



UNITED  
NATIONS

EP

UNEP/MED WG.553/4



**Mediterranean  
Action Plan**  
Barcelona  
Convention

9 January 2023  
Original: English

Third (Interim) Steering Committee Meeting of the EU-funded Marine Litter MED II Project

Istanbul, Türkiye, 8 February 2023

**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.

UNEP/MAP  
Athens, 2023

## 1 Introduction

1. The principal objective of the Marine Litter MED II project is to further strengthen and support the implementation of the updated Regional Plan on Marine Litter Management in the Mediterranean; thereafter referred to as the “Regional Plan.” Building on the former Marine Litter MED project executed between 2016 and 2019, the Marine Litter MED II project further supports the implementation of the amendments of Regional Plan (Decision IG.25/9, COP 22, Antalya, Türkiye, 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 aim, an effective communication strategy was devised to facilitate both internal and external communication and dialogue on results, good practices, and lessons learnt. The communication strategy targets decision-makers while addressing key strategic issues which ensures the support for the implementation of provisions of the Regional Plan and regional cooperation. The communication strategy also targets other key audiences such as experts and scientists as well as key stakeholders in beneficiary countries and in the Mediterranean who can contribute to the process.

3. In this framework, the project’s communication and visibility plan identifies key objectives, highlights important communication activities and target groups, including related implementation modalities to ensure the successful dissemination of the results and deliverables achieved by the Project.

4. The communication and visibility plan of the Marine Litter MED II Project aims to facilitate both internal and external communication and dialogue on findings, dissemination of good practices and lessons learnt. It supports decision-makers to address strategic key issues which include ensuring extended support for the implementation of the provisions of the Regional Plan, including for regional cooperation. In this regard, the communication and visibility plan is envisaged to reach experts, scientists and related key stakeholders in beneficiary countries and the Mediterranean.

5. A detailed list of communication products and activities is included in **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 roles 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 Regional Plan, 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 targets 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) Regional (Mediterranean) projects, institutions, networks, initiatives, and processes including INDICIT II, WES Project, PlasticBusters MPA, etc.
- b) Global projects and initiatives, particularly, 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.

9. Below are the positions of each of the above stakeholders with regards to implemented project activities:

- a. Decision Makers: Decision-makers are aware of the importance of implementing the Regional Plan on Marine Litter Management, 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; as well as 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, including 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 and managers are aware of the main marine litter-related issues affecting the marine and coastal environment in the Mediterranean and are involved in the implementation of national IMAP.
- b. 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.
- c. Private sector: It consists of (i) Private companies and (ii) Port and marina operators. 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.
- d. 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 as well as 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, all aiming to support the delivery of the 2023 MED QSR and to ensure synergies and collaboration opportunities for the current and future phases. This target group is also important for the sustainability of the proposed action.
- e. 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

10. 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 the 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 and target audiences

11. Regular communication activities in relation to the project overall includes:

- a) 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:** Policymakers, donors, and partners.
- b) 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.
- c) 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.
- d) 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.
- e) 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.
- f) 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.

- g) 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.
  - o **INDICATOR:** number of views and users of the platform/webpage;
  - o **TARGET AUDIENCE:** all target groups.
- h) Production of specific communication products and tools aimed at a wider audience, such as short educational/awareness raising videos, posters, brochures, and events.
  - o **INDICATOR:** number of communication products developed targeting the general public;
  - o **TARGET AUDIENCE:** all target groups and general public more specifically.

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

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

- a) The organization of the Marine Litter Best Practices Meeting in May 2022 (Seville, Spain) and the CorMon Meetings on Marine Litter Monitoring held in May 2022 and to be held in March 2023, during which a number of project's outputs were presented;
- b) Key national meetings, consultations, and workshops, including those related to the implementation of the different pilot actions;
- c) Key publications and products, the IMAP Info System, and the 2023 MED QSR;
- d) 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.

13. All Project documents as well as communication and visibility materials comply with the [EU communication and visibility manual for EU external action](#), 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 are made to provide visibility to the 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

14. The UNEP/MAP Coordinating Unit has the primary responsibility for the development, implementation, coordination and monitoring of the project's communication and visibility actions. The activities are undertaken by the Project Management Unit (PMU), in close coordination and with the support of the UNEP/MAP Communication Unit, as well as the communication officers of the concerned MAP Components (i.e., MedWaves and SPA/RAC). In addition, representatives of the UNEP/MAP Coordinating Unit at all relevant levels 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 are 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 ensures 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.

15. This is undertaken 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 continues to seek 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 are no silos in terms of communication and the projects supported by the EU ‘talk to each other’ to ensure greater visibility and impact.

16. In addition, all relevant MAP Components (MED POL, SPA/RAC, SCP/RAC, and REMPEC) continue to 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 is also 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)**

17. The UNEP/MAP portal centralizes content pertaining to the project and acts as a one-stop shop for project information through a dedicated branded and well-structured html page (no stand-alone websites). The web page is affiliated to the unep.org domain under UNEP MAP. Similarly, there are separate social media accounts for the project. Content crafted is disseminated through existing MAP system accounts as explained above. The Mediterranean Marine Litter Node<sup>1</sup> is also used as a communication channel for the project by containing project specific information as well as disseminating project’s outputs. There is a need to agree with EU partners on an appropriate hashtag. The following proposals can be considered: e.g., #MLMED, #FreeMLMed

18. The following communication channels are proposed (non-exhaustive list):

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

19. Other partners to the project have been 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 is responsible for ensuring that all project activities and deliverables undertaken by the CU, the MAP components and partners 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 was prepared.

---

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



## **8 Human resources**

20. The implementation of project communication and visibility activities is 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 do support these activities as appropriate. The UNEP/MAP Communication Officer continues to 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) continue 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, mainly consisting of national partners acting as implementation partners are also supporting communication and visibility activities.


## **9 Financial resources**

21. As the Marine Litter MED II project does not have a dedicated awareness-raising component, the relevant budget for communication and visibility has been included in the budget of the Project's activities. In this regard, it should be noted that the project's activities (e.g., for single-use plastics and for EPR) are supported by awareness raising actions in the targeted countries and. Moreover, the travel budget of the Project includes relevant funding to cover necessary outreach activities, as well as participation in relevant regional and international meetings, as necessary. Communication efforts related to the project are also introduced as part of regular communication activities of UNEP/MAP and MAP Components.

## **10 Reporting**

22. The Project Management Unit (PMU) at the UNEP/MAP Coordinating Unit (CU) is 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 are communicated to the EC in a timely manner. Annual narrative project progress reports 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 are also included under Annex I to the present report. The final narrative report will include an exhaustive list 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	Q3 <sup>2</sup>	Q4 <sup>2</sup>
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														

<sup>2</sup> Q3 and Q4 of year 4 are inserted in the communication and visibility workplan and timetable in line with the Secretariat’s proposal for a 6-month (no-cost extension).

**Annex I**  
**Communication Products Prepared and Developed**  
**During July to December 2022**

**Annex I: Communication Products Prepared and Developed During July to December 2022**

**A. News item at UNEP/MAP website regarding the organization of the 2<sup>nd</sup> Steering Committee of the Project:**

[“How the UNEP/MAP EU-funded projects contribute to achieving Good Environmental Status”](#)



**B. News item at MedWaves website regarding the support provided to Southern Mediterranean countries through Marine Litter MED II Project:**

[“MedWaves strengthens support to the Southern Med in the second phase of Marine Litter Med project”](#)



**C. News items at MedWaves website regarding the support provided through Marine Litter MED II Project to Tunisia regarding the banning of single-use plastic bags:**

[“Addressing single-use plastic bags' challenges: a Tunisian story”](#)



[“Campagne “Soyons responsables”: 70% des tunisiens connaissent le décret d’interdiction de sacs en plastique”](#)



D. [Press release](#) from the WES Project regarding the support provided to Lebanon:

