



**UNITED
NATIONS**

EP

UNEP/MED WG.489/4



**UNITED NATIONS
ENVIRONMENT PROGRAMME
MEDITERRANEAN ACTION PLAN**

24 February 2021
English

Second Steering Committee Meeting of the EU-funded IMAP-MPA Project

Videoconference, 24 March 2021

Agenda item 4: Updated Project Communication Plan

Communication and Visibility Plan

For environmental and economic reasons, this document is printed in a limited number. Delegates are kindly requested to bring their copies to meetings and not to request additional copies.

UNEP/MAP
Athens, 2021

Contents

1. Introduction	1
2. Objectives and Target groups	1
2.1 Overall communication objectives:	1
2.2 Target groups:.....	2
2.3 Specific outcomes for each target group, related to the action's objectives and the phases of the project cycle.....	2
3. Regular communication activities (not linked with meetings/workshops/events):	3
3.1 Nature and typology of the activities:.....	3
3.2 Web presence:	4
3.3 Social media	4
3.4 Communication events to come after:	4
3.5 Expected results & related indicators	4
4. Resources.....	5
4.1 Human Resources	5
4.2 Financial resources	5
5. Provisional List of Innovative Communication Activities:.....	5
6. Communication/visibility products already produced:	6

1. Introduction

1. The Project “Towards achieving the Good Environmental Status of the Mediterranean Sea and coast through an ecologically representative and efficiently managed and monitored network of Marine Protected Areas” (hereafter referred to as IMAP-MPA project), is funded by European Union (EU) – the Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR) and the Green MED III: ENI South regional environment and water programme 2018-2022 financial instrument.
2. The overall objective of the IMAP-MPA Project is to contribute towards the achievement of Good Environmental Status (GES) in the Mediterranean Sea and along its coast. In so doing, the project proposes to consolidate, integrate and strengthen the ecosystem approach (EcAp) for Marine Protected Area (MPA) management and their sustainable development. This will be achieved through the monitoring and assessment of environmental status in the Mediterranean Sea and its coast, including MPAs, in a comparative and integrated manner.
3. To achieve the above, an effective communication strategy is necessary to facilitate both internal and external communication and dialogue on results, good practices, and lesson learnt. In addition, it should target decision-makers to address strategic key issues which include ensuring the support for integrated coastal zone and marine planning, management and law enforcement needs. It should also target other key audiences such as MPA managers and key stakeholders in MPAs to improve the level of effective management of MPAs in targeting countries and in the Mediterranean, as well as the private sector to support the diversification of the local economy to ensure the local communities involved have a sustainable income.
4. In this context the current communication and visibility plan aims to identify key objectives, target groups and communication activities to address the recommendations of the Result Oriented Monitoring (ROM) done for the Med MPA Network project and ensure successful dissemination of the results achieved by the Project.
5. The communication and visibility plan for the IMAP-MPA Project is structured around the following three main sections:
 - A. Objectives and Target Groups;
 - B. Communication and Visibility Activities; and
 - C. Resources

2. Objectives and Target groups

2.1 Overall communication objectives:

- Raise awareness and understanding of the IMAP-MPA project, including the support it receives from the EU, the project’s goals, the role of the Contracting Parties and the project’s contribution in the wider process related to the implementation of the Aichi Target 11 and the SPA/Biodiversity Protocol by all Mediterranean countries, with a view to securing buy-in and continued support from stakeholders and partners throughout project implementation.
- Highlight important activities, disseminate results and deliverables.
- Advocate the importance of developing a robust, inclusive and gender-balanced IMAP-based monitoring and assessment network around the Mediterranean Sea.
- Advocate the need to build a Marine Protected Area (MPA) Network, increase the total number of designated and managed MPAs in the Mediterranean.

2.2 Target groups:

Decision Makers:

1. IMAP-MPA designated focal points, representatives of Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia, including but not limited to: Government officials, policy makers, relevant ministries (i.e. Ministries of Environment, Fisheries, Tourism, Maritime and Land Planning, Forestry, Agriculture, Water, Local Development, etc.).
2. Representatives of National Research Institutions.
3. MAP and SPA/RAC National Focal Points.
4. Other RACs' National Focal Points of relevance.

MPA Managers:

1. MPA managers, and other MPA relevant stakeholders involved in the creation and/or management of MPAs in Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia.
2. MPA managers at Mediterranean level.

Experts/Scientists:

1. Members of the Ad hoc Group of Experts on MPAs in the Mediterranean (AGEM).
2. Experts participating in the Ecosystem Approach Correspondence Groups in the framework of the Barcelona Convention.
3. Relevant scientists, scientific institutions and networks around the Mediterranean.

MPA Users:

1. Various stakeholders involved in the use of MPAs in the partner countries: fishers, local tourism sector, and other relevant economic sector operators, local populations, civil society organizations, etc.

Other relevant projects and initiatives:

1. Other regional (Mediterranean) projects, initiatives and processes (IUCN Med).
2. Intergovernmental Organizations and other relevant Conventions/Agreements (i.e. the Convention on Biological Diversity (CBD), General Fisheries Commission for the Mediterranean (FAO/GFCM), ACCOBAMS etc.).

2.3 Specific outcomes for each target group, related to the action's objectives and the phases of the project cycle

- Decision Makers: Decision-makers are aware of the importance of implementing the ecosystem approach and IMAP with a view to achieving Good Environmental Status, achieving the Aichi Target 11 in the Mediterranean, and contributing to the post-2020 Biodiversity Framework.
- MPA Managers: MPA managers and other relevant stakeholders are aware of the main goals and progress of the Project, are trained and that they participate in the management solutions production and are actively supporting their implementation at local, national and regional levels as well as ensuring the continuation, follow-up and replication of the Project activities. This target group is important for the sustainability of the proposed actions.

- Experts/Scientists: Scientists are aware of the main goals, outputs, results and developments of the Project, and participate in the definition of MPA management solutions & MPA development strategy (at local and regional scales), as well as on the project's national and regional activities (in coordination with the national competent authorities). They are also aware of the IMAP process and contribute to the biodiversity monitoring reflection/ implementation.
- MPA Users: MPA users are aware of the main goals of the Project and importance, the conservation and protection potential of the MPAs, their socioeconomic implications and ways to overcome those implications, support its implementation whenever possible, and support partly or totally the conservation / monitoring biodiversity process.
- Other relevant projects and initiatives: target audiences are aware of how the IMAP-MPA Project is contributing to the protection and restoration of biodiversity in the Mediterranean region and of synergies and collaboration opportunities for the current and future phases. This target group is also important for the sustainability of the proposed action.

3. Regular communication activities (not linked with meetings/workshops/events):

- Highlight outcomes, communication tools, guides, results achieved, and lessons learned with a joint communication document developed by the partners of the project; this document will be distributed by each organization within their e-newsletter (including MAP newsletter) and websites / social media and at the occasion of their events. – Target audience: all target groups.
- Set up and update in a regular manner the IMAP-MPA Project website and spread the latest news of the Mediterranean MPA network through the IMAP-MPA Project e-newsletters. – Target audience: - Decision Makers, Managers and Scientists
- National project results communicated by local partners through local media (TV, radio, press) and social media – Target audience: Decision Makers and Users
- Online Database on MPA in the Mediterranean (MAPAMED) updated– Target audience: Scientists and User
- 2020 MPA Status Report and the strategic document on MPAs published and spread – Target audience: all target groups
- Publication of all the documents and deliverables produced in the framework of the project.

3.1 Nature and typology of the activities:

- Develop key messages that effectively speak to target audiences.
- Participate and give presentations on the Project, in relevant meetings and events (throughout the Project implementation).
- Allow visibility of the Project in all the events organized or co-organized by SPA/RAC, IMAP-MPA Project. The project will be presented as an important contribution by the UNEP/MAP system on the relevant themes.
- Project communication products and information will feature on existing MAP system-wide platforms and on new ones, such as a soon-to-be launched periodic “Letter from the MAP Coordinator” to the Contracting Parties.
- Highlight ongoing work/outcome of the Project in all UN Environment MAP planned relevant events and meetings.
- Develop and share communication tools/campaigns/initiatives to enhance the visibility of the project, share ongoing work/outcome of the Project, show lessons learned and raise awareness/inform/educate.
- Create a SharePoint to share useful material among the Project partners, like the logos, reference to the EU support, various communication material that can be used / adapted by Project partners (leaflets, rollups, etc.), coordinating meetings calendar, etc.
- Include at least an article on IMAP-MPA in the quarterly [MAP newsletter](#).

3.2 Web presence:

- A page dedicated to the project on the UNEP/MAP website will include all the required information and will highlight EU funding as appropriate, considering the EU communication and visibility requirements.
- A news feature on IMAP-MPA project is published bimonthly on UNEP/MAP website.
- The communication team of the Coordinating Unit will ensure the updating of the page and will also handle requests from the extended project team under the supervision of the MAP Coordinator's office.

3.3 Social media

- The newly launched Twitter account of UNEP/MAP will be used to highlight content on the project with the appropriate EU branding. The project will benefit from the high visibility of UNEP/MAP's twitter account.
- A distinctive #hashtag will be created for the project. The hashtag will be defined in consultation with the project's stakeholders.
- If video content is produced, it will be published on the newly created MAP YouTube playlist hosted by UNEP serving as a repository
- The MAP Coordinating Unit will highlight and disseminate communication products on MAP systems platforms and channels, including social platforms managed by Regional Activity Centres where appropriate.

3.4 Communication events to come after:

6. The Project execution will be finalized by February 2023, the products and results developed by the project will be showcased and disseminated in several events which will happen throughout project implementation. This process will culminate at the 22nd Conference of Contracting Parties to the Barcelona Convention (COP22) planned in December 2021 in Antalya, Turkey.

- Kick-off meeting and press conference;
- World IUCN Conservation Congress (September 2021, Marseille; tbc): event to highlight activities in the Mediterranean on MPAs, based on outcomes of the projects;
- 2020 Forum of Marine Protected Areas in the Mediterranean (postponed for late 2021 – early 2022, Monaco; tbc).

7. All Project documents as well as communication and visibility materials will comply with the [EU communication and visibility manual for EU external action](#), to be adhered to during the Project implementation by the UN Environment MAP and SPA/RAC and other partners or sub-contractors.

3.5 Expected results & related indicators

8. Expected results on communication and visibility of this Project (and their related indicators), in line with the objectives defined in point A of this Communication and Visibility Plan are as follows:

- i. Stakeholders and key decision makers are more aware of the values added and positive impacts of ecologically representative, inter-connected and effectively managed MPAs – **INDICATOR:** number of stakeholders and decision makers trained and informed about MPA values;
- ii. The EU support to the Project and to the Barcelona Convention is visible – **INDICATOR:** number of reports and publications mentioning the Project and its deliverables, using the visibility guidelines of the project funded by EU and implemented by 4 partners. Further indicators will be the number of people to whom the documents will be sent, number of people visiting the project website and/or number of people downloading the documents from the project website.

- iii. The scientific community working on marine research / conservation is informed of progress of the Project and lessons learnt to provide elements for future research orientations related to MPA management – **INDICATOR:** number of communications/publications/posters/talks disseminated to scientific entities. Further indicators will be the number of people to whom the documents will be sent, number of people visiting the project website and/or number of people downloading the documents from the project website.

4. Resources

4.1 Human Resources

9. The communication and visibility actions will be implemented by the IMAP-MPA Project Manager in coordination and communication with the UNEP/MAP Communication Officer to support smooth implementation of the Project, as well as support from SPA/RAC and other partners to the project.

4.2 Financial resources

10. The budget for communication and visibility has been included in the budget of the Project's activities. In addition, the travel budget of the Project proposal includes also relevant funding to cover necessary outreach activities, participation in relevant regional and international meetings, as necessary.

5. Provisional List of Innovative Communication Activities:

11. At the request of the First Steering Committee and Kick-off Meeting of the IMAP-MPA Project (Tunis, Tunisia, 10 March 2020), the Steering Committee (SC) members requested the Secretariat to prepare for the needs of the Second Steering Committee Meeting a list of specific and innovative communication and visibility actions. In this regard, the Secretariat is bringing to the attention of the SC the following proposals for innovative communication and visibility actions for their kind review and consideration:

- Observance of international women's day (8 March 2021) with an article highlighting women's contribution in an MPA Context, either as MPA managers and staff members or as active members of communities living in MPAs.
- Observance of International Day for Biological Diversity (22 May 2021): "Moving towards Aichi 11 one MPA at a time" with an article highlighting the contribution of the project to the CBD priorities.
- An interactive web page (see [example 1](#) [example 2](#)) presenting basic information about MPAs (e.g. date of establishment, area, staff, gender balance, skill set, presence of a management plan (y/n), budget) that also presents project activities and providing progress reports on the level of integration and synergies achieved in IMAP-related monitoring activities at the national level. The Terms of References (ToRs) and content can be elaborated by the Project Management Unit (PMU) with support from UNEP/MAP Coordinating Unit. (Product to be obtained through procurement and final product to be hosted by SPA/RAC or INFO/RAC websites – TBC).
- #DYK series for social media: a set of ready-to-use social media posts with facts and figures on MPAs and IMAP highlighting the relevance of the project.
- "Talking conservation" - a series of recorded moderated discussions with project experts and stakeholders.

6. Communication/Visibility Products Already Produced

12. A dedicated section for the project has been developed at UNEP/MAP website under the [projects' section](#), as well at SPA/RAC website where a [dedicated project webpage](#) has been developed.

13. The major events organized in the framework of the project have been advertised on UNEP/MAP and SPA/RAC websites and social media accounts:

- Organization of the First Steering Committee and Kick Off Meeting of the EU-funded IMAF-MPA Project (Tunis, Tunisia, 10 March 2020):
 - <https://web.unep.org/unepmap/imap-mpa-project-new-drive-strengthen-integrated-monitoring-and-biodiversity-conservation>
 - <https://publish.twitter.com/?query=https%3A%2F%2Ftwitter.com%2FUNEPMAPNews%2Fstatus%2F1241368761355186176&widget=Tweet>
 - <https://twitter.com/SPARACinfos/status/1237308893518323713?s=20>
 - <http://www.rac-spa.org/node/1833>
 - <https://www.facebook.com/SPARACinfos/posts/2965739293474477>

- The organization of the national Kick-Off Meeting of the Project in Tunisia (videoconference, 7 October 2020):
 - <http://rac-spa.org/node/1947>
 - <https://twitter.com/UNEPMAPNews/status/1329014493444247552>
 - <https://twitter.com/SPARACinfos/status/1314499712532312064?s=20>
 - <https://www.facebook.com/SPARACinfos/posts/3538806132834454>

- The organization of the national Kick-Off Meeting of the Project in Libya (videoconference, 28 October 2020):
 - <https://www.rac-spa.org/node/1962>
 - <https://twitter.com/UNEPMAPNews/status/1329014493444247552>
 - <https://twitter.com/SPARACinfos/status/1323237346519691265?s=20>
 - <https://www.facebook.com/SPARACinfos/posts/3595083417206725>
 - <https://www.facebook.com/SPARACinfos/posts/3609065505808516>
 - <https://www.facebook.com/SPARACinfos/posts/3595012757213791>

- The 2020 MPA Forum related news:
 - <http://www.rac-spa.org/node/1959>
 - <https://www.facebook.com/SPARACinfos/posts/3256233241091746>
 - <https://www.facebook.com/SPARACinfos/posts/3678091028905963>
 - <https://www.facebook.com/SPARACinfos/posts/3670451573003242>
 - <https://www.facebook.com/SPARACinfos/posts/3570056133042787>
 - <https://www.facebook.com/SPARACinfos/posts/3570056133042787>
 - <https://twitter.com/SPARACinfos/status/1331556867169017857?s=20>
 - <https://twitter.com/SPARACinfos/status/1318848868323414016?s=20>

- IMAP/MPA project related news in the UNEP/MAP Newsletter:
 - <http://www.info-rac.org/en/communication/newsletter/med-news-03-2020/launching-of-the-2020-mediterranean-mpa-forum-process>
 - <http://www.info-rac.org/en/communication/newsletter/med-news-03-2020/monitoring-and-assessment-in-mpas-to-feed-into-unep-map-reports-on-environmental-status-in-the-mediterranean>
 - <http://www.info-rac.org/en/communication/newsletter/med-news-03-2020/kick-off-meeting-of-the-eu-funded-imap-mpa-project-in-tunisia>
 - <http://www.info-rac.org/en/communication/newsletter/newsletter-archive/med-news-02-2020/imap-mpa-project-a-new-drive-to-strengthen-integrated-monitoring-and-biodiversity-conservation-in-the-mediterranean>
14. Moreover, a [News Item](#) was published at UNEP/MAP website on 18 Nov. 2020 showcasing the importance of monitoring and assessment in MPA areas and how they could feed into UNEP/MAP reports on environmental status in the Mediterranean.
15. To better communicate and raise awareness on MPAs benefits and role as an effective tool for conservation and management in the eastern and southern Arabic countries of the Mediterranean, SPA/RAC, through the IMAP-MPA project and in close collaboration with the Partnership for Interdisciplinary Studies of Coastal Oceans (PISCO), the University of Côte d’Azur (UCA) and the Prince Albert II of Monaco Foundation has produced the Arabic version of the booklet: “*The Science of Marine Protected Areas*” (WG.489/Inf.7). This booklet summarizes the scientific evidence that shows effective MPAs can recover marine resources, sustain fisheries, improve local livelihoods, and promote sustainable tourism and shows how the Mediterranean region could benefit from more effective protection in MPAs. The Booklet, being recently printed, will be disseminated among the Arabic marine biodiversity community of the Mediterranean.
16. A reflection has been initiated in December 2020 between UNEP/MAP and SPA/RAC to celebrate the International Women’s Day (IWD) on 8 March 2021 by communicating, through short stories and/or short videos to highlight the work made by women within and around MPAs, with a special focus on women working at potential MPAs of the IMAP-MPA project (e.g. the female manager of the Tyre Coast Nature Reserve in Lebanon, fisherwomen active around the Kerkennah Islands future MPA in Tunisia).
17. The project received visibility and attention during the Integrated Meetings of the Ecosystem Approach Correspondence Groups on IMAP Implementation (CORMONs) (Videoconference, 1-3 December 2020).