

9. VISIBILITY

Improving overall MAP visibility and its key role in the protection of the Mediterranean Sea area is a critical and ongoing collective responsibility of all MAP components. Each RAC will commit and contribute to the collective goals of UNEP/MAP especially in knowledge management-dissemination and visibility. The mandate of each RAC shall highlight how it should contribute to these goals, under the overall coordination of the MAP Secretariat.

In this respect and to move towards concrete actions, the common information and communication policy/strategy mentioned in section 2.4 of this document shall identify:

- Objectives and draft general principles of a common MAP IC strategy;
- Operational modalities related to.
 - ordinary (daily, weekly, monthly, bi-monthly, etc.) information management and dissemination issues;
 - cases of emergency/crisis (i.e. accidents, major events, etc.), defining the modalities and responsibilities of operation of the MAP components and the Secretariat, and how to raise visibility and mobilize responses in a coordinated manner in special circumstances

The policy shall identify the need for media strategies capable of adapting MAP messages to the target audience, and of using tools with multiplier effects.

One of the main 'common' and concrete outcomes of the implementation of the MAP information and communication policy will be the bi-annual "State of the Environment" report, elaborated by the Secretariat based on the Contracting Parties' reports to the Barcelona Convention and its protocols and publicly available data, focused on thematic areas of competence of centres. Dissemination of this report will concretely help raise the visibility of the MAP / Barcelona Convention.

10. NEW TERMS OF REFERENCE FOR THE MCSD

The Mediterranean Commission for Sustainable Development (MCSD) was established in 1995 in the framework of the Mediterranean Action Plan (MAP) as an advisory body to the Contracting Parties to assist them in their efforts to integrate environmental issues in their socioeconomic programmes and, in so doing, promote sustainable development policies in the Mediterranean region. The Commission is unique in its composition, in as much as government representatives, local communities, socioeconomic actors, IGOs and NGOs participate on an equal footing. During the first decade of its existence, the MCSD has carried out high-quality undertakings, mobilising work on priority themes for the Mediterranean, notably, water resources, integrated coastal zone management, tourism, industry etc., and developing the MSSD.

Ten years after its founding, the MCSD needs to be reformed, taking into account new international and regional developments (the Johannesburg Plan of Implementation, the Millennium Development Goals, the MSSD, etc.). Whatever the option chosen, better interaction should be sought between the MCSD and the United Nations Commission on Sustainable Development (CSD), for instance regarding the choice of themes, which should bring a breath of fresh air to the MCSD and allow its fuller integration into the international actions being carried out in favour of sustainable development. Furthermore, the composition of the Commission should be reviewed to ensure it achieves greater representativeness and fosters a sense of ownership by the entire Mediterranean