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Videoconference, 28 April 2021

Agenda item 4: Work Plan and Communication Plan 2021-2022

EcAp MED III Project Communication and Visibility Plan 2021-2022

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1. Communication and Visibility Plan 2021-2022

1. The following communication and visibility activities of the Project EcAp MED III are scheduled for the period April 2021- March 2022:

- Development of a brochure presenting the EcAp MED III Project
The brochure will present the EcAp MED III Project; it will be published in four languages (English, French, Spanish, and Arabic).
 - First draft of the content already prepared by the Secretariat; currently under internal review and included in the Procurement Planning for 2021 (March 2021);
 - Development of the graphics of the brochure through the engagement of an external contractor (May-July 2021);
 - Publication of the brochure in the UNEP/MAP website, and dissemination via social media (LinkedIN, Twitter) (September 2021);
 - Dissemination of the brochure at the COP22 (December 2021).
- Development of an annual joint communication document/bulletin
This document/bulletin will highlight the outcomes, products and tools of the Project, the results achieved and the lessons learnt.
 - Preparation of the document/bulletin by the PMU/CU with the input of MAP components, summarizing the outcomes, products, and tools produced, and the results achieved during 2021, for presentation at the COP22 and online publication (December 2022).
- Set up and regular update of the EcAp MED III Project webpage
A [webpage](#) dedicated to the Project has already been created inside the UNEP/MAP website.
 - Regular update of the website by the PMU/CU, based on the inputs provided also by MAP components (continuous).
- Dissemination of the latest news of the EcAp MED III Project through regular publication of news features and press briefs in e-newsletter and on social media
 - Regular publication of news on EcAp MED III in the UNEP/MAP website and through social media accounts (Twitter, LinkedIN) (continuous).
 - The news expected for the period April 2021-March 2022 include the coverage of the following events and activities:
 - the thematic CORMONs meetings (Spring 2021);
 - the First Project Steering Committee (April 2021);
 - the start of national activities in beneficiary countries (June-July 2021);
 - the first round of data submission by beneficiary countries (September/October 2021);
 - the EcAp MED III-related news at the 8th Ecosystem Approach Coordination Group meeting (September 2021);
 - the EcAp MED III-related news and events at COP22 (December 2021);
 - the thematic/cluster CORMON meetings and back-to-back sub-regional/SPI meetings (March/April 2022).
- Communication of national Project results by local partners through local media (TV, radio, press) and social media
National implementing partners will be responsible for the communication of the main results of the Project at national level through local media, throughout the duration of the Project.
 - Discussion with national implementing partners to explain and highlight the role of communication of Project results in national media, in the context of online meetings for the definition and implementation of national activities (May/June 2021);
 - Regular communication with national implementing partners to received updates on local media and social media news items (continuous).

- Development and implementation of 2023 MED QSR communication strategy
 - Review of the draft containing the first elements of the 2023 MED QSR Communication and Visibility Strategy, prepared by the PM/CU, by the EcAp Communication Task Force and by the EcAp Task Force (April-June 2021);
 - Finalization of the 2023 MED QSR Communication and visibility strategy for submission at the 8th Ecosystem Approach Coordination Group (July 2021);
 - Approval and start implementation of the 2023 MED QSR Communication and Visibility Strategy by the 8th EcAp CG (September 2021);

- Dissemination of Project data monitoring results through the IMAP Info System
 - Publication by INFO/RAC of the data submitted by the beneficiary countries of the Project and by all other Contracting Parties the IMAP Info System, monitoring the number of views and users of the IMAP Info System (starting from January/February 2022).

- Production of specific communication products and tools aimed at a wider audience, such as short educational/awareness raising videos, posters, brochures
 - Internal meeting scheduled at PMU/CU-level to identify the communication activities expected for 2021 for EcAp MED III (April 2021);
 - Development of a script for a short video presenting the EcAp MED III Project, for internal review (May 2021);
 - Definition of the contents of a poster presenting the EcAp MED III Project (May 2021);
 - Approval of the script and preparation of the video (June-July 2021);
 - Approval of the poster content and development of the graphics elements (June-July 2021);
 - Finalization and publication of the video, and its dissemination at COP 22 (December 2021);
 - Finalization of the poster and its publication for display during the COP 22 (December 2021).

2. The following table illustrates the timeline of implementation of the communication activities in the period April 2021- March 2022:

Communication Activities	Responsible Unit	Partner(s)	2021			2022
			Q2	Q3	Q4	Q1
Development of a brochure presenting the EcAp MED III project	PMU/CU	MAP Components				
Development of an annual joint communication document highlighting outcomes, key products and tools, results achieved, and lessons learned	PMU/CU, MAP Components					
Set up and regular update of the EcAp MED III Project webpage	PMU/CU, MAP Components					
Dissemination of the latest news of the EcAp MED III project through regular publication of news features and press briefs in e-newsletter and on social media	PMU/CU, MAP Components					
Communication of national project results by local partners through local media (TV, radio, press) and social media	National implementing partners					
Development and implementation of 2023 MED QSR communication strategy	PMU/CU	MAP Components				
Dissemination of project data monitoring results through the IMAP Info System	INFO/RAC	MAP Components				
Production of specific communication products and tools aimed at a wider audience, such as short educational/awareness raising videos, posters, brochures	PMU/CU, MAP Components	External partners				

