

How new activities and assets can develop a place brand

18 years of building eco-awareness for Lošinj



Development of Lošinj: first steps in conservation

- Lošinj focused predominantly on seaside and health offering up until late 1990s
 - Renowned for mild climate, pure clean air and water, but less focused on unique environment
- First joint Italian/Croatian dolphin/marine research initiatives commenced 1987



Blue World Institute of Marine Research and Conservation

- Established 1999 for research – leads to new developments in environmental tourism
 - First marine education centre (LMEC) on Adriatic coast: opened 2003, over 70,000 visitors so far
 - Hundreds of eco-volunteers and students visit and participate in projects
 - Two separate presidential visits for opening of new facilities: President Mesić, President Josipović
 - New Marine Science Centre planned on Mali Lošinj: further visitor attraction
 - Huge global and regional media coverage of Blue World, enhancing visibility and profile of Lošinj



**MORSKE KORNJAČE
OPORAVIŠTE ZA
SEA TURTLE
RESCUE CENTRE**

The Blue World Institute of Marine Research and Conservation
has the pleasure to invite you to the opening of the new

Sea Turtle Rescue Centre

on Friday, the 19th of July 2013 at 6pm at Hotel Vespera in Sunčana uvala, Mali Lošinj.

The Sea Turtle Rescue Centre will be opened by the President of the Republic of Croatia Ivo Josipović

The event is co-hosted by the City of Mali Lošinj, Tourist board of Mali Lošinj and Jadranka group

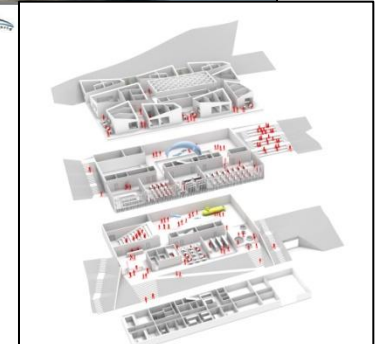
Partneri, suradnici, sponzori

The project is co-funded by the
European Union, Instrument
for Pre-accession Assistance

LOŠINJ
NATURAL HISTORY MUSEUM

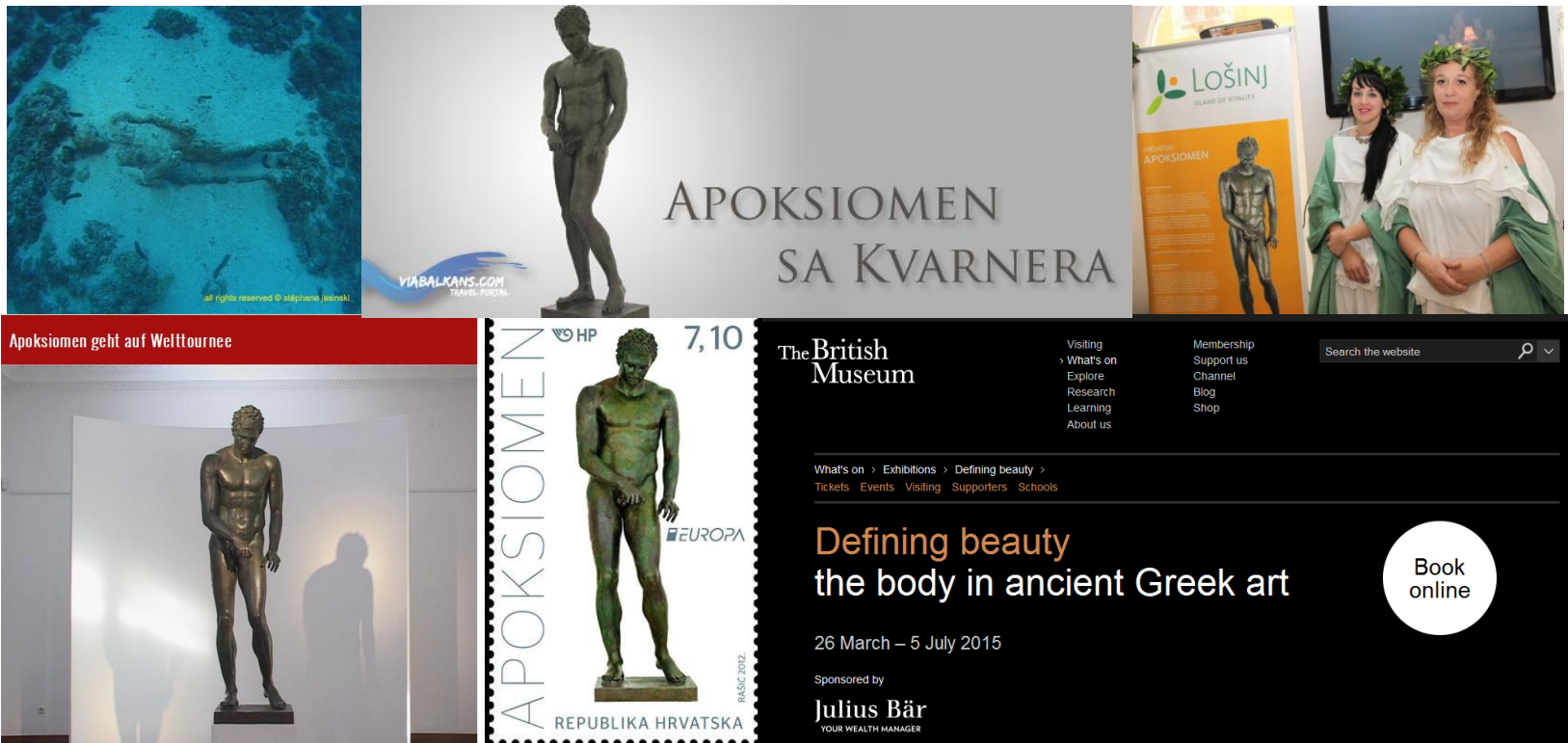
PZ AUTO

HONDA
The Power of Dreams



Cultural development in parallel – the Apoksiomen statue

- Discovered in 1996 on sea bed
 - Focus for new museum/gallery-building, events, etc.; becomes local attraction
 - Goes on worldwide tours, lent to major exhibitions, further building awareness of Lošinj
 - Becomes new international symbol for island, showing its classical past and European role



Results of new place branding stories

- Dolphins and Apoksiomen become symbols of Lošinj, enhancing brand value
 - Marine tourism and eco-tourism added to attractions, creating offerings for new era of eco-aware tourism
 - New opportunities for cultural tourism and further attractions created: music festivals, exhibitions, etc.
- Lošinj brand value raised and enhanced, new initiatives recognized internationally
- Lošinj local community now understands and values own unique assets



Capital Communications in Losinj – 18 years



Dolphin sponsorship makes a real splash

MOL, the Hungarian-based regional oil and gas company, has become the main sponsor of the Adriatic Dolphin Project (ADP) after several years' work by Capital Communications.

Co-operation between Capital Communications – a major part of the Group's Central-Eastern European operations – and Croatian Blue World Institute of Marine Research and Conservation, started three years ago. The relationship focused on finding business partners to sponsor ADP, launched by Blue World in 1987.

Capital Communications introduced ADP to MOL, and the company agreed to sponsor the project to the tune of €100,000. The



Dr Gabor Hegyi with Peter Mackelworth, Conservation Director and ADP senior researcher at the opening of the educational centre

deal has been a crucial element in making the long-planned Losinj Marine Education Centre become a reality.

The multimedia and interactive education and information centre acts as an interface between the ADP and the public and was officially

opened last August.

Said President of Blue World Draško Holcer: "We had been looking for a real partner which could help us present our work to the business community."

"Without any doubt, our introduction to Dr Hegyi and Capital Communications, their clear understanding of our goals and mission, and their skills in the preparation of strong and clear presentations, created a trusted and valued partnership and helped us find a worthwhile sponsor."

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Thank you!



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