





# INFO/RAC National Focal Points Meeting

## **MAP COM Operational Strategy update**

Biennium 2024-2025





## **MAP Operational Comm Strategy**

The MAP Operational Communication Strategy approved by Contracting Parties during COP22 in December 2021 has been slightly updated taking into account progress and outcomes of the activities carried out in the current biennium (2022–23) and in the framework of the updated MAP Communication Strategy extended for the next 6 years (2024–2029).





## Gap analysis

Gaps in terms of (1) **identity**, (2) **messages and content**, (3) **channels and networks**, originally identified in the Operational Communication Strategy 2020-21 have been mostly overcome during the past and current biennium.....



## **MAP Identity**

Brand building: MAP components communicate mainly in silos, implementing their respective visual identities and communicating different messages. As a result, it is challenging for external audiences to perceive MAP as one unified entity.









Gaps reduced especially through a structural use of UNEP/MAP logo, of common hashtags as #BarcelonaConvention and #Act4Med and initiatives such as system-wide celebrations of UN observances. The Barcelona system framework is consistently referenced in all communication with the public, especially in press releases and informational materials. In general the use of joint logos of all the MAP Barcelona Convention System during the main events is already a common and successful best practice....







## **MAP Identity**

Position MAP as One System, composed of different components, but Communicating as One on regional priority issues with the goal to unify and strengthen MAP's "Brand identity»

Collaboration between MAP Component has been strengthened and activities have been carried out in full cooperation using thematic competences and common expertise in communication, in the spirit of the "Communication as One" respecting and exalting specific diversities.





## **International Events**

UNEP/MAP has taken part in various **international events** such as the 15th Conference of Parties to the UN Convention on Biological Diversity (**Montreal**, **Canada**, **7-19 December 2022**), the 3rd Meeting of the Sustainable Ocean Initiative (SOI) Global Dialogue with Regional Sea Organizations (RSOs) and Regional Fishery Management Organizations (RFMOs) (**Busan**, **Republic of Korea**, **25-28 October 2022**), IUCN World Conservation Congress 2021 (**Marseille**, **France**, **3-11 September 2021**), 5th International Marine Protected Areas Congress (**Vancouver**, **Canada**, **3-9 February 2023**), UNFCC COP27 (**Sharm el-Sheikh**, **Egypt**, **November 2022**), United Nation's Ocean Summit (UNOC 2022) (**Lisbon**, **Portugal**, **July 2022**), etc...



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Marseille France 14-16 June 2023

# 20th Meeting of the

# MCSD

#MCSD2023 #BarcelonaConvention





14-16 juin 2023 Marseille France

20ème Réunion de la

Commission Méditerranéenne de Développement Durable

CVDD #MCSD2023 #BarcelonaConvention



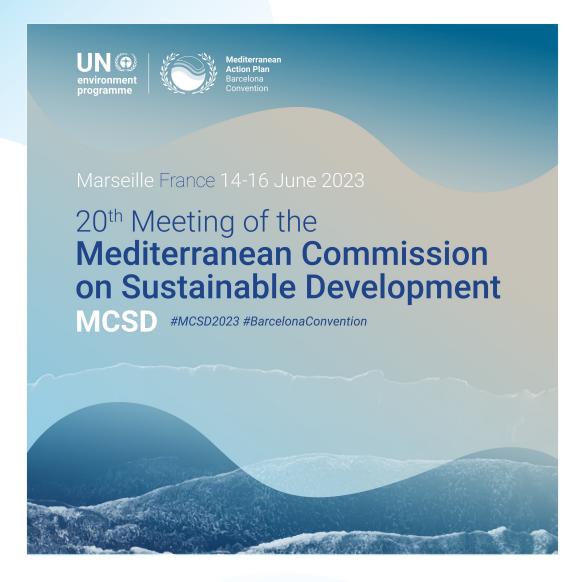








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## Messages and contents

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Choice of topics: The majority of MAP's communication activities are reactive, initiated on the occasion of meetings/events. MAP does not follow a plan and schedule with strategic priority topics to be highlighted within a specific timeframe

Collectively efforts have been by the MAP Communication taskforce **in terms of planning** in the course of the last two biennium and this gap can be considered partially overcome.





## Messages and contents

Data availability: Raising awareness about the state of the environment in the Mediterranean requires datadriven communication. However, consolidated data/trends on key topics at a regional level is sometimes unavailable









As in the past biennium the State of the Environment and Development in the Mediterranean (SoED), and the First Mediterranean Assessment Report (MAR 1) provided a solid base of data available for Mediterranean community, shedding new light on the hefty toll that the global triple crisis of climate change, biodiversity loss and pollution is taking on Mediterranean ecosystems, in the current one MAP is preparing in a collective effort the 2023 MedQSR that will be presented at COP23









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## **MEDITERRANEAN** QUALITY STATUS REPORT

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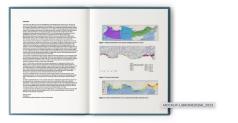




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#### **Presentation**

Presentation text of the project. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. tum zzril delenit augue duis dolore te feugait nulla facilisi.









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## Messages and contents

**Style:** MAP's style is often technical and challenging to understand for non-technical audience









Collectively efforts have been made to achieve a more communicative style in all the MAP Barcelona Convention System applied to different communicative products including videos and documentaries aimed at raising public awareness and informing the audience about different topics. A specific style has been developed for youth target (i.e Young Person Guide, etc)









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# The Young Person's Guide to the Mediterranean Action Plan and the Barcelona Convention

Learn how 21 countries and the European Union work together to protect the Mediterranean Sea and Coast and achieve Sustainable Development

UN@
environment programme

Mediterranean Action Plan Baccolona Convention

Learn how 21 countries and the European Union work together to protect the Mediterranean Sea and Coast and achieve Sustainable Development









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## **Videos**

My name is blue on conservation of Mediterranean marine turtles; Salt in the eyes about efforts to combat the bycatch of vulnerable species; Sentinels of the Mediterranean showing the establishment of marine protected areas in the region; IMAP explaining all the IMAP indicators; IEFCA for the Istanbul Award; etc.....



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## Messages and contents

Communicate strategically, focusing on clear and concrete objectives, in a language and a style that are tailored to MAP audiences.



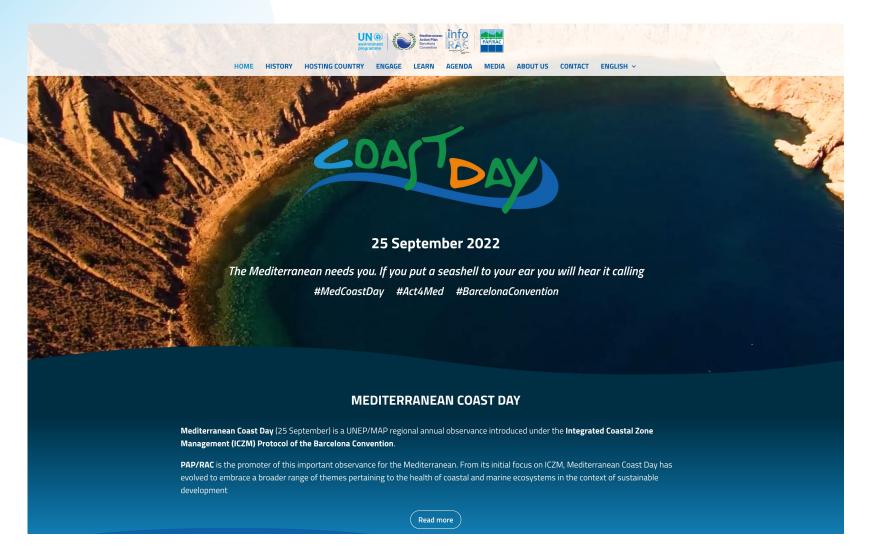
During the two last biennia, digital campaigns have been developed to disseminate the main outcomes achieved by the MAP System, focusing on flagship publications, emerging topics and cross-cutting themes through virtual meetings, on-line events, **MAP Newsletter articles** and editorials. Particular attention was given to the celebration of **UN observance Days** and Mediterranean Days as **Coast Day** and the new **SPAMI Day** established in 2021 during the Barcelona Convention COP 22.

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MAP OF UNCOMING EVENTS













SHIPPING CONTRIBUTES TO AROUND 2.6% OF TOTAL GLOBAL GREENHOUSE GAS EMISSIONS, A FIGURE THAT COULD MORE THAN TRIPLE BY 2050.

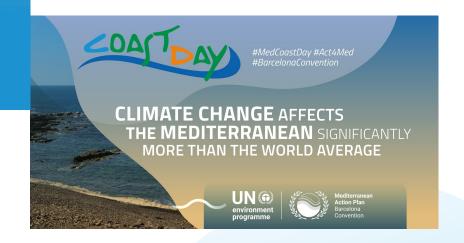
ACCORDING TO THE INTERNATIONAL TRANSPORT FORUM (ITF), CARBON EMISSIONS FROM GLOBAL SHIPPING ARE PROJECTED TO REACH APPROXIMATELY 1090 MILLION TONNES BY 2035 UNDER A BASELINE SCENARIO WITH NO NEW POLICY MEASURE





Mediterranean Action Plan Barcelona Convention





























The UNEP MAP Newsletter

#### MEDNEWS 05/2023

#### LAUNCH OF THE EUROPEAN BLUE FORUM BREST, 26 MAY 2023

The European Commission invites you to register for the European Blue Forum Launch event on 26 May 2023 in Brest, France.

We are creating Europe's Blue community as part of the **European Blue Forum** – a community of different users of the sea, passionate and committed to working together to deliver bold and ambitious solutions to our shared challenges of nature and climate change.

The event will provide a platform for everyone, whether part of a large organisation or not. Regardless of how well established the sector or topic you work on is, you will be able to share your priorities, challenges and ideas and contribute to building a common and united path towards the vision of the sustainable blue economy...



#### MAP EMPLOYMENT IN THE ESTABLISHED BLUE ECONOMY

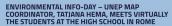
This map provides information on employment in the established but economy which includes the following man sectors marine living and non-living resources, marine renewable energy, port activities, shipubulding and repair, marine transport and cassatal tourism. Explore the map and click on the countries to open windows with additional information on employment by sector and the evolution of employment over the past years.



## THE PARTICIPATION TO IEFCA AWARD IS STILL OPEN... We are waiting for your city!

#### ISTANBUL ENVIRONMENT FRIENDLY CITY AWARD: APPLICATION DEADLINE EXTENDED TO 30 JUNE

The deadline for application for the fourth edition of the Istanbul Environment Friendly City Award (2022-2023) has been extended to 30 June 2023. This is your chance to put your Mediterranean city on the map and earn recognition for achievements in the field of urban sustainability...



As part of the Pathways for Transversal Competences and Orientation (PTCO), INFO/RAC has promoted the training pathway." A lesson in environmental governance: discovering the actions for the Mediterranean Sea and its coasts" addressed to the students of "Luceo Ginnasio Torquato Tasso" high school in Rome....





#### HOW THE TEXTILE SECTOR IS ACCELERATING A GLOBAL TRANSFORMATION TOWARDS SUSTAINABILITY

The climate realities we face collectively are a result of design. 'Fast fashion' traded trends for long-lasting waste and pollution to precious water, soil and airways. The



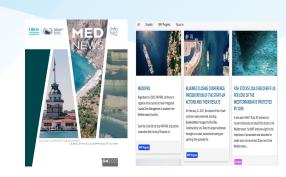






## **BEFORE VS AFTER**

Former graphic design



MEDNEWS was mainly composed of 3 sections (MAP Progress; Droplet; Focus On)

MEDNEWS was quaterly

Main news contributors were RACs and CU



New graphic design





No sections, articles are always related to activities, projects, initiatives, events and/or specific topics related to the MAP Barcelona Convention System and Mediterranean Sea

MEDNEWS is monthly

Main news contributors will be the MAP community members (Contracting Parties; MAP Partners; CU and RACs

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## **TO CONTRIBUTE TO MED NEWS**

- Put INFO/RAC in touch with the press office/communication officer of the institution you work for in order to create
  a network of potential contributors;
- Increase the **number of subscribers** interested in receiving monthly MED NEWS by communicating the relevant link (see below) at meetings and in all contexts where you think it is important to give relevance to MAP activities;

http://www.info-rac.org/en/communication/newsletter-subscription

- Contribute to the dissemination of MED NEWS through your online communication channels and social networks.
- Send us suggestions for improving MED NEWS.





## **Channels and Networks**

**Traditional Media:** MAP has a limited presence in traditional media. For example, in 2017, MAP's name was mentioned less than 10 times in main Mediterranean online newspapers. Media coverage of recent important events (new ratification) and main reports (QSR), was limited, in recent years









The SoED campaign generated **significant media coverage** in the last biennium, including a mention at the daily briefing of the UN Secretary-General Spokesperson in NY. Op-Eds by the Coordinator were also published in prominent newspapers.









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## **Channels and Networks**

Social Media: MAP's main counterparts communicate on Twitter (the large majority of Contracting Parties, Contracting Parties' officials, NGOs, International Organizations, etc.), sometimes mentioning MAP. However, MAP does not maintain a corporate account on any social media platform. All RACs maintain Twitter accounts and other social media.









MAP Twitter account (@UNEPMAPNews) was activated and is representing an important channel to disseminate progress under the Barcelona Convention in close networking with the already active RACs accounts. This has given a voice to UNEP/MAP and enabled consistent communication, including messages on key events and priorities. Digital content ranging from videos to digital cards carrying quotes and facts and figures have been developed by INFO/RAC and the MAP Communication Taskforce.









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## **Channels and Networks**

**Network:** Currently, MAP rarely communicates in partnership, yet, MAP has a wide and growing network of partners.









MAP Barcelona Convention System has successfully co-organised the **MED Pavilion** in cooperation with UFM and PRIMA Fundation at **UNFCC COP26** in 2022. This a significant example of joint effort made by different organizations at Mediterranean level as One.



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# COP27 MEDITERRANEAN PAVILION 6 to 18 November 2022



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#### CALL FOR APPLICATION TO MEDITERRANEAN COASTAL CITIES

ISTANBUL ENVIRONMENT FRIENDLY CITY AWARD • 4TH EDITION (2022-2023)

The call is open from the 16th November 2022 until the 30th June 2023





Ms Tatjana Hema
UNEP/MAP Coordinator at Mediterranean Pavilion - COP27

environment programme







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The Award - Recognizing the role and contributions of cities and local authorities in fulfilling the UNEP/MAP vision for a healthy Mediterranean Sea and Coast

The Istanbul Environment Friendly City Award was created in the framework of the Mediterranean Strategy for Sustainable Development (MSSD 2016-2025) to recognize efforts of local authorities in promoting sustainable development in Mediterranean coastal cities.

A Mediternanean environment friendly city is "a coastal city in harmony with the sex utilizing its resources efficiently, equitably not sustainably, reducing its impact on marries and coastal environment and climate change, and managing the environment for the benefit of current and future generations". In other words, a coastal city in which people enjoy a high quality of life and where sustainable development takes place within the carrying capacity of healthy ecosystems.

The objectives of the Award are to encourage local authorities to move towards a more environment friendly future: enable local authorities to act as a role-model to inspire other cities; and, raise the awareness of the general public regarding the quality of environment in their cities.





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## CALL FOR APPLICATION TO MEDITERRANEAN COASTAL CITIES

ISTANBUL ENVIRONMENT FRIENDLY CITY AWARD • 4th EDITION (2022-2023)

Applications deadline: 30th June 2023

SAVE THE DATE

18<sup>th</sup> May 2023

## IEFCA INTRODUCTORY WORKSHOP

Award participation rules and a guided presentation of the application form for the Mediterranean Coastal Cities





















## **Channels and Networks**

Develop MAP presence on key channels and promote communication through MAP network of partners to help raise awareness on MAP shared issues and promote understanding of MAP's work.

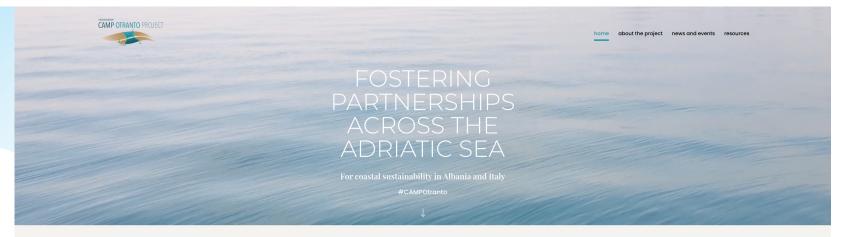
MAP presence on key channels has been enhanced to help raise awareness on MAP shared issues and promote understanding of MAP's work. In the framework of social media use, new communication tools have been promoted. Networking with Partners and Contracting Parties has been strengthened, highlighting the potential of a close collaboration at local level with Mediterranean Countries through various projects and other initiatives (i.e SPAMI twinning programme).











#### PROJECT PARTNERS





















#### The CAMP Otranto Transboundary Project

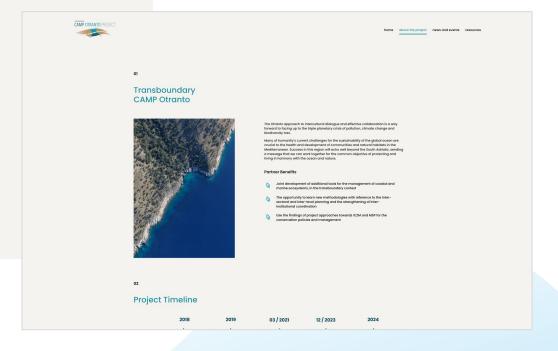
The project seeks to reinforce sustainable development, integrated coastal zone management (ICZM) and marine spatial planning (MSP) across the South Adriatic to eliminate marine litter, prevent pollution on coast and sea and to support biodiversity conservation in the project regions of Vlora (Albania) and Puglia (Italy).

CAMP Otranto is the first transboundary project since the launch of the Coastal Areas Management Programme (CAMP) in 1989.



Get project updates

Sign up













#### WHAT IS THE CAMP?

#### More then a project!

Coastal Area Management Programme (CAMP), approved by the Sixth Ordinary Meeting of the Contracting Parties to the Barcelona Convention, held in Athens in 1989, is co-coordianted by PAP/RAC responsible of CAMP projects implementation. Country Pilot Projects have been implemented by PAP/RAC in the 1988-89 period.





#### CAMP IS THE MAIN INSTRUMENT TO:



- implement practical coastal management projects in selected Mediterranean coastal areas, applying ICZM as
- facilitate at the local level the implementation of the ICZM Protocol in a particular country
- develop strategies and procedures for a sustainable development in project areas
- identify and apply the relevant methodologies and tools







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#### MAIN SELECTION CRITERIA

Individual CAMP projects are identified and selected according to defined selection criteria, and approved by the relevant Ordinary Conference of the Contracting Parties to the Barcelona Convention.



- regional interest in the problems to b dealt with
- political commitment of the hos
- institutional capability in the host country and in the selected area to capability.
- "integrability" of project results into the local and national development policies



#### THE MAJOR CAMP PROJECTS OUTPUTS

- Diagnostic Analysis (Feasibility Study)
- the Project Agreement and Terms of
  Reference
- Inception Report
- Technical Specifications for individual activities of the project
- Project Database and GIS
- Systemic Sustainability Analysi
- Participatory Programm
- Final Reports of individual activities
- Final Integrate
- Follow-up Proposals and Urgen
- · Presentation Conference Repo
- and the Report of the Presentation Meeting at the host-country high governmental level

#### THE STRUCTURE

A **CAMP project** includes a number of individual activities, to be integrated at the project level:

**a)** database and GIS; the participatory programme; Systemic Sustainability Analysis; integration of project results, and

**b)** a limited number of specific individual sectorial or multi-sectorial activities, according to project objectives and problems dominant in the project area.



Example Text

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#### PROJECT OUTPUT









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Outcomes	Activities
1.1. MAP flagship	1.1.1 Develop a communication pack for MAP flagship
publications are accessible	publications.
and tailored to MAP target	
audiences.	
1.2. MAP is a reference for	1.2.1 Produce communication material to enhance accessibility of
information on	key information related to MAP mandate.
Mediterranean environment	1.2.2 Produce a biennial publication on emerging topics/threats
on both general and	highlighting existing knowledge gaps.
emerging topics.	









Outcomes	Activities
2.1. MAP's multiple	2.1.1 Upgrade a single data visualization public interface
database and information	highlighting key data from MAP multiple databases.
systems are leveraged to	
raise awareness and	
understanding.	









Outcomes	Activities
3.1. MAP is reaching its	3.1.1 Enhance MAP presence on the Twitter social media platform.
targeted audiences by communicating through key channels.	3.1.2 Increase engagement with the media, both in a proactive and reactive way.
3.2. Knowledge on the state of the environment is enhanced.	3.2.1 Conduct one communication campaign for the "State of the Mediterranean Environment" (SoE). For all the campaigns, ad hoc communication material will be developed for each campaign.
	3.2.2 Conduct one communication campaign on the key topic identified for the biennium.
	3.2.3 Conduct communication campaigns at the occasion of key dates such as UN observances related to the Environment.









	3.3 Knowledge on MAP	3.3.1 Improve accessibility of general information on MAP website,
	mandate and action is	ensuring content is tailored to each targeted audience.
	enhanced	3.3.2. Produce a biennial report highlighting MAP key achievements.
		3.3.3 Conduct a communication campaign for each COP.
		3.3.4 Enhance MAP visibility at high level events.
		3.3.5 Enhance MAP visibility through a periodic publication: MED News
		3.3.6 Enhance MAP visibility through multimedia products: Videos, spots, slide shows, scientific documentaries







Outcomes	Activities
	4.1.1 MAP Coordinating Unit, components and project management units follow the "Communicating as One" guidelines for joint MAP products and communications.
4.1. MAP "brand" is strengthened and unified.	4.1.2 Update and integrate a set of relevant templates to be used by all MAP
	4.1.3 Update and integrate a set of presentation material (PowerPoint video, factsheet, brochure, map, roll-up and
	4.1.4 Update and integrate MAP-branded regional visibility items.
	4.1.5 Update and integrate corporate graphical layout for MAP publications: series of publication layouts.
4.2 MAP's reach is	4.2.1 MAP Coordinating Unit, components and project management
increased	units promote the annual communication campaigns.
by joint communication.	







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4.3 Internal communication between Information Task Force members is enhanced.	4.3.1 Conduct regular Information Task Force meetings.
4.4 MAP Staff communication capacity is	4.4.1 Conduct communication training for MAP staff.
enhanced	4.4.2 Internal MAP networking and share of information enhanced:  . Directory of all the MAP network maintenance and update (repository of NFPs designations); . On-line Event Calendar of all the MAP network initiatives maintenance and update; . Groupware of all the MAP network available: communication tool for document repository and interest groups management; d. Surveys and questionnaires platform available; . Help desk and assistance for all the components of InfoMAP network.







# THANKS FOR YOUR ATTENTION MERCI POUR VOTRE ATTENTION

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