

Campaign Schedule for the 4th Edition of the “10 Deadly Sins of the Unaware Tourist” Campaign – 2026

Campaign period: 16 June – 24 August 2026

Area of activity	Action plan	Timing / rhythm
1) Campaign hub (website)	Launch on 16 June 2026 and maintain a dedicated webpage as the central information hub for the 4th edition of the “10 Deadly Sins of the Unaware Tourist” campaign, held under the slogan “Your Holidays Affect Water”, including: <ul style="list-style-type: none"> • campaign overview • poster download • the full list of all ten sins, along with “what to do instead” guidance • partners and patrons section • campaign updates 	From 16 June 2026 , with ongoing updates throughout the campaign
2) Offline support – poster distribution	Distribute educational posters to tourist municipalities in Poland, with a request to display them in high-traffic locations, such as: <ul style="list-style-type: none"> • tourist information points • beaches and bathing areas • marinas, harbours and piers • holiday resorts • local public institutions 	Before launch and during the first weeks of the campaign; displayed throughout the holiday season
3) Weekly educational series (“Sin of the Week”)	Run a 10-week educational series as part of the campaign, including: <ul style="list-style-type: none"> • one “sin” per week • a short explanation of its environmental impact • practical “what to do instead” alternatives • ready-to-share materials for partners and media 	10 consecutive weeks, with one publication every Monday
4) Online photo contest	Organise a summer photo contest titled “Your Holidays Affect Water” to promote responsible behaviour by the water, including: <ul style="list-style-type: none"> • submissions via an online form • selected entries featured in a “good practices” gallery 	Submissions: 16 June – 24 August 2026; Results: 18 September 2026
5) Online promotion (continuous)	Maintain continuous online communication, including: <ul style="list-style-type: none"> • website updates • social media content (posts, carousels, 	16 June – 24 August 2026 with peaks around weekly topics

	stories) • promotion of the weekly series and photo contest • newsletter communication	
6) Cooperation with media patrons and partners	Extend the campaign's reach through media patrons and partners by: • sharing weekly topics • publishing campaign-related materials • using ready-to-publish graphics and copy across partner channels	Throughout the campaign, with particular focus on key moments: launch, final week of the series, and contest results
7) Wrap-up and reporting	Prepare a post-campaign summary, including: • wrap-up communication • confirmation of delivered partner benefits • publication of contest results and campaign highlights	After 24 August 2026, with final follow-up after the results announcement on 18 September 2026