

Draft Communication Plan for the MSSD Review 2014 – 2015

1. Background

The review process of the Mediterranean Strategy for Sustainable Development (MSSD) was launched in February 2014. Following a decision of the Contracting Parties to the Barcelona Convention made during their 18th ordinary meeting in Istanbul (CoP 18, Dec 2013), it aims to update the Strategy in the light of the Rio+20 outcomes and the intergovernmental process to develop global Sustainable Development Goals for consideration by the UN General Assembly. This will ensure that the region remains a frontrunner in the area of environmental and sustainability governance.

2. Media

This process will last until CoP 19 (Greece end of 2015 or beginning of 2016), when the outcome of the review will be submitted for approval. It can attract a lot of media coverage at its different phases. International, regional and local media can be targeted as much as possible, including the written press, radios, TVs and websites, in collaboration with counterparts. The process includes three main events that could be used as opportunities for information sharing and communication, in addition to the CoP 19.

Those are:

- MCSD Steering Committee Meeting in Malta (June 2014)
- Extraordinary MCSD Meeting to discuss the first draft of the review (February 2015)
- MCSD Meeting in Morocco (May/June 2015)

In addition to this, information material should be prepared and shown in a visible way where relevant in conferences/meetings in which MCSD/UNEP/MAP participates. These are opportunities to showcase the ongoing review of the MSSD, showing the progress made and highlight challenges faced.

3. Suggested Material

- Two roll-up banners (different than each other, with information on vision and structure, and more information to be decided) to be prepared and displayed in conferences and meetings wherever possible.
- A PowerPoint presentation about the MSSD, its review and the progress made should be prepared and updated regularly.
- Add a banner on UNEP/MAP homepage about the MSSD revision, with a link to platform.
- News briefs for stakeholders (main target groups are the more involved stakeholders) and the press

4. Suggested Activities

- a. MCSD Steering Committee Meeting in Malta (June 2014):
 - Press release distributed to the press and posted on UNEP/MAP + Plan Bleu websites
- b. Extraordinary MCSD Meeting to discuss the first draft of the review (February 2015)
 - Appearance in a morning talk show on Maltese TV in collaboration with Moroccan counterparts. Ideally, a local Celebrity agreed upon by the

Steering Committee would go live on TV with an expert spokesperson from the MCSD. This will be an opportunity to introduce the MSSD, its objectives and the review and show the commitment of a public figure towards sustainable development which attracts wider audience.

- Highlights about the meeting and its outcomes on the website

- c. MCSD Meeting in Morocco (May/June 2015)
 - Appearance in a morning talk show on Moroccan TV in collaboration with Moroccan counterparts. Ideally, a local Celebrity agreed upon by the Steering Committee would go live on TV with an expert spokesperson from the MCSD. This will be an opportunity to introduce the MSSD, its objectives and the review and show the commitment of a public figure towards sustainable development which attracts wider audience.
 - Highlights about the meeting and its outcomes on the website.

Parallel processes of the ICZM, ECAP, SCP, and Climate Change Adaptation which feed the MSSD can also be used as communication tools and opportunities.

5. Dissemination

This material will be posted on the UNEP/MAP and Plan Bleu websites and updated regularly in the languages of the website.

The dissemination will be supported by the webpage dedicated to the revision of MSSD (available both in English and French), hosted in Plan Bleu website since February 2014:

<http://planbleu.org/en/event/virtual-platform-mssd-revision>

PS: All branded material should be checked by UNEP/MAP beforehand

Annex 1

Activity Timeline

Activity	When	Who
Press release -1 (MCSD Steering Committee) sent to media contacts and put on UNEP/MAP and Plan Bleu websites	9 June 2014 Feb 2015 June 2015 CoP 19	UNEP/MAP Secretariat
Design and printing of roll-up banners	ASAP	Plan Bleu
Electronic banner to add to unepmap website with link to the website/platform	ASAP	Plan Bleu
Looping Powerpoint presentation to be used in events	ASAP	Plan Bleu
Good Will Ambassador in Malta	January 2015	Plan Bleu + Maltese Counterpart
Appearance on TV of Good will ambassador and technical person	February 2015, one or two days before the meeting	Plan Bleu + Maltese Counterpart Questions to be prepared ahead of time
Good Will Ambassador in Morocco.	June 2015	Plan Bleu + Moroccan Counterpart
Appearance on TV of Good will ambassador and French speaking technical person	June 2015, one or two days before the meeting	Plan Bleu + Moroccan Counterpart Questions to be prepared ahead of time