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First Steering Committee of the EU-funded SEMPA Project

Athens, Greece, 7 February 2024

Agenda item 4: SEMPA Project: Communication Strategy

Communication and Visibility Plan

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UNEP/MAP
Athens, 2023

Introduction

1. To achieve the objectives of the SEMPA project, an effective communication strategy is needed to facilitate both internal and external communication and dialogue on results, good practices, and lesson learnt. This strategy is fully integrated to and supporting the UNEP/MAP - Barcelona Convention Communication Plan, targeting decision-makers to address strategic key issues which include ensuring the support for integrated coastal zone and marine planning, management and law enforcement needs via regional cooperation and synergies between on-going activities. It also targets other key audiences such as MCPA managers and key stakeholders in MPAs to keep strengthening the level of effective management of MCPAs in targeting countries and in the Mediterranean, as well as the private sector to support the diversification of the local economy to ensure the local communities involved have a sustainable income.

In this context the current communication and visibility plan aims to identify key objectives, target groups and communication activities to ensure successful dissemination of the results achieved by the Project.

The communication and visibility plan for the SEMPA Project is structured around the following three main sections:

- A. Objectives and Target groups
- B. Communication and visibility Activities
- C. Resources

A – Objectives and Target groups

1. Overall communication objectives

- Raise awareness and understanding about the SEMPA Project, its guiding initiatives and main goals in the Mediterranean region, as well as promote it in the partner countries emphasising their roles in the Project and overall contribution to the process.
- Disseminate the benefits of SEMPA Project implementation and its role in the wider process related to the implementation of the SDG 13, SDG14, SDG15 and SDG5, Post-2020 CBD strategy and the SPA/BD Protocol.

2. Target groups & Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

Target Group: Decision Makers

Rationale: Within the UNEP/MAP-Barcelona Convention system, to raise awareness of policy-makers and decision-makers at national, European and Mediterranean levels, about the challenges and solutions to achieve the SDG 13, 14, 15 and 5 in the Mediterranean, contribute to the Post-2020 Biodiversity Framework and to implement the Ecosystem approach aiming at Good Environmental Status. This target group is important for the sustainability of the proposed actions.

Who:

- Representatives of Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia, including but not limited to: Government officials, policy makers and relevant ministries, i.e. Ministries of Environment, Fisheries, Tourism, Maritime and Land Planning, Forestry, Agriculture, Water, Local Development, etc.
- MAP and SPA/RAC National Focal Points;
- Other RACs' National Focal Points of relevance;

Target Group : MCPA Managers

Rationale: to ensure that the relevant MCPA managers, and other relevant stakeholders, are aware of the main goals and progress of the Project; participate to the management solutions production and are actively supporting their implementation at local, national and regional levels as well as ensuring the continuation, follow-up and replication of the Project activities. This target group is important for the sustainability of the proposed actions.

Who :

- MCPA managers, and other MCPA relevant stakeholders involved in the creation and/or management of MPAs in Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia;
- MCPA managers at Mediterranean level.

Target Group: Experts involved in IMAP and MPA development and management

Rationale: Scientists are aware of the main goals and outputs of the Project and participate to the definition of MPA management solutions & MPA development strategy (at local and regional scales). They are also aware of the IMAP process and consolidation and contribute to the biodiversity and hydrography monitoring reflection/ implementation.

Who:

- Members of the Ad hoc Group of Experts on MPAs in the Mediterranean (AGEM);
- Relevant scientists, scientific institutions, and networks.

Target Group: Local Communities

Rationale: Local communities within and around the MCPAs are aware of the main goals of the Project and importance, support its implementation whenever possible, and support partly or totally the conservation / monitoring biodiversity process.

Who:

- Various stakeholders involved in the use and management of MCPAs in the partner countries: fishers, local tourism sector, and other relevant economic sector operators, local populations, civil society organizations etc.

Target Group: other relevant projects and initiatives

Rationale: to raise awareness on how the SEMPA Project is contributing to the protection and restoration of biodiversity in the Mediterranean region as well as explore synergies and collaboration for the current and future phases. This target group is also important for the sustainability of the proposed action.

Who:

- Other regional (Mediterranean) projects, initiatives and processes (IUCN Med);
- Intergovernmental Organizations and other relevant Conventions/Agreements (i.e. the Convention on Biological Diversity (CBD), General Fisheries Commission for the Mediterranean (FAO/GFCM), ACCOBAMS etc.).

B. Communication activities envisaged during the period (not linked with meetings/workshops/events):

•Communication products that highlight results achieved, and lesson learnt of the Project, including a story 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. – Target audience: all target groups

•Set up and update in a regular manner the SEMPA Project webpage within the UNEP/MAP and SPA/RAC Websites and spread the latest news of the Mediterranean MPA network and IMAP implementation through the UNEP/MAP & SPA/RAC network. – Target audience: - Decision Makers, Managers, Scientists

- Media outreach by local partners centred around the project's progress and results (TV, radio, press) and social media – Target audience: Decision Makers and Local Communities
- Online Database on MPA in the Mediterranean (MAPAMED) updated– Target audience: Scientists and Local Communities
- Publication of all the documents and deliverables produced in the framework of the project.

Event-based communication: The Project execution will be finalized by August 2027, the products and results developed by the project will be showcased and disseminated in several events which will happen throughout project implementation. This process will include participation to several Conference of Contracting Parties (COP) as well as other key events (to be updated on regular basis)

- Kick-off meeting and Steering Committees
- IMPAC6 Conference
- IUCN World Forum

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 the UNEP/MAP and SPA/RAC and other partners or sub-contractors.

3. Indicators

Expected results on communication and visibility of this Project (and their related indicators), in line with the objectives defined in point A of this Communication and Visibility Plan are as follows:

- Stakeholders and key decision makers are aware of the project's activities and results – INDICATORS: (1) number of UNEP/MAP official documents, including Governance but also Communication material, including SEMPA description of activities and results (2) number of activities organised at national and local level including communication aspects
- Benefits of SEMPA Project implementation for regional and international framework is visible – INDICATORS: (1) number of references of the project in regional and international events

C - Resources

4. Human Resources

The communication and visibility actions will be implemented by the UNEP/MAP staff appointed to support smooth implementation of the Project, with support of core staff as well as support from SPA/RAC and other partners to the project.

5. Financial resources

The budget for communication and visibility has been included in the budget of the Project's activities.

In addition, the travel budget of the Project proposal includes also relevant funding to cover necessary outreach activities, participation in relevant regional and international meetings, as necessary.

6. Communication/visibility products already produced:

N/A