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**Agenda Item 5: 2023 MED QSR Development Approach and Structure, and Communication and Visibility Strategy**

**2023 MED QSR Communication and Visibility Strategy**

For environmental and economic 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.

### **Note by the Secretariat**

The 2023 MED QSR Roadmap and Needs Assessment was developed during the 2018-2019 biennium and was approved by COP 21 of the Contracting Parties to the Barcelona Convention in December 2019, Naples, Italy (Decision IG.24/4). It defined the vision for the successful delivery of the 2023 MED QSR, and outlined key IMAP-related processes, milestones and outputs to be undertaken in order to support it.

The present document presents the 2023 MED QSR Communication and Visibility Strategy, for review and endorsement by the present Meeting of the Ecosystem Approach Coordination Group. It was developed in 2021 by the UNEP/MAP Secretariat following the 2023 MED QSR Roadmap and as part of the EU-funded EcAp MED III Project.

This document defines the priority activities and opportunities for a wide dissemination of the 2023 MED QSR at regional and global levels. The objectives of this Strategy are to ensure that the 2023 MED QSR publication has a wide dissemination and receives a high level of visibility, and to promote the findings of the 2023 MED QSR on the status of the Mediterranean Sea and Coast, in order to support evidence-based marine and coastal management, and advocate policies and measures based on this enhanced knowledge to underpin efforts aimed at achieving the Good Environmental Status (GES) in the Mediterranean.

## Communication and Visibility Strategy for the 2023 Mediterranean Quality Status Report

### 1. Introduction

1. This Communication and Visibility Strategy for the 2023 Mediterranean Quality Status Report (MED QSR) is developed in line with the UNEP/MAP Operational Communication Strategy, Activity 1.1.1, which provides for the development of a communication pack for MAP flagship publications, including the 2023 MED QSR.

### 2. Overall Objective

2. The overall objectives of the 2023 MED QSR Communication and Visibility Strategy are to:

- Ensure that the 2023 MED QSR publication has a wide dissemination and receives a high level of visibility;
- Promote the findings of the 2023 MED QSR on the status of the Mediterranean Sea and Coast, in order to support evidence-based marine and coastal management, and advocate policies and measures based on this enhanced knowledge to underpin efforts aimed at achieving GES.

3. The achievement of these objectives will be measured through a range of specific indicators, as detailed below:

Objective	Indicators of success
Ensure that the 2023 MED QSR publication receives a high level of visibility	<ul style="list-style-type: none"> <li>• Number of speaking engagements on the 2023 MED QSR by MAP representatives in conferences and events pertaining to environment and development</li> <li>• Total number of recipients targeted by MAP-initiated communication activities</li> <li>• Aggregated download metrics of the 2023 MED QSR from the dedicated website</li> <li>• Prominence of 2023 MED QSR in Google search results with the key words: Mediterranean+ environment+ assessment (the 2023 MED QSR should appear in the first 20 results returned by Google).</li> <li>• Number of press clippings and prominence (circulation/following of media organizations reporting on or quoting from the 2023 MED QSR) of media material citing and/or using content, findings, and/or messages from the 2023 MED QSR</li> </ul>
Promote the findings and key messages of the 2023 MED QSR	<ul style="list-style-type: none"> <li>• Number and size (i.e., number of participants) of outreach events in key policy fora attended by decision-makers in Mediterranean countries where 2023 MED QSR messages are disseminated.</li> <li>• Number of stakeholders and decision makers informed about the 2023 MED QSR findings;</li> <li>• 2023 MED QSR messages appear in statements by Ministers of the Environment and other decision-makers in Mediterranean countries</li> </ul>

	<ul style="list-style-type: none"> <li>• 2023 MED QSR messages appear in partners and other stakeholders' statements/interventions/presentations around the Mediterranean</li> </ul>
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### 3. Target Groups

4. Target groups have been identified as relevant for the communication and visibility activities of the 2023 MED QSR: decision-makers; experts/scientists; multipliers (non-media); conventional media; and social media. The list may include the following:

- Contracting Parties to the Barcelona Convention
- UN Country Teams in Mediterranean countries
- Mediterranean countries' Permanent missions to the UN in New York, Geneva, Nairobi, and Athens
- Members of environment and development commissions in the Parliaments of the Mediterranean countries
- UN Global Compact network offices in the Mediterranean region
- the General Fisheries Commission for the Mediterranean – GFCM
- UfM fora
- World Bank, GEF, EBRD, EIB and other financial institutions
- MAP partners
- Local / elected authorities in Mediterranean coastal cities
- SciDev MENA Network
- Other regional (Mediterranean) projects, institutions, networks, initiatives and processes (e.g., MedProgramme, MEDREGION, QuietMED II, INDICIT II).
- Other Intergovernmental Organizations and relevant Conventions/Agreements (e.g., the Convention on Biological Diversity (CBD), General Fisheries Commission for the Mediterranean (FAO/GFCM), UNESCO-IOC).
- UN Decade on Ocean Science for Sustainable Development and its actors
- etc.

#### Experts/Scientists

#### Conventional Media

- UNEP/MAP contact list, including news agencies in Mediterranean countries
- RACs media contacts
- Media representatives at Palais des Nations via UNEP Geneva press office
- International and regional media outlets offering an Environment section
- Africa 21 and network of Maghreb journalists
- Networks of green journalism

#### Social media

- Users of social platforms with an interest in environment and development issues in the Mediterranean region

### 4. Other aspects

- The 2023 MED QSR will receive an ISBN as UNEP publication; UNEP broadcasting resources must be harnessed to maximize visibility.
- Focus on the Key Findings of the 2023 MED QSR in all communication activities.
- Create a topical and clear hashtag: (to be defined; possible examples include #2023MEDQSR and #MedReport2023).
- Enlist members of the wider MAP-Barcelona Convention system “community”, including MAP partners and MCSA members, to promote the 2023 MED QSR at all relevant events/conferences with a view to advancing reflections and dialogue based on evidence (provided by the 2023 MED QSR).
- Provide visibility to the overall Ecosystem Approach implementation process in the region ensuring coherence and continuity of communication with related past and ongoing projects funded by the EU (e.g., EcAp MED III, Marine Litter MED II, IMAAP MPA and MedProgramme) and other relevant UNEP/MAP initiatives and projects within the UNEP/MAP Communication Strategy as well as UNEP Regional Seas work on ecosystem approach implementation at global level.