site while helping to preserve the seabed.

The aim will always be to communicate in a positive way, without being prescriptive or making people feel guilty. The guide will explain why these actions matter and how even small gestures can make a real difference, while highlighting the positive contribution that everyone can make through their involvement.

7.2 Turn conservation into a distinctive tourism experience that adds value to the destination

Beyond the systemic risks linked to climate change, the Cap Ferrat MPA is also weakened by human practices, partly associated with tourism, that contribute to the degradation of the area and its ecosystems.

The aim is to offer tourism experiences that turn users, visitors and professionals into active contributors to conservation and regeneration, rather than simply consumers of the area.

Key problems to address:

- User and visitor practices damage the site, particularly because conservation challenges are poorly understood.

- There are few tourism experiences combining enjoyment with conservation and engagement, or limited awareness of those that exist, even though visitor expectations increasingly point in this direction.

Expected benefits:

- Visitor practices that respect the area and its vulnerabilities, and may even contribute to its regeneration.
- An enriched tourism offer.
- Greater recognition of the Nice Côte d'Azur destination's commitment to sustainable tourism.

Target audiences: visitors, residents and children.

Channels:

- Distribution channels: harbourmaster's office, tourism professionals and the ambassador community.
- Communication channels: social media and website.

Journey: throughout the journey (before, during and after the visit).

Selected action: a "Posidonia" audio trail.
It will offer families and other visitors an immersive way to discover the Cap Ferrat MPA.

Objectives

- **Develop an original, immersive and playful discovery** experience enabling families, children and visitors to explore the marine protected area while understanding Posidonia's essential role in the Mediterranean ecosystem.

- **Strengthen the emotional connection with** the sea by giving a voice to Posidonia, an emblematic character of the area, to raise awareness through narrative, emotion and imagination.

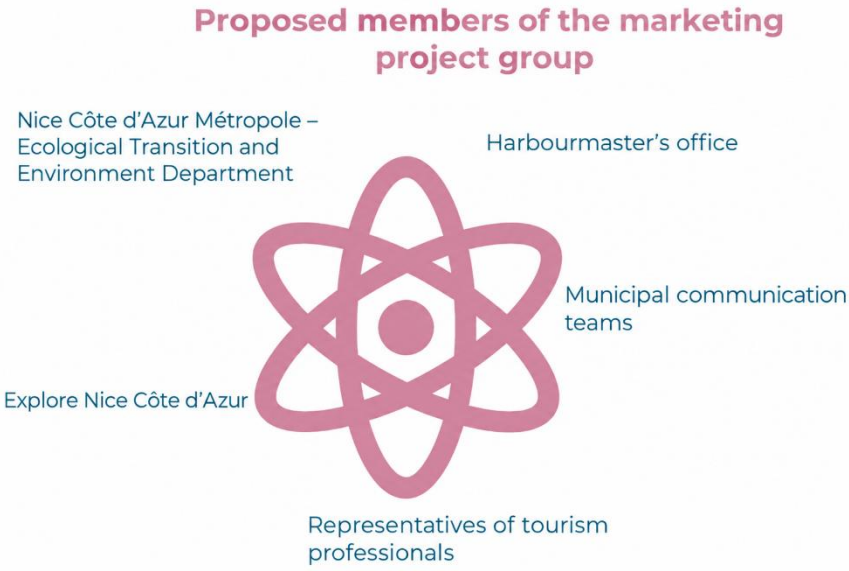
Guided by Posidonia, the trail's central character, participants will follow a story accessible on a smartphone via QR codes or a dedicated app. Sounds, anecdotes and short educational sequences will reveal the role of this seagrass in the Mediterranean ecosystem, while riddles and challenges along the route encourage children to explore. Combining discovery and storytelling, the trail aims to strengthen visitors' connection with the sea and inspire them to take greater care of its habitats.

The audio trail will aim to reshape perceptions of Posidonia, highlighting the ecological value of this precious seagrass while encouraging visitors to adopt practical actions, such as being mindful of where they step, leaving dead seagrass leaves on the beach to preserve the protective role of Posidonia banquettes, and admiring underwater life without disturbing marine ecosystems.

8. Governance and partner engagement

An agile structure is proposed:

- **A marketing project group** to set directions and priorities and coordinate the implementation of actions.



- Its remit: secure **endorsement of the strategic** directions by elected representatives of the five municipalities and the MPA manager, drawing on the MPA's existing governance bodies.
- **Project-based operational** delivery with the relevant stakeholders for each project.

9. Management: indicators and impact measurement

Action: communication guide

- Guide downloads and number of partners using the manifesto and shared messages.
- Qualitative monitoring of communications incorporating the MPA's collective narrative.

Responsible for data collection: Explore Nice Côte d'Azur (to be confirmed).

Action: audio trail

- Participation / trail download rate.
- Experience recommendation rate (including on social media).

Responsible for data collection: Explore Nice Côte d'Azur (to be confirmed).

In addition, an impact study is proposed to assess whether our strategy changes perceptions of the Cap Ferrat MPA and shifts behaviours in support of its conservation and regeneration.
This survey will go beyond activity indicators (content published, participants, downloads, etc.) to measure the strategy's actual impact.

- Objectives

- Assess changes in perceptions of the Cap Ferrat MPA.
- Measure adoption of the new collective narrative.
- Observe changes in the behaviours of visitors, users and professionals.
- Identify the most effective actions to adjust the strategy.

- Topics to investigate
- Awareness of the MPA and the strategy's actions.
- Overall image of the MPA.
- Adoption of the narrative, recall of key messages and understanding of the challenges.
- Perceptions and understanding of Posidonia.
- Attachment to the site.
- Behaviours: anchoring practices, participation in the proposed experiences, conservation actions undertaken and recommendations of the site.
- Cooperation.
- Perceptions of collective commitment.

- Practical arrangements:
- Frequency: every two years.
- Format: on-site and online survey (QR code), distributed through partners.
- Audiences: target groups and partners.

Before conducting a comprehensive impact study in two years' time, we recommend expanding **the eco-guards' existing annual survey** to include questions on perceptions of Posidonia's ecological role and the level of acceptance of Posidonia leaf banks on beaches.

10. Roadmap

Two action sheets

September 2026-February 2027



This project will be delivered as the first prerequisite action from the final quarter of 2026. A workshop to support adoption will be held in early 2027 with the stakeholders who attended the strategy presentation on 30 September 2026.

The budget allocated to the guide is €7,350 excluding VAT.

January-April 2027



The initiative will be carried out during the first half of 2027.

The estimated budget for the audio trail is €3,000–€6,000 excluding VAT. The pilots will seek funding from the Green Fund (French government)