

## ENABLING PROGRAMME 7: FOR INFORMED AND CONSISTENT ADVOCACY, AWARENESS, EDUCATION AND COMMUNICATION

### General introduction

121. Programme 7 contributes to the implementation of the MAP Communication Strategy (2018-2023) adopted in 2017 (COP 20, Decision IG.23/3) and the Operational Communication Strategy 2020-2021 adopted in 2019 (COP 21 Decision IG.24/2). This is achieved through integration and coordination of all advocacy, awareness, education and communication considerations through the UNEP/MAP-Barcelona Convention system, taking advantage of the significant advances with regards to digital technology. This will include enhancing “Ocean Literacy” and to engage communication, awareness raising and education on the coastal and marine environment.

122. Innovative communication should be a driving force for empowered environmental advocacy. It aims to be innovative, inclusive, using a growing foothold in digital spheres and social media spaces to reach and engage with a diverse and expanding range of audiences and stakeholders. It aims to empower individuals and groups for environmental action, placing emphasis on the voices from sectors and actors typically outside the environment space. It should increase awareness and engage the voices of youth, consumers, students, environmental entrepreneurs, activists, women, innovation leaders and faith-based actors and organizations, among others. Education, using new digital technologies, is key for increasing awareness and empowering the future generations.

### Contribution to global and regional priorities and targets

123. Programme 7 contributes to several SDG targets in particular those under SDG 4 “*quality education*” and is in line with the UNEP 2022-2025 MTS and in particular its Science-Policy and Digital Transformation Programmes.

#### **Programme 7 key relevant SDG targets:**

Goal 4. Quality Education: Targets 4.4 and 4.7

Goal 5. Gender Equality: Targets 5.5 and 5b

Goal 12. Responsible Consumption and Production: Targets 12.8

*Noting that Programme 7 also contributes to all other SDG targets mentioned*

### Objectives

124. Programme 7 includes the following strategic objectives linked to the MAP Communication Strategy (2018-2023) and the Operational Communication Strategy 2020-2021:

1. To enhance MAP’s status as an authoritative voice on the environment and sustainable development in the Mediterranean and Advocate the MTS vision to policymakers;
2. To encourage commitment and contribution of key stakeholders in support of MAP priorities and enhance public participation in MAP’s work;
3. To upgrade the MAP-Barcelona Convention system communication and dissemination capabilities;
4. To ensure Communicating as One and embark on digital transformation in the delivery of the Medium-Term Strategy; and

5. To enhance "Ocean literacy" and to engage communication, awareness raising and education on the coastal and marine environment towards different targets: elected officials, tourists, socio-professionals, etc. via the development of innovative tools (social marketing, etc.).

## Outcomes

### **Outcome 7.1. Stakeholders and policy makers properly informed about the state of the Mediterranean Sea and coast and aware of the environmental priority issues.**

125. A communication strategy implemented under this outcome will support the environmental objectives put forward in the Barcelona Convention and its Protocols through the identification of and meaningful engagement with target audience groups, as well as the amplification of MAP messages enhancing the concept of a Communicating as One. To policymakers and other groups of stakeholders (whose opinions and actions will directly impact the MTS outcomes), it is crucial to advocate policy and action conducive to the attainment of the MTS objectives and, more broadly, Good Environmental Status (GES). Advocacy for a green recovery in the Mediterranean, including through prioritizing sustainable options in the context of recovery from COVID-19, full compliance with the Barcelona Convention and its Protocols and renewed commitment to their objectives in high level meetings and fora, will constitute an overarching advocacy priority. Under this outcome, advocacy will be delivered as a deliberate process using a range of tools, including the strengthening of the science-policy interface, awareness raising, production and dissemination of flagship publications and other communication products, campaigning, negotiating, and media engagement, in order to persuade decision-makers, influencers, partners, institutions and communities to endorse and/or carry out pro-GES policy and action. Information, communication and advocacy actions under this outcome will also support gender mainstreaming into the UNEP/MAP-Barcelona Convention system's mandate and operations. In order to strengthen the links with SDG 14, a peer review exercise that integrates the main uses of the ocean (fishing, maritime and coastal tourism, maritime transport, etc.) and in the framework of the Regional Marine Forum with other partners. Awareness and advocacy should also address the private sector and companies, in terms of social and environmental responsibility; to this end, the concept of Corporate Environmental Responsibility SDG14/"ocean approved" can be explored to be deployed in the Mediterranean through different modalities.

### **Outcome 7.2. Citizen and general public awareness and outreach raised through citizen science and digital campaigns.**

126. Effective external communication increases visibility and general public support for MAP's objectives. It is crucial to raise and achieve an active awareness about the critical role that the MAP-Barcelona Convention system plays in the protection of the Mediterranean environment and the promotion of sustainable development. Different actions will be put in place to deliver this important outcome such as thematic digital campaigns, knowledge management tools, education packages on key topics of the Barcelona Convention and its Protocols and citizen science.

127. In this context, Barcelona Convention and its Protocols acquis will be promoted and introduced to Mediterranean countries' relevant universities through the elaboration of dedicated curricula and their delivery and disseminated to key private and public stakeholder. Key MAP achievements should be promoted for awareness-raising and education on key aspects of the mandate of the MAP-Barcelona Convention system, such as those highlighted in the thematic Programmes of this Strategy, in partnership with the civil society organizations (CSOs) and concerned public authorities and stakeholders. Awareness-raising activities and digital campaigns will be implemented, giving visibility to those change-makers and eco-innovators delivering environmental and social benefit to their

communities in the Mediterranean. The role of the Mediterranean entrepreneurs' community (with specific focus on women and youth), their needs, activities and products will also be promoted.

**Outcome 7.3. Towards a digital transformation: use of digital technologies to improve networking and MAP visibility**

128. The actions foreseen under this outcome will aim to ensure a transformational change in this domain within the MAP-Barcelona Convention system. This digital transformation should lead to an improved use of digital technologies, to a strengthening of networking and to enhancing MAP visibility. Digital capacity-building is substantial to achieve real and sustained progress in the various dimensions of digitalization and requires skills development and effective training, as well as capacity building in relation to digital skills and infrastructures. It will also significantly contribute in removing digital inclusion barriers - even more evident during the COVID-19 pandemic - unlocking the benefits of technology, including the more effective use of emerging technologies and ensuring that individuals stay safe, protected and productive online.