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PROTECTING, RESTORING AND VALORISING NATURAL HERITAGE

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*Accelerating the Restoration of Seagrass Meadows in the
Mediterranean area through Innovative ecosystem-service
based Solutions*

Euro-MED0200867

**Protecting, restoring and valorising the natural environment
and heritage**

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Peer Learning Workshop

Building a Relevant Platform

Internal Report

04/03/2026

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Methodological Note

This report integrates the outcomes of the ARTEMIS workshop with Thomas Kolster's "Life-Centric" framework, which shifts the focus from environmental causes to tangible human benefits. For each module, the connection to Kolster's tools is outlined, including the Impact Ladder, life categories, persuasion triggers, and the criteria for a transformative platform.



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Original Gap (ARTEMIS)

- Technical and scientific communication
- Low perceived relevance among the public
- Limited behavioral activation

Kolster Response

- Life-centric narrative (WE → ME)
- Tangible and personal benefits
- Fun, Reward, Time: the three key triggers

1 Module 1 – Defining Relevance

The following outputs are directly derived from group work and represent the main directions identified during the session.

Goal

To reframe the core themes of ARTEMIS (Posidonia, biodiversity, ecosystem services) into human-centered narratives, applying Kolster's WE → ME scale.

The Impact Ladder Applied to ARTEMIS

Kolster suggests moving down the scale from the global level ("WE") to the personal and emotional level ("ME"). The four axes identified during the workshop find a clear positioning within this framework:

Health and Breathing

Category: HEALTH → Emotional & Physical level

Message: "Posidonia produces the oxygen you breathe every day at the sea."

Habitat and Protection

Category: HOME → Personal level

Message: "Posidonia is the home of the fish you love to eat and encounter."



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Wellbeing and Connection

Category: MINDFULNESS / EMOTIONAL WELLBEING

Message: "A healthy sea is your space for balance and mental wellbeing."

Future Generations

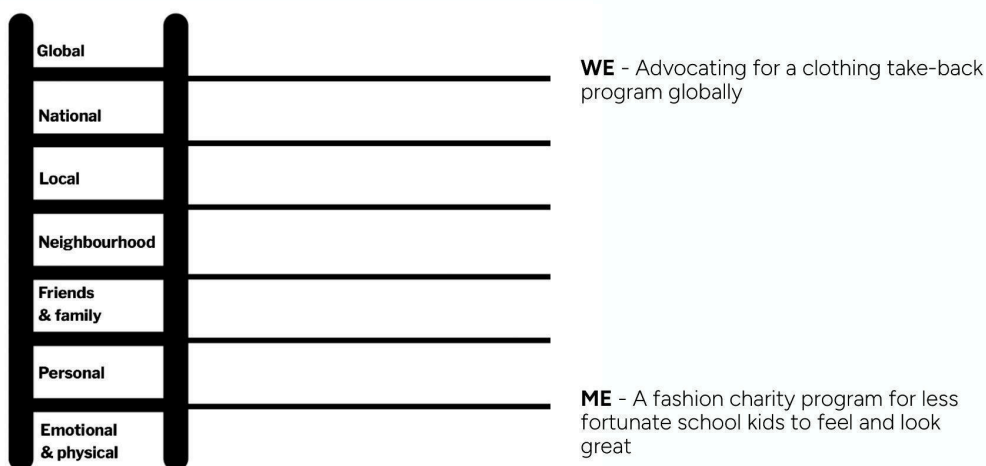
Category: FAMILY / SOCIETAL CONTRIBUTION → Local/Neighbourhood level

Message: "Protect the sea your children will inherit."

Enhanced Takeaway

Relevance increases as the message moves down the Impact Ladder—from a "global statement of fact" to a "personally experienced daily benefit." ARTEMIS should prioritize 1–2 levels based on the target audience (tourists, residents, businesses) and build differentiated narratives accordingly.

The Impact Ladder - We to Me



Thomas Kolster[©]



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The following outputs are directly derived from group work and represent the main directions identified during the session.

Objective

To identify formats and mechanisms that go beyond awareness and enable active participation, integrating three persuasion triggers:

Fun, Reward, and Time.

Engagement Concepts Mapped to Triggers

Digital Gamification → Trigger: FUN

Interactive tools that simulate the growth and protection of Posidonia meadows make environmental action engaging and enjoyable, lowering the barrier to entry.

ARTEMIS example: An app where users “adopt” one square meter of seabed and track its growth in real time, with weekly challenges that can be shared on social media.

Hybrid Experiences (snorkeling + digital) → Trigger: FUN + REWARD

Combining physical experiences at sea with a digital reward system reinforces positive behaviors and creates a continuous motivational loop.

ARTEMIS example: Participants in guided snorkeling or diving activities in restoration areas receive a digital badge and discounts with local partners (“Blue Reward Card”).

Event-Based Formats → Trigger: FUN + TIME

Linking sports or community events to a measurable environmental impact embeds sustainable behavior at peak moments of collective motivation.



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ARTEMIS example: Each registration for a regatta or swimming race automatically funds the restoration of 1 m² of Posidonia, with a public counter updated in real time.

Corporate Engagement → Trigger: REWARD + TIME

Activities such as team building linked to restoration actions position ARTEMIS as a B2B partner, opening up private funding channels and visibility in key moments (onboarding, annual CSR initiatives).

ARTEMIS example: “Adopt Posidonia” packages for companies: a day at sea with monitoring activities, combined with a customized impact report to be used in ESG communication.

Reuse of Posidonia Banquettes → Trigger: REWARD

Transforming a natural residue into a design, communication, or educational object gives tangible value to the ecosystem and creates a “speaking” souvenir that continues to communicate beyond the experience.

ARTEMIS example: Educational kits for schools made from stranded Posidonia fibers; design objects sold in maritime museums to support project self-financing.

Enhanced Takeaway

Effective engagement doesn’t ask for effort—it embeds it within a pleasurable experience. ARTEMIS should design at least one experience for each of the three triggers (Fun, Reward, Time) and test them in pilot sites before scaling.



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The following outputs are directly derived from group work and represent the main directions identified during the session.

Goal

Translate engagement concepts into scalable actions by identifying the moments and places where people are most likely to act (Kolster: “When & Where”).

The Two Activation Logics

Integration into customer journey

Trigger TIME — acting “at the right moment”.

- Flight or ferry booking → blue compensation option
- Check-in at a certified hotel → activation of the “Blue Room Card”
- Bank transaction or restaurant payment → automatic micro donation

Campaign participation model

Trigger REWARD — every action is visible and recognized.

- Replicable seasonal campaign with social challenge mechanics
- Public real-time counter of restored Posidonia m²
- Shareable badges and certificates for individuals and companies

Enhanced Takeaway

Activation works when the action is simple, embedded in an existing behavior, and immediately rewarded with visibility or status. ARTEMIS should map the 3–5 key “moments of truth” of Mediterranean tourists/residents and anchor its interventions to them.



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Kolster defines eight attributes for an effective transformative platform. Below is their potential application to ARTEMIS:

Criteria	Definition	Application ARTEMIS
Transformative	Shared and clear transformative goal	Restore 20% of Posidonia meadows in the Mediterranean by 2030
Guided	Clear Guidelines and Direction	Partner toolkit: narrative, visual identity, engagement mechanics
Motivational	Action-oriented	Each touchpoint includes a specific and measurable call to action
Creative	Open to Creativity	Partners are free to adapt the format across their own channels and contexts
Replicable	Designed for Adaptability	Plug-and-play modules tested in pilot sites, then scalable
Common	Open to all	Free access to individuals, premium access for companies
Accessible	Tools easily accessible	App, QR code, physical and digital materials available in 4 languages
Relevant	Relevant for every brand partner*	Co-branding framework with certified blue credits



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**Each partner can activate ARTEMIS according to its own value proposition (e.g. tourism experience, ESG positioning, financial mechanisms such as blue credits).*

6

Outcomes and Key Learnings from the Workshop

The workshop signaled a fundamental shift for ARTEMIS: from communicating environmental value to enabling participation in it. This means moving from a project-based communication approach to a platform-based engagement model where relevance comes from personal benefits, engagement comes from embedded experiences, and activation comes from integration into existing behaviors.

Across all modules, a consistent pattern emerged:

- **relevance** is achieved when environmental concepts are translated into personal benefits
- **engagement** increases when actions are embedded in experiences rather than requested
- **activation** becomes effective when integrated into existing behaviours and moments of decision

This confirms the need to move from a project-based communication approach to a platform-based engagement model.

5

Implications and next steps



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ARTEMIS should be positioned not only as a scientific initiative, but as a platform for activation, enabling partners and users to translate awareness into concrete actions.

Strategic Priorities and Validation Paths for ARTEMIS

- Select 1–2 levels of the Impact Ladder as the primary narrative focus, differentiated by audience (tourists, residents, corporate).
- Develop at least one concept for each Kolster trigger (Fun, Reward, Time) to be tested in pilot sites.
- Map 3–5 “moments of truth” in the Mediterranean visitor journey to place engagement actions at the optimal moment.
- Build a replicable toolkit (visuals, messaging, mechanics) for partners to ensure true scalability of the platform.
- Explore integration with emerging financial mechanisms (blue/nature credits) as a tangible and measurable reward for both companies and individuals.

Reference Framework: Thomas Kolster — “Life-Centric Communication”

Impact Ladder · WE-to-ME · Persuasion Triggers · 8 criteria of the transformative platform