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**Mediterranean  
Action Plan**  
Barcelona  
Convention

7 June 2022  
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Second Steering Committee Meeting of the EU-funded Marine Litter MED II Project

Videoconference, 07 July 2022

**Agenda item 4: Work Plan and Communication Plan 2022-2023**

**Marine Litter MED II Project Communication and Visibility Plan 2022-2023**

For environmental and cost-saving 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.

## 1 Introduction

1. Marine Litter MED II project's objective is to further strengthen and support the implementation of the Regional Plan on Marine Litter Management in the Mediterranean. Building on the previous Marine Litter MED project executed during 2016-2019, the Marine Litter MED II project further supports the implementation of the updated Regional Plan on Marine Litter Management in the Mediterranean (Decision IG.25/9, COP 22, Antalya, Turkey, December 2021) at national, sub-regional and regional level with a particular focus on southern Mediterranean countries namely Algeria, Egypt, Israel, Lebanon, Libya, Morocco, and Tunisia.

2. To achieve the above, an effective communication strategy is necessary to facilitate both internal and external communication and dialogue on results, good practices, and lessons learnt. In addition, it should target decision-makers to address strategic key issues which include ensuring the support for the implementation of provisions of the updated Regional Plan on Marine Litter Management in the Mediterranean and regional cooperation. It should also target other key audiences such as experts and scientists and other key stakeholders in beneficiary countries and in the Mediterranean, who can contribute the process.

3. In this context, the project's communication and visibility plan aims to identify key objectives, highlight important activities and target groups, communication activities and related implementation modalities to ensure successful dissemination of the results and deliverables achieved by the Project.

4. The communication and visibility plan of the Marine Litter MED II Project will facilitate both internal and external communication and dialogue on results, good practices, and lessons learnt. It will also target decision-makers to address strategic key issues which include ensuring extended support for the implementation of the provisions of the updated Regional Plan on Marine Litter Management in the Mediterranean, including for regional cooperation. Moreover, the communication and visibility plan envisage to reach experts and scientists and other key stakeholders in beneficiary countries and in the Mediterranean.

5. A detailed list of communication products and activities are included under **Annex I** to the present report.

## 2 Overall project communication objectives

6. The objectives of the project's communication and visibility plan are to:

- Raise awareness and understanding of the Marine Litter MED II 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 key reduction and prevention measures on marine litter as provided for in the updated Regional Plan on Marine Litter Management in the Mediterranean, with a view to securing buy-in and continued support from stakeholders and partners throughout project implementation.
- Advocate the importance of developing robust and participatory measures to reduce and prevent marine litter ending up in the marine and coastal environment, as well as the adverse effects of microplastics, riverine inputs, and the effect of marine litter on biota.
- Disseminate knowledge on the status of the Mediterranean Sea and Coast in order to support evidence-based marine litter management measures in the region.

### 3 Target groups

7. The project's communication and visibility plan will target the following groups:

#### Decision Makers:

- a) Marine Litter MED II designated focal points, representatives of Algeria, Egypt, Israel, Lebanon, Libya, Morocco, 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, Industry etc.).
- b) Representatives of National Research Institutions.
- c) MAP Focal Points and relevant MAP Component National Focal Points (in particular MED POL, SPA/RAC, SCP/RAC and REMPEC).
- d) Practitioners and managers.

#### Experts/Scientists:

- a) Experts participating in the Ecosystem Approach Correspondence Groups on Pollution and Marine Litter Monitoring in the framework of the Barcelona Convention.
- b) Relevant scientists, scientific institutions, and networks around the Mediterranean, including European Union institutions and initiatives (TGML, EEA, EMODnet).

#### Private sector:

- a) Alliance to end plastic waste.
- b) Local offices of the Global Compact in beneficiary countries.
- c) Representatives of the plastic production and manufacturing industry.
- d) Chambers of industry and commerce and other business support organizations.
- e) Other key stakeholders of the plastic value chain e.g., waste management and cosmetic companies.
- f) Entity operators whose work is linked directly or indirectly to the generation and treatment of marine litter (shipping companies, port reception facilities, waste management entities, etc.).

#### Other relevant projects and initiatives:

- a) Other regional (Mediterranean) projects, institutions, networks, initiatives, and processes (INDICIT II, WES Project, PlasticBusters MPA, etc.).
- b) Other global projects and initiatives (IMO-FAO-Norway GloLitter Partnerships Project, etc.).
- c) Intergovernmental Organizations and other relevant Conventions/Agreements (i.e., the Black Sea Commission Permanent Secretariat (BSC), General Fisheries Commission for the Mediterranean (FAO/GFCM), ACCOBAMS, International Maritime Organization (IMO)).

General public:

- a) Citizens and visitors of countries in the Mediterranean region, in particular those residing in coastal areas and engaging in coastal activities (including tourism, shipping, agriculture etc.).
- b) Non-governmental Organizations (NGOs) dealing with pollution, marine litter, environmental education, participatory science, marine and coastal biodiversity conservation (e.g., MEDASSET, Birdlife International etc.).
- c) University (business studies) and educational institutions offering specialized training in tourism.

8. Specific outcomes for each target group, related to the action's objectives and the phases of the project cycle are envisaged:

Decision Makers: Decision-makers are aware of the importance of implementing the Regional Plan on Marine Litter Management in the Mediterranean, the Sustainable Consumption and Production (SCP), Action Plans, the Ecosystem Approach (EcAp) and IMAP; with a view to achieving Good Environmental Status, a litter-free Mediterranean, and contributing to the 2030 Agenda for Sustainable Development (SDG 14) and to UNEA resolution on marine litter. They are also aware of the main marine litter-related issues affecting the marine and coastal environment in the Mediterranean region which require further action in view of achieving GES, as well as the key requirements of the international and regional regulations that aim at tackling the issues of marine litter and the tools that could be employed to tackle the issue. Practitioners & managers **are aware of** main marine litter-related issues affecting the marine and coastal environment in the Mediterranean and are involved on the implementation of national IMAP.

Experts/Scientists: Scientists are aware of the main goals, outputs, results and developments of the Project, the project's national and regional activities (in coordination with the national competent authorities); and participate in designing new or updating existing key reduction and prevention measures on marine litter, as well as identifying the adverse effect of marine litter in the marine and coastal environment and its biota. They are also aware of the IMAP process and contribute to the biodiversity monitoring reflection/ implementation and reporting.

Private sector: (i) Private companies are aware of the problems posed by mismanaged plastic waste and are engaged in finding best solutions for end-of-life options and promotion of alternatives. Business support organizations seize the opportunity to foster businesses offering alternatives to single-use plastics. The informal collection sector is involved in extended producer responsibility schemes. (ii) Port and marina operators, wastes collection/delivery/management operators, shipping companies and other relevant stakeholders, are provided with updated information relevant to the obligations arising from MARPOL Annex V and from the legislation of the respective country applicable in the field.

Other relevant projects and initiatives: target audiences are aware of how the Marine Litter MED II Project is contributing to the implementation of the Regional Plan on Marine Litter Management in the Mediterranean, the Regional Plan on Sustainable Consumption and Production, the Action Plan for the conservation of marine turtles in the Mediterranean, the Ecosystem Approach and IMAP in the Mediterranean region, to support the delivery of the

2023 MED QSR 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.

General public: citizens, groups of citizens, NGOs, other related entities as well as visitors of the countries in the Mediterranean region are sensitized to key environmental issues in the Mediterranean Sea and Coast, in particular focusing on marine litter, and to more environmentally sustainable and responsible practices that they can engage in to support efforts to protect the Mediterranean Sea and Coast from littering.

#### 4 Expected results and related indicators

9. The expected results deriving from the communication and visibility plan of the project and their related indicators are as follows:

- a) Stakeholders and key decision makers are more aware of the importance of an effective implementation of the Regional Plan on Marine Litter Management in the Mediterranean, the SCP Action Plan, EcAp and IMAP as well as the relevant international and regional regulations in the Mediterranean region in order to support evidence-based policies and measures against marine litter – **INDICATOR:** number of stakeholders and decision makers informed about Marine Litter Regional Plan, EcAp and IMAP implementation.
- b) Stakeholders and key decision makers are aware of the results of the Marine Litter Regional Plan implementation process and assessment of the status of the Mediterranean Sea and Coast and their implication for further action required in order to achieve the Good Environmental Status of the Mediterranean Sea and Coast on marine litter, in particular through the assessment results presented in the 2023 MED QSR (focus on IMAP Candidate Indicator 24, riverine marine litter and microplastics escaping from Waste Water Treatment Plants) – **INDICATOR:** number of stakeholders and decision makers informed on the outcomes/findings pertinent to the implementation of the reduction and prevention measures on marine litter and monitoring and assessment on marine litter for selected indicators; number of communication products and events providing visibility to the findings.
- c) The scientific community working on marine research/science/oceanography is informed of progress of the Project and lessons learnt to provide elements for future research orientations in support of the assessment of the state of the Mediterranean Sea and Coast for marine litter – **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 section at UNEP/MAP website and/or number of people downloading the documents from the project website.
- d) 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 the project implementing 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.

## 5 Main activities & related indicators

10. Regular communication activities in relation to the project overall will include:

- Development of a brochure presenting the Marine Litter MED II project in the broader context of the Marine Litter Regional Plan implementation in the Mediterranean and its different phases (Marine Litter MED, IMELS Cooperation Agreement), reflecting on the progress made as well as challenges to be addressed, for dissemination online and at relevant national, regional and international meetings and events – INDICATOR: publication of a brochure in three languages (English, French, Arabic); number of events at which the brochure has been disseminated; number of stakeholders reached; TARGET AUDIENCE: Policy-makers, donors, partners.
- Development of an annual joint communication document highlighting outcomes, key products and tools, results achieved, and lessons learned, 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. – indicator: number of annual communication documents developed and disseminated over the course of the project; number of stakeholders reached; Target audience: all target groups.
- Set up and regular update of the Marine Litter MED II project section on the UNEP/MAP main website as well as on the websites of other implementing partners and regular update of the overall implementation of the Marine Litter Regional Plan and/or EcAp/IMAP to reflect progress achieved as part of the project and to provide access to the key outputs of the project (documents, tools, etc. )– indicator: number of webpages dedicated to the Marine Litter MED II project; number of views of the project page; Target audience: - all target groups.
- Dissemination of the latest news of the Marine Litter MED II project through regular publication of news features and press briefs in the MAP newsletter and the implementing partners' e-newsletters, as well as dissemination of key updates and results through social media. – indicator: number of news features, press briefs published on Marine Litter MED II project activities and results; number of social media communications shared and number of retweets/likes; Target audience: - Decision Makers, Managers and Scientists and MAP system partners.
- Communication of national project results by local partners through local media (TV, radio, press) and social media – indicator: number of national articles, press briefs, TV/radio reports published in the project beneficiary countries providing visibility to the project's activities and results; Target audience: Decision Makers and Users.
- Dissemination of project data monitoring results through the IMAP Info System – indicator: number of views and users of the IMAP Info System; Target audience: Scientists and Users.
- Dissemination of assessment results streamlined through a dedicated interactive 2023 MED QSR web-platform/webpage, including through a visual Story Map (depending on costs and funding availability) informing on project's contribution to its delivery– indicator: number of views and users of the platform/webpage; Target audience: all target groups.
- Production of specific communication products and tools aimed at a wider audience, such as short educational/awareness raising videos, posters, brochures, and events. – indicator: number of communication products developed targeting the general public; Target audience: all target groups and general public more specifically.

### 5.1 Communication activities undertaken to each specific event:

11. Communication activities will be also undertaken in relation to each specific event, meeting, workshop, and key thematic output achieved under this project. This includes inter alia:

- Marine Litter Best Practices and CorMon Marine Litter thematic meetings organized as part of the project, or in which the project contributes to;
- Key national meetings, consultations, and workshops, including those related to the implementation of the different pilot actions;
- Key publications and products, the IMAP Info System, and the 2023 MED QSR;
- In particular, a strong communication component will be ensured through a dedicated communication strategy to be developed for phasing out single-use plastics, in cooperation and conjunction with the EU-funded WES Project's communication and visibility strategy.

12. 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 UNEP/MAP and MAP Components (i.e. MED POL, SCP/RAC, SPA/RAC and REMPEC) and other partners or sub-contractors. Throughout the project communication activities, particular efforts will be made to provide visibility to the overall Marine Litter Regional Plan implementation process in the region in a holistic way and in synergy with the EU-MSFD, EU-Single-Use Plastics Directives implementation, ensuring coherence and continuity of communication between this project and related past and ongoing projects funded by the EU and other relevant UNEP/MAP initiatives and projects.

## 6 Partners & responsibilities

13. The UNEP/MAP Coordinating Unit will have the primary responsibility for the development, implementation, coordination and monitoring of the project's communication and visibility actions. The activities will be undertaken by the Project Management Unit (PMU), in close coordination and with the support of the UNEP/MAP Communication Unit. In addition, representatives of the UNEP/MAP Coordinating Unit at all relevant levels will ensure to promote the visibility of this project at key Governance and other relevant meetings, and through presentations given at external events. Activities related to this project will be well reflected in the current and future UNEP/MAP Programmes of Work, the new Medium-Term Strategy (MTS), regular Progress Reports and other key governance documents of the UNEP/MAP system, as well as in the overall UNEP/MAP communication products. The Coordinating Unit will ensure the alignment between project communication activities and communication activities under other relevant UNEP/MAP products and assessments, as well as the UNEP-MAP Information and Communication Strategy.

14. This will be done in close coordination with the MAP Communication Task Force led by the Coordinating Unit and bringing together communication specialists of all MAP components. UNEP/MAP will seek to ensure and seize opportunities for synergies in the implementation of communication and visibility plans for all EU-funded projects managed and implemented by the Secretariat (e.g., EcAp MED III, IMAP-MPA etc.) and beyond (e.g., EU-funded WES Project). There will be no silos in terms of communication and the projects supported by the EU will 'talk to each other' to ensure greater visibility and impact.

15. In addition, all relevant MAP Components (MED POL, SPA/RAC, SCP/RAC, and REMPEC) will play an important role in supporting the communication and visibility of the project through their designated project officers and communication officers, using their existing communication platforms, tools, and networks. Visibility will be provided by the concerned MAP components to the project at events organized by the Components, and in relevant external events where the MAP Components will take part.

## 7 Communication channels (non-exhaustive List):

16. The UNEP/MAP portal will centralize content pertaining to the project and will act as a one-stop shop for project information through a dedicated branded and well-structured html page (no stand-alone websites). The web page will be affiliated to the unep.org domain under UNEP MAP. Similarly, there will not be separate social media accounts for the project. Content crafted will be disseminated through existing MAP system accounts as explained above. The Mediterranean Marine Litter Node<sup>1</sup> will be also used as a communication channel for the project by containing project specific information as well as disseminating project's outputs. There may be a need to agree with EU partners on an appropriate hashtag. The following proposals could be considered: e.g., #MLMED, #FreeMLMed

17. The following communication channels will be used (non-exhaustive list):

- UNEP/MAP system websites and social media platforms, including accounts maintained by the members of the MAP Communication taskforce at RAC level;
- To the extent possible: UNEP global platforms, including social media platforms managed by UNEP Europe Office; and
- Regional and national media outlets, notably national press agencies in beneficiary countries and the UNEP/MAP media directory.

18. Other partners to the project will be invited to support communication and visibility activities and contribute to the dissemination of its results and related material through their networks and communication channels (websites, newsletters, social media, events). The PMU will be responsible for ensuring that all project activities and deliverables undertaken by the CU, the MAP components and partners will follow the EU guidelines for communication and visibility of EU-funded projects, in line with the [EU communication and visibility manual for EU external action](#). A dedicated briefing on the EU communication and visibility requirements was organized in June 2021 under the guidance of the UNEP/MAP Public Information Officer for all EU-funded projects, relevant guidelines were shared and a communication shopping list for the needs of the Marine Litter MED II project has been prepared.

## 8 Human resources

19. The implementation of project communication and visibility activities will be an important output of the Terms of Reference of the Marine Litter MED II Project Manager funded through the project, while other Project Management Unit staff will support these activities as relevant. The UNEP/MAP Communication Officer will provide support to the Project Manager as necessary for the development of specific products and tools and their dissemination. In addition, all relevant MAP Components (MED POL, SPA/RAC, SCP/RAC and REMPEC) will play an important role in supporting the communication and visibility of the project through their designated project officers and communication officers, using their existing communication platforms, tools and networks. Other partners to the project will also support communication and visibility activities.

## 9 Financial resources

20. Marine Litter MED II project does not have a dedicated awareness-raising component; however, the project's activities (e.g., for single-use plastics and for EPR) will be supported by awareness raising actions in the targeted countries and the relevant budget for communication and visibility has been included in the budget of the Project's activities. In addition, the travel budget of the Project includes also relevant fundings to cover necessary outreach activities, participation in relevant regional and international meetings, as necessary. Communication efforts related to the

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<sup>1</sup> <http://gpmlmednode.org/>







































project will also be introduced as part of regular communication activities of UNEP/MAP and MAP Components.

## **10 Reporting**

21. The Project Management Unit (PMU) at the UNEP/MAP Coordinating Unit (CU) will be responsible for monitoring all project communication and visibility activities implemented by the UNEP/MAP CU, MAP Components, and partners on a regular basis. Any changes or delays to the communication and visibility plan will be communicated to the EC in a timely manner. Annual narrative project progress reports will systematically include comprehensive information on all communication and visibility activities conducted under the project during the reporting period. Links to key communication and visibility products will be included. The final narrative report will include an overview of key communication and visibility activities and products developed throughout the project duration.

**11 Communication and Visibility Work Plan and Timeline**

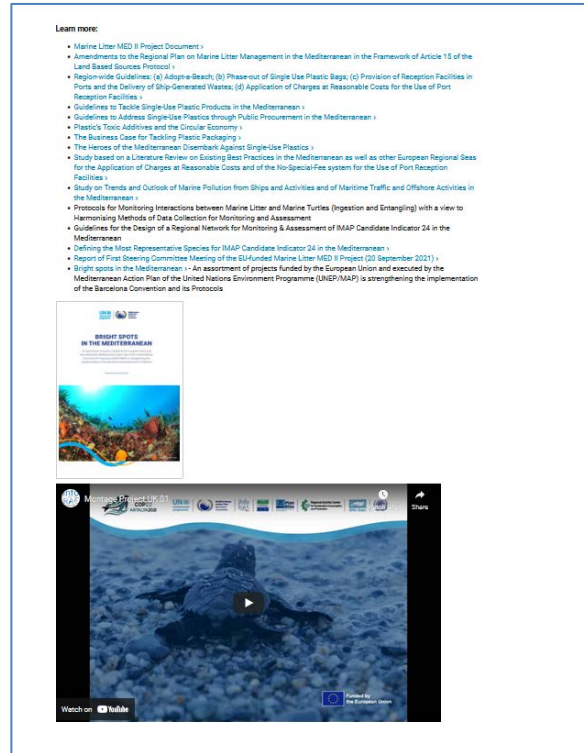
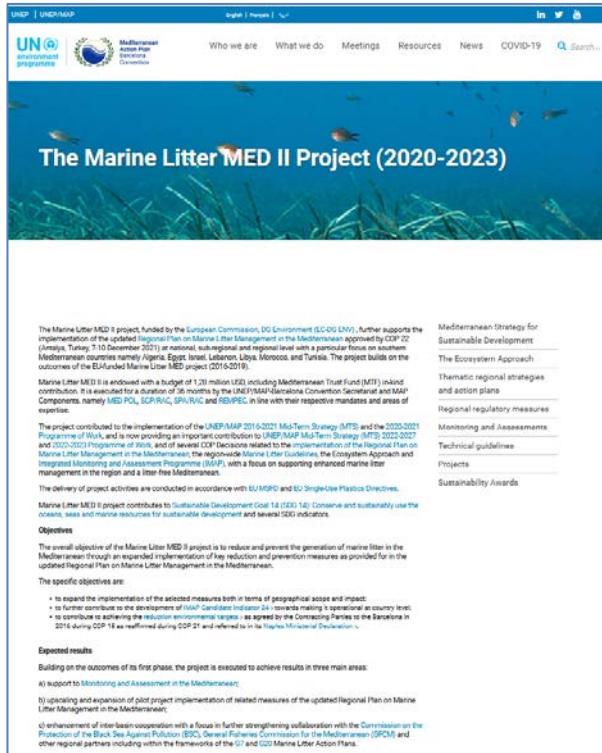
 Proposal for extension

Communication Activities	Responsible Unit	Year 1		Year 2				Year 3				Year 4	
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Development of a brochure presenting the Marine Litter MED II project	PMU/CU												
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 Marine Litter MED II project webpage	PMU/CU, MAP Components												
Dissemination of the latest news of the Marine Litter MED II 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												
Dissemination of project data monitoring results through the IMAP Info System	INFO/RAC												
Publication and dissemination of the Marine Litter MED II project key products and achievements	PMU/CU												
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												
Communication activities on specific events, meetings, workshops (Marine Litter Best Practices, CorMon, sub-regional meetings; national workshops and meetings)	PMU/CU, MAP Components												

**Annex I**  
**Communication Products Prepared and Developed During 2021- 2022**

**Annex I: Communication Products Prepared and Developed During 2021- 2022**

**A. Update of the Marine Litter MED II Mini-Site:**



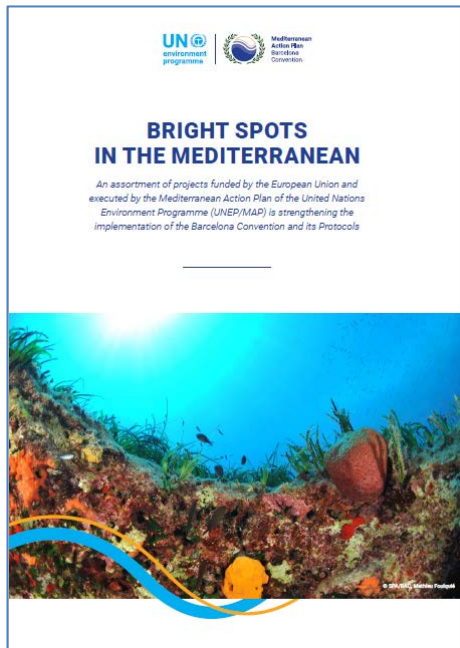
For more information, please [project mini site](#).

**B. Video**



For more information, please [project mini site](#).

**C. Development of a Brochure (English, French, Arabic, and Spanish versions)**



For more information, please [project mini site](#).



#### D. Visibility at COP 22 (Antalya, Turkey, 7-10 December 2022)

A [slideshow](#) was prepared for the dissemination of the EU-funded Projects including for Marine Litter MED II project. The slideshow was displayed in four languages (Arabic, English, French and Spanish) in the main hall and in the background of multiple events.



A [virtual exhibition](#) was also developed for COP 22 with the support of INFO/RAC to showcase the videos, panels and documents displayed physically at the venue. The actions there had a large policy impact since it reached all the key players identified in the Project Document and its stakeholder's analysis. This greater awareness and engagement should lead to an improved implementation of the Project and increased sustainability beyond its lifespan.



BARCELONA CONVENTION  
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### VIRTUAL EXHIBITION TWO YEARS OF BARCELONA CONVENTION ACHIEVEMENTS



1 2 3 Accanto

#### 22nd Meeting of the Contracting Parties to the Barcelona Convention and its Protocols



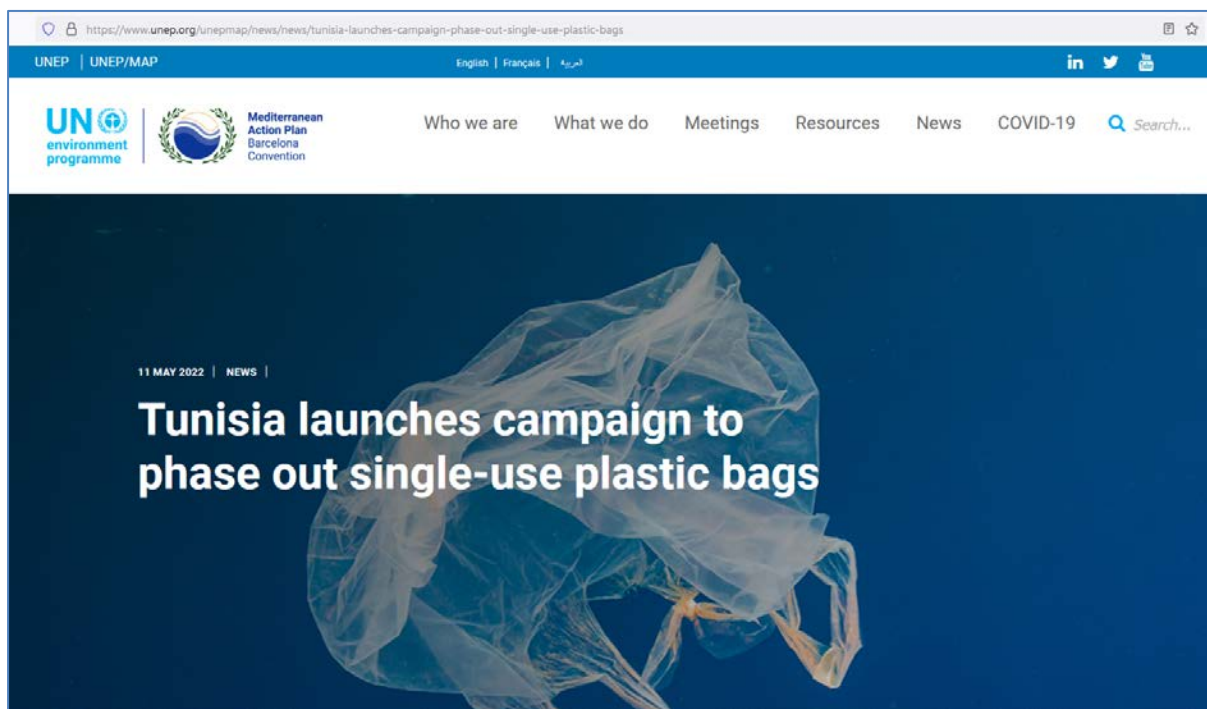
The 22nd Meeting of the Contracting Parties to the Barcelona Convention and its Protocols (COP 22) will take place on 7-10 December 2021 in Antalya, Turkey.

The meetings of the Contracting Parties to the Barcelona Convention and its protocols, held every two years, constitute the principal gathering on environment and sustainable development in the region.

COP 22 will mark 45 years of seamless environmental multilateralism and regional solidarity under the MAP/Barcelona Convention and its Protocols. It will offer an inclusive platform for renewed commitment in the Mediterranean and send a clear signal that the UNEP/MAP system is ready to act effectively and in a timely manner to support the region in building back greener with strong environmental objectives.

**E. Launch of the Campaign to Phase out Single-Use Plastic Bags in Tunisia**

i) [UNEP/MAP website:](https://www.unep.org/uneppmap/news/tunisia-launches-campaign-phase-out-single-use-plastic-bags)



ii) [MedWaves \(SCP/RAC\) website:](https://www.medwaves-centre.org/new/la-campagne-soyons-responsables-pour-eliminer-progressivement-les-sacs-en-plastique-a-usage-unique-debute-aujourd'hui-en-tunisie/)





iii) UNEP Regional Seas Newsletter:

Tunisia launches campaign to phase out single-use plastic bags; New roadmap sets out actions for implementation of the ocean decade in Afri...

US UNEP Regional Seas Programme <regionalseas@un.org>  
To Christos Ioakeimidis

You forwarded this message on 17/05/2022 16:21.  
If there are problems with how this message is displayed, click here to view it in a web browser.

Reply Reply All Forward

Tue 17/05/2022 15:49

[Read More](#)



**Tunisia launches campaign to phase out single-use plastic bags**

Ms. Leila Chikhaoui, Minister of the Environment of Tunisia, announced on 11 May 2022 the launch of a nationwide communication campaign aiming to boost citizen awareness and participation in the country's ambitious efforts to phase out single-use plastic bags. The campaign titled "Let us be responsible" is supported by the UNEP/MAP Regional Activity Centre 'MedWaves' specialized in sustainable consumption and production.

After the introduction of decree n°2020-32 dated 16 January 2020, which indicates the types of plastic bags the production, import, distribution and possession of which are prohibited on the internal market, and its entry into force on 1 January 2021, the campaign takes aim at existing patterns of use of plastic bags by

[Read More](#)

iv) News item on the [website of the Tunisian Ministry of Environment](#):

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Rechercher... Valider

الجمهورية التونسية  
République tunisienne

وزارة البيئة  
Ministère de l'environnement

Accueil Ministère Environnement en Tunisie Développement durable Observatoire Etudes et Projets Qualité Services Médias

Vous êtes ici: Accueil / ...

Arrêtons l'utilisation des sacs en plastique à usage unique pour protéger notre environnement actuel et futur.

Écrit Par Webmaster Mis À Jour : 19 Mai 2022 Affichages : 113

ARRÊTONS L'UTILISATION DES SACS EN PLASTIQUE À USAGE UNIQUE POUR PROTÉGER NOTRE ENVIRONNEMENT ACTUEL ET FUTUR. NOUS POUVONS UTILISER LES SACS SUIVANTS :



Sac réutilisable  
+40 Microns  
+30 Litres

Sac biodégradable

Sac de pesage (transparent et léger)  
-15 Microns

SOYONS RESPONSABLES

• Décret gouvernemental n°2020-32 du 16 janvier 2020, fixant les types de sacs en plastique dont la production, l'importation, la distribution et la détention sont interdites sur le marché intérieur.

وزارة البيئة  
Ministère de l'Environnement

v) Communication material and all relevant communication tools can be downloaded [here](#):



vi) Press Conference (Tunis, Tunisia, 11 May 2022):



vii) [Publication in national media](#) (example):

https://www.tekiano.com/2022/05/12/tunisie-campagne-soyons-responsables-pour-limiter-lusage-des-sacs-en-plastiques/

**tekiano** Ness Tek Kult #Festivals

## Tunisie : Campagne “Soyons responsables” pour limiter l’usage des sacs en plastiques

12 mai 2022 **Mots-clefs** : Association Horizons arts et culture, association Jiji pour l’environnement marin, Association pour la conservation de la biodiversité, campagne de sensibilisation, campagne Soyons responsables, Fondation IFM, golfe de Gabès, lutte contre les déchets en plastique, Nouvelle génération pour le développement et l’environnement, pollution sacs plastiques méditerranée, sacs plastiques tunisie, tunisie

Partager Sur Facebook Partager Sur Twitter Partager Sur Google+

Envoyer un commentaire Pourquoi cette annonce ?

La campagne “Soyons responsables” qui vise à sensibiliser les commerçants et les consommateurs à la nécessité de limiter l’utilisation de sacs plastiques à usage unique en Tunisie vient d’être lancée par a été lancée le ministère de l’Environnement.

## viii) Invitation sent to journalists:

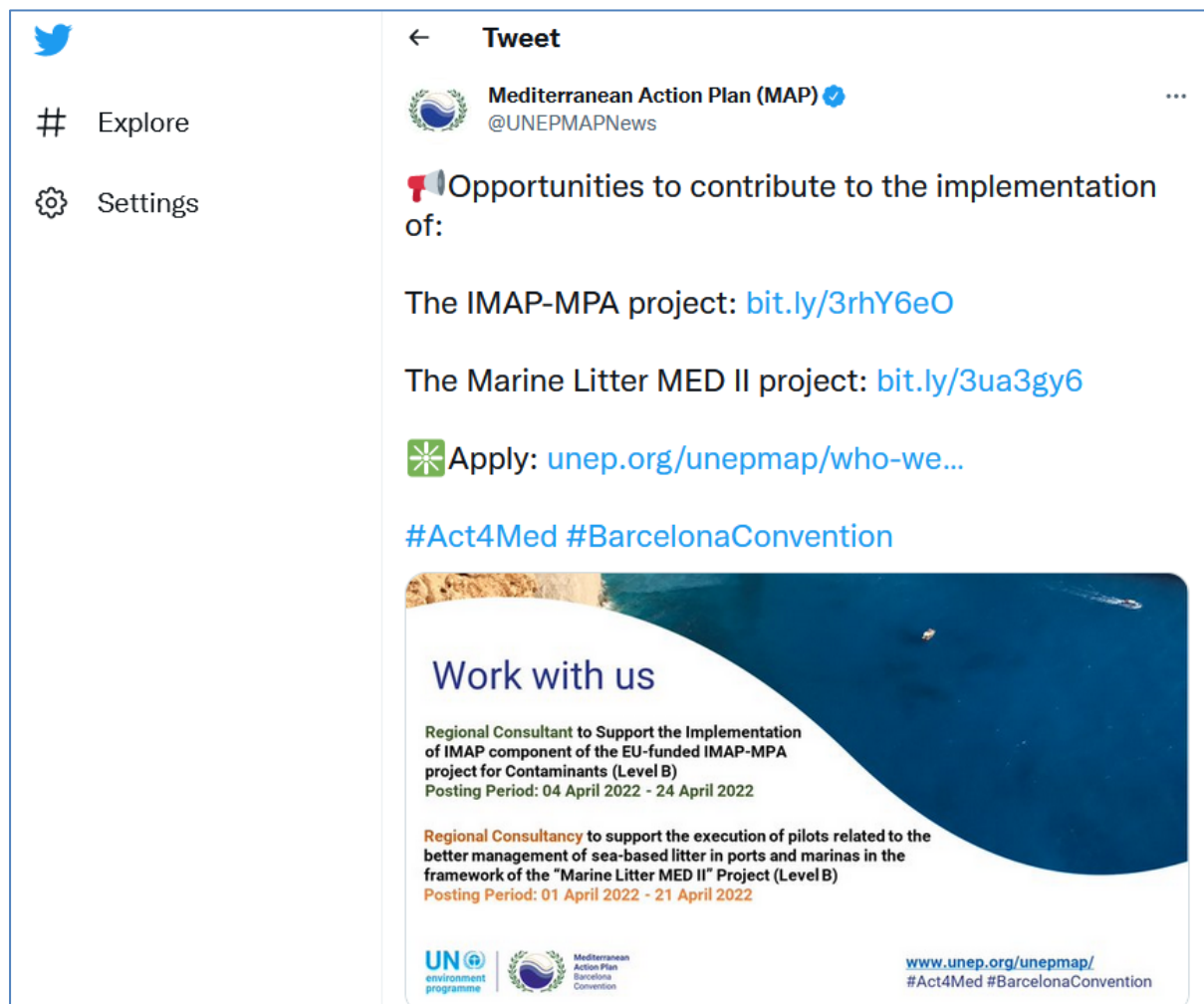
**الموضوع :** تنظيم مؤتمر صحفي حول الأمر الحكومي عدد 32 لسنة 2020 المؤرخ في 16 جانفي 2020 المتعلق بضبط أنواع الأكياس البلاستيكية التي يمنع إنتاجها وتوريدها وتوزيعها ومسكها بالسوق الداخلية.

**وبعد،** في إطار برامج الوزارة الرامية إلى مقاومة التلوث والنهوض بمقومات الجمالية الحضرية، أشرف بإفادتكم أنه تم بالتنسيق مع الجانب الأسباني (مركز الأنشطة الإقليمية للإستهلاك والإنتاج المستدامين (SCP/RAC)) إعداد برنامج إتصالي متكامل موجه للتجار والمستهلكين لتيسير تنفيذ مقتضيات الأمر الحكومي عدد 32 لسنة 2020 المؤرخ في 16 جانفي 2020 المتعلق بضبط أنواع الأكياس البلاستيكية التي يمنع إنتاجها وتوريدها وتوزيعها ومسكها بالسوق الداخلية. ويتضمن هذا البرنامج:



- إعداد وسائل إعلام موجهة للتجار والمستهلكين،
- إنتداب عدد 05 جمعيات لتنفيذ الحملة التحسيسية ببعض الجهات.


وفي هذا الإطار، أشرف بإعلامكم أنه تقرر تنظيم مؤتمر صحفي يوم 11 ماي 2022 على الساعة الثالثة (15:00) بعد الظهر بحضور جهات التعاون للإنتلاق في تنفيذ هذا البرنامج.

فالرجاء التفضل بتعيين من يمثلكم لحضور هذا المؤتمر الصحفي المزمع انعقاده بمقر وزارة البيئة (شارع الأستاذ الباجي قايد السبسي، المركز العمراني الشمالي 1080 تونس).

**F. Marine Litter MED II Consultancy Opportunities:**


← **Tweet**

 **Mediterranean Action Plan (MAP)**   
@UNEPMAPNews

 Opportunities to contribute to the implementation of:

The IMAP-MPA project: [bit.ly/3rhY6eO](https://bit.ly/3rhY6eO)

The Marine Litter MED II project: [bit.ly/3ua3gy6](https://bit.ly/3ua3gy6)




 Apply: [unep.org/unepmap/who-we...](https://unep.org/unepmap/who-we...)

[#Act4Med](#) [#BarcelonaConvention](#)

**Work with us**

Regional Consultant to Support the Implementation of IMAP component of the EU-funded IMAP-MPA project for Contaminants (Level B)  
Posting Period: 04 April 2022 - 24 April 2022

Regional Consultancy to support the execution of pilots related to the better management of sea-based litter in ports and marinas in the framework of the "Marine Litter MED II" Project (Level B)  
Posting Period: 01 April 2022 - 21 April 2022

[www.unep.org/unepmap/](https://www.unep.org/unepmap/)  
[#Act4Med](#) [#BarcelonaConvention](#)

<https://twitter.com/UNEPMAPNews/status/1511317971981021194?s=20&t=5IFeN7Z9wYyTpi45ylqcfQ>

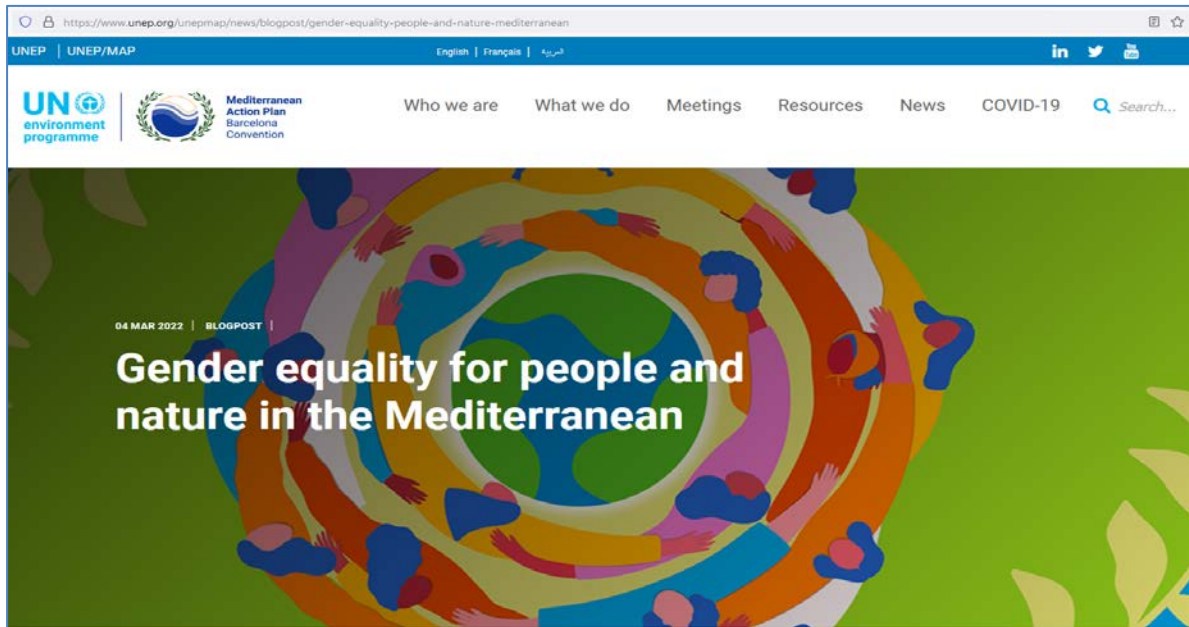
<https://www.linkedin.com/feed/update/urn:li:activity:6917047014148972544>

<https://www.linkedin.com/feed/update/urn:li:activity:6917021995733782528>



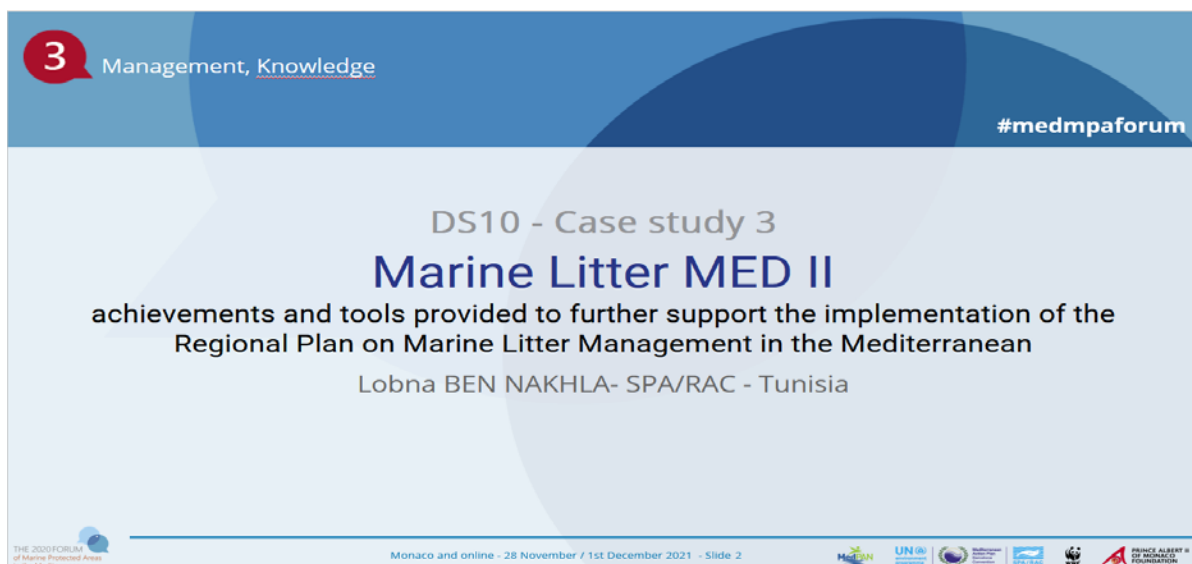
## G. Gender equality for people and nature in the Mediterranean

The UNEP/MAP Coordinator reflected her views on ‘gender equality today for a sustainable tomorrow’ in an article ‘[Gender equality for people and nature in the Mediterranean](https://www.unep.org/uneppmap/news/blogpost/gender-equality-people-and-nature-mediterranean)’ published on 04/03/22. She noted how EcAp MED III and other EU-funded projects are poring over gender dynamics by analyzing gender differences, moving beyond the vulnerability narrative and recognizing women as capable stewards of ecosystems.



## H. Visibility at the 2020 MPA Forum (Monaco, 28 Nov. - 1 Dec. 2021)

During the 2020 MPA Forum (Monaco, 28 Nov-1 Dec 2021), a workshop on “**Marine litter: How can MPAs be part of the solution?**” has been organized by SPARAC in collaboration with UfM and UNISI & MIO-ECSDE. A presentation on “*The Marine Litter MED Project: achievements and tools provided to further support the implementation of the Regional Plan on Marine Litter Management in the Mediterranean*” has been provided by the SPARAC representative.



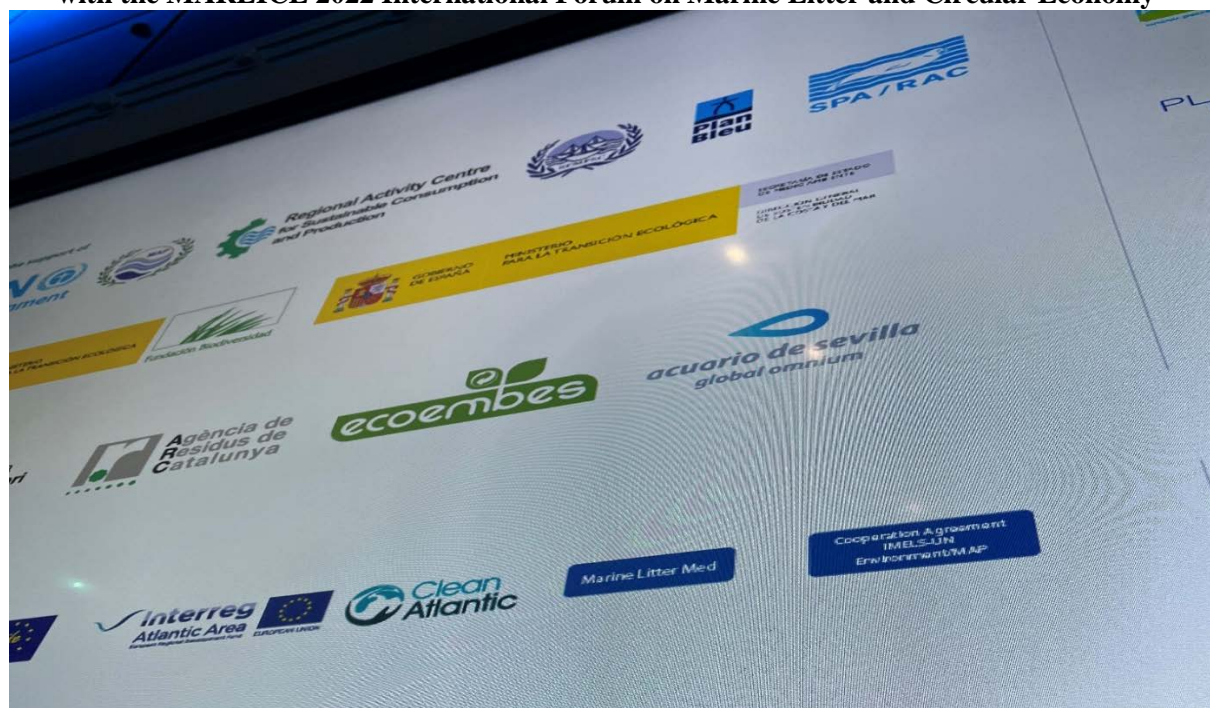
## I. Workshop “Marine litter: what danger for Marine and Coastal Protected Areas and endangered species?” (Monastir, Tunisia, 21-22 December 2022)

The COMMON project team, the “Institut National de Sciences et Technologies de la Mer” (INSTM), with the support of the Regional Activity Center for Specially Protected Areas (SPA/RAC) of the UNEP/MAP, organized a workshop in Monastir entitled “Marine litter: what danger for Marine and Coastal Protected Areas and endangered species?”: This two-day training worked aimed to improve the knowledge on the monitoring and assessment of the impact of marine litter on Marine and Coastal Protected Areas and endangered species.



The slide features logos for the UN Environment Programme, the Mediterranean Action Plan Barcelona Convention, and the SPA/RAC. The main title is 'Le Plan Régional sur la Gestion des Déchets Marins dans la Méditerranée : Prévenir et éliminer la pollution dans la Méditerranée ,'. Below the title, it identifies the organizer as Mme Lobna Ben Nakhla, Chargée Programme SPA/RAC. The workshop title is 'Formation sur les déchets marins : quel danger sur les AMCP et les espèces menacées ?' held in Monastir from 21-22 December 2021 at the Iberostar Kuriat Palace. Logos for ENI CBCMED, the European Union, and the Coastal Management and Monitoring Network are also present. The network's tagline is 'for tackling marine litter in Mediterranean sea'. A small number '2' is in the bottom right corner.

## J. Regional Meeting on Marine Litter Best Practices (17-18 May 2022) organized back-to-back with the MARLICE 2022 International Forum on Marine Litter and Circular Economy



## K. Communication requirements EU-funded Projects:

### Visibility of EU-funded projects

As you know, communication actions are stemming from the respective Project Communication and Visibility Plan; potential revised Workplan(s) from the Steering Committee meeting(s); and, if relevant, the 2023 MED QSR Communication and Visibility Strategy. Overall, most of the activities are geared towards the publication of the QSR. However, we should not wait 2023 to communicate about the projects.

Webpages of [IMAP-MPA](#), [ML MED II](#) and [EcAp MED III](#) (in both English and French) were created in 2020 within the UNEP/MAP website. Achievements in 2021 were illustrated by publications on UNEP/MAP website and twitter (@UNEPMAPNews), such as the progress acknowledged by the Steering Committee meeting of IMAP-MPA ([20/04/21](#)), of EcAp MED III ([19/05/21](#)), or by the EcAp Coordination Group ([11/11/21](#)).

You are aware that a brochure on the three projects is on the making and should be available (in four languages) in the weeks to come. A 2-minute video will also be produced. When available, we count on you to disseminate these products through your usual channels (websites, social [networks](#) and relevant events), and overall to relay our future communication.

We would also appreciate to be closely kept in the loop when you communicate on these three projects and remain available to assist you if needed. Furthermore, we should ensure that our implementing partners give the adequate visibility as well.

Regarding your website, it is important that it:

- briefly describes the projects and the role you play;
- mentions EU support (*see below*);
- includes links to the webpages of UNEP/MAP (*Cf links above*);
- is kept [up-to-date](#).

Finally, we should not forget to follow the rules of our donor. For that purpose, the 'EU communication and visibility manual for EU external action' is **annexed**. In practice, it means that the EU flag must be displayed - at least as prominently as other logos - on all communication and visibility materials associated with the project. Together with the EU emblem, its financial contribution must be acknowledged with the words 'Funded/Co-funded by the European Union'. In addition, materials must carry a disclaimer, ideally in the lower banner of the back page, as follows:

*'This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of XX and do not necessarily reflect the views of the European Union.'*

The same goes for webpages which should feature the EU emblem with a text acknowledging its support, links to relevant EU websites and the disclaimer:

*'This website was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of XX and do not necessarily reflect the views of the European Union.'*

