

# **D41 – Communication Plan**



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# 1. Project presentation

## 1.1 Introduction

The Mediterranean region comprises a vast set of coastal and marine ecosystems which deliver valuable ecosystem services and benefits for its inhabitants. The GVA generated by maritime economic activities for the EU and candidate countries exceeded EUR 63 billion in 2010. The Mediterranean Sea is quite complex in ecology, but also socio-politically and economically: in the last decades, it has faced rapid economic development, which is expected to keep growing in all maritime sectors while emerging sectors, such as renewable energy, seabed mining and biotechnology are expected to grow even faster. The expected growth in the maritime economy will represent additional pressure on already stressed Mediterranean ecosystems and the competition over space will increase drastically.

At a global scale, Maritime Spatial Planning (MSP) has emerged as an important policy tool for delivering efficient marine resource management and sustainable development, which can also be used to strengthen cross-border cooperation, and support improved ocean governance.

In order to cope with the MSP Directive (2014/89/EU), Member States are requested to cooperate with bordering countries to ensure coherent plans, and to organize the use of the best available data, necessary for the setting up of the maritime spatial plans. The MSP Directive is part of the EU Integrated Maritime Policy and has explicit synergies with the Marine Strategy Framework Directive and others EU Directives, requesting the adoption of an Ecosystem-Based Approach (EBA). This approach is also the guiding principle to UNEP/MAP Programme of Work and all policy implementation and development undertaken under the auspices of UNEP/MAP Barcelona Convention, with the ultimate objective of achieving the Good Environmental Status (GES) of the Mediterranean Sea and coasts. The need to apply MSP is clearly mentioned several times in the UNEP Mediterranean Strategy for Sustainable Development (MSSD) 2016-2025. However, presently there are different level of advancement of the MSP process in EU Member States and similar processes are at their starting phase in non-EU countries, also in connection with the Barcelona Convention Protocols and Frameworks. A pan-Mediterranean approach to MSP implementation is largely felt as necessary: its adoption will be beneficial for balancing socioeconomic benefits and ecosystems protection. The strategic phase of the MSP process should address the whole Mediterranean marine area, defining visions, objectives, principles and common elements for MSP implementation in all countries. Cross-border MSP experiences have been already addressed by the Mediterranean EU regional strategies (EUSAIR and WESTMED) and some INTERREG and EMFF-funded projects paved a positive way to achieve an effective cooperation between States, allowing transfer of knowledge and good practices, as well as building specific capacity within each country.

The Consortium partners of MSP-MED (*Towards the operational implementation of MSP in our common Mediterranean Sea*) have been prime actors in these projects and initiatives, thus assuring that the MSP-MED will be stably built on these bases. Indeed, the MSP-MED project will capitalize the results of the most important projects on MSP carried out and ongoing in the

Mediterranean in the recent years (e.g. ADRIPLAN, SUPREME, SIMWESTMED, PORTODIMARE, GEF Adriatic Project).

## 1.2 Aim and objectives

The overall objective of the MSP-MED project is to favour the Maritime Spatial Planning process in the Mediterranean Sea, by supporting the establishment of coherent and coordinated plans across the Mediterranean marine regions and between Member States, in line with the MSP Directive objectives. More specifically, the project intends to achieve the mentioned objectives through different core activities:

- **Support the work of the MSP competent authorities and/or inter-ministerial bodies in the establishment and adoption of maritime spatial plans (in line with article 6 and 8 of the MSP Directive).**

This will be made through the direct involvement in the project's activities of the Competent Authorities and responsible institutions for the implementation of MSP in the Mediterranean. The project will support the definition of the different national MSP objectives through specific tasks, supporting the roadmaps towards the plans' adoption of the participating MS and facilitating the establishment of preliminary plans for the identified national areas or subareas. During this phase, a number of workshops will be organized to address specific needs and interests of the national institutions responsible for the MSP implementation. The WP2 is entirely dedicated to the achievement of these objectives.

- **Support the development of relevant cross-border cooperation on MSP with bordering Member States and third countries with a view to ensure that maritime spatial plans are coherent and coordinated across marine regions concerned (in line with article 11 and 12 of the MSP Directive).**

The project will facilitate, through already existing collaboration and communication channels, the consultation processes of plans with bordering Member States and third countries in the Mediterranean. It will strengthen and foster mechanisms of cross-border cooperation in the field of MSP through the organization of different trainings events and workshops, in line also with the UNEP/MAP activities. Where relevant, agreements on common MSP objectives at a basin or sub-basin scale will be promoted. It will also foster the establishment of a regional network of experts on MSP in the Mediterranean, promoting international and cross-border dialogue on specific relevant issues and gaps. Some of the project's activities such as Task 2.7 and WP 4 will organize workshops and meetings, in order to contribute to international events of exchange and confrontation among MED MS and between MED MS and non-EU countries.

- **Making use of the best available data and organise the sharing of information in an exhaustive way, necessary for maritime spatial plans, by using relevant mechanism and tools as INSPIRE and EMODNet (in line with article 10 of the MSP Directive).**

The project will facilitate the data use and the information and knowledge sharing necessary for maritime spatial plans, enhancing existing IT platforms/systems aimed to share data and information, and using existing tools to develop MSP data analysis. The WP 3 will address the main needs concerning data gathering and homogenization, in order to have a common dataset and information, finally needed to achieve a coherent implementation of MSP in the Mediterranean.

Besides the three macro-objectives described, some specific issues/challenges/gaps and objectives are listed below:

Issue/challenge/gap	Specific objective	Indicator	Unit/baseline value/target
Lack of explicit strategic objectives with a spatial dimension, driving local MSP plan (Italy)	Create vocational maps	Number of maps	n/0/9 (3 at different scales in each maritime area)
Lack of established/long-lasting cooperation mechanisms on MSP (Mediterranean level)	Support the establishment of permanent / multilateral consultation mechanisms	Number of meetings and/or workshops	n/0/6 (1 in each country)
MSP governance complexity (Greece, Malta)	Facilitate governance analysis	Number of studies/reports	n/0/2 (1 in each country)
Lack of homogenized data at a Basin scale (Mediterranean)	Create a common knowledge catalogue	Number of data catalogue	n/0/1
Lack of monitoring plans and indicators of performance on MSP (Greece – Mediterranean)	Suggest/recommend monitoring activities and indicators	Number of studies/technical reports/recommendations	n/0/1
Lack of studies/recommendations on MSP and Maritime Security	Suggest/recommend measures/guidelines	Number of studies/technical reports/recommendations/guidelines	n/0/1
Lack of real MSP testing on	Propose MSP testing exercises	Number of plans/testing/cases	n/0/6 (1 per country)

specific issues in transboundary areas		se studies	
Low awareness/engagement at national scale	Raise awareness on MSP, facilitate dissemination and diffusion of results	Number of meetings/publications/leaflets/communication materials	n/0/12 (2 in each country)

### 1.3 Project partners

The Consortium partners of the MSP-MED project have a strong and direct link with their MSP national Competent Authorities and have an extensive experience in Maritime Spatial Planning. The partnership of the project is composed by the following institutions:

- 1) CORILA (Consorzio per il coordinamento delle ricerche inerenti al sistema lagunare di Venezia) together with the University Iuav of Venice (IUAV) and the National Research Council, Institute of Marine Sciences (CNR-ISMAR) - Lead Partner/Coordinator
- 2) AFB (Agence Francaise pour la Biodiversite)
- 3) Shom (Service Hydrographique et Oceanographique de la Marine)
- 4) IEO (Instituto Español de Oceanografia)
- 5) UTH (Panepistimio Thessalias)
- 6) Planning Authority of Malta
- 7) YPEN (Ministry of Environment and Energy of Greece)
- 8) RRC Koper (Regionalni Razvojni Center Koper - Centro Regionale di Sviluppo Capodistria zavod)

### 1.4 Project budget

Project Total Budget: 3.135.916,25 €

Communication & Dissemination Total Budget (WP5): 355.656 €

### 1.5 Project WPs

The working breakdown structure of the project includes, besides the two coordination and dissemination WPs requested (WP1 and WP5), three core WPs, which directly respond to the call's requests:

- **WP2 – Setting-up of maritime spatial plans (Art. 6 and 8)**
- **WP3 – Data use and sharing (Art. 10)**
- **WP4 – Cooperation among Member States (Art. 11) and third countries (Art. 12)**



## WP1 Coordination & Management

### WP2 Setting-up Maritime Spatial Plans

T2.1 Italy: Vision, strategic objectives and vocation analysis for the Italian maritime areas

T2.2 France and Spain: Planning the offshore Gulf of Lion with respect to the ecosystems

T2.3 Spain: A pilot case for planning the Region of Murcia respect to the habitat conservation

T2.4 Greece: Development of a governance scheme and monitoring mechanism

T2.5 Malta: Governance for MSP

T2.6 Slovenia: Development vision, objectives and concept for Koper Bay

T2.7 Sharing experiences among countries

### WP3 Data use & sharing

T3.1 Building and sharing a common knowledge catalogue

T3.2 Data use and sharing in Italy

T3.3 Delivering an operational MSP Geoportal for Malta

T3.4 Data use and sharing in France

T3.5 Greece: Delivery of an Online interactive MSP platform

T3.6 Slovenia: Filling data gaps for Koper Bay area

### WP4 Cooperation among Member States and third countries

T4.1 Address transboundary issues of common concern

T4.2 Establishing a solid transboundary cooperation in MSP among bordering Mediterranean Member States

T4.3 Establishing transboundary cooperation mechanisms and instruments with third countries

## WP5 Communication & Dissemination

As a whole, the project proposes two types of activities targeting distinct spatial scales, by adopting a nested approach: activities to directly inform and feed the national MSP implementation processes; activities to support and guarantee a harmonised implementation across the whole basin through a transboundary approach (e.g. sharing of methodologies and experiences, sharing of data, shared analysis and discussion of transboundary issues). In WP2 and WP3, each country will develop activities addressed towards their national process, based on its progress stage, its specific needs (i.e. spatial demands, development potentials, conservation needs, requests from local communities and stakeholders), and the process established to prepare the maritime plans.

These combined approaches will allow to:

- Boost national processes in preparing and implementing maritime spatial plans;
- Share most MSP relevant information, particularly those having transnational relevance;
- Share multi-laterally how the MSP process in the MS is designed and implemented;

- Share and debate multi-laterally approaches, methodologies, tools adopted and used in different steps of the process;
- Promote discussion and identification of possible solutions to specific cross-border planning issues;
- Share and debate proposals and experiences of adaptive management for MSP;
- Propose and debate the most appropriate methods of evaluation and monitoring of the MSP plan; consider the possible synergies with other directives requirements;
- When/where possible consider the transnational component;
- Propose and debate the most appropriate methods to integrate and ensure synergies between MSP and the already existing framework of land use planning, especially along coastal areas.

On the other side, WP4 is meant to foster cooperation on MSP among Member States and with third countries in the Mediterranean. To achieve this objective, the WP is divided in three core activities:

- 4.1 Address transboundary issues of common concern at a basin scale level;
- 4.2 Establishing transboundary cooperation with Member States;
- 4.3 Establishing transboundary cooperation mechanisms and instruments with third countries.

The WP will allow to carry out joint activities and analysis on specific areas having transboundary issues and on selected topics and sectors with relevant transboundary content (e.g. conservation issues, maritime transport, leisure boating and yachting, safety etc.). The cooperation instruments will be mainly in the form of meetings and workshop distributed among the Mediterranean basin. A common methodological framework will be adopted for all the transboundary activities and sub regional workshops will facilitate capitalization and dissemination events.

## 2. The Communication Plan (CP) of the MSP-MED project

A budgeted communication and visibility plan is included in the MSP-MED project as in any EU-funded or co-funded action, highlighting the external communication activities that need to take place at key stages in the life of the project.

The MSP-MED project's WP 5 ("Communication & Dissemination") focuses on communication tasks and is based on horizontal activities within the project structure, as it affects other tasks throughout the project.

The Communication Plan (CP) of the MSP-MED project is developed during the initial stage of the project and it will be updated every 6 months, in order to better address the targets of communication activities and to give partners the possibility to add new communication and

dissemination opportunities in order to facilitate the exchange of experience and good practices across sea basin, to foster and enhance the European dimension of MSP.

The main characteristics for a complete and consistent Communication Plan include the following (but are not limited to):

- Starts at the outset of the action and continues throughout the entire lifetime of the project;
- Is strategically planned and not just be ad-hoc efforts;
- Identifies and sets clear communication objectives;
- Is targeted to audiences that go beyond the project's own community including the media and the public;
- Chooses pertinent messages;
- Uses the right medium and means (e.g. working at the right level - local, regional, national, EU-wide, international);
- Uses the right ways to communicate - one-way exchange (website, press release, brochure, social media etc.) or two-way exchange (exhibition, conferences and seminars, online meetings, workshops etc.);
- Where relevant, includes measures for public/societal engagement on issues related to the action;
- Is proportionate to the scale of the action.

## ***2.1 Communication and dissemination objectives***

The Communication Plan (CP) of the project is oriented both to technical and institutional bodies but also to a wider public to guarantee a growing awareness on Maritime Spatial Planning and marine related issues/opportunities in the Mediterranean and European contexts. The CP identifies the best strategies and tools to address the targeted audience, having also in mind who the Competent Authorities are likely to engage in the implementation of the MSP Directive.

The main objectives of the communication and dissemination activities will be the following:

- **Raising awareness on the project activities and the benefits of MSP implementation;**
- **Ensure a long-lasting and straight forward communication among the partners of the project;**
- **Engage target groups in dialogue in order to receive input and feedback from different stakeholders;**
- **Clearly communicate the project's outputs, deliverables and activities;**
- **Clearly communicate eventual criticisms and obstacles encountered;**
- **Raise awareness on marine related issues and best practices.**

Moreover, in the MSP-MED project, three types of communication are identified (A, B and C), under which the following objectives have been identified:

## A. Internal communication among project partners

- Optimize the flow of general communication between partners according to the management structure;
- Maximize synergies and communication within Work Packages (WPs);
- Provide documentation nimbly to the Communication Team to widely spread the project results / activities.

## B. Communication between MSP-MED and the European Commission

- Facilitate communication with the European Commission on the progress and project results.

## C. External communication

- Inform the target audience on the scope and objectives of the project, the reason for its creation, on the partners and the expected results and expected impacts;
- Disclose progress and partial results obtained along the project;
- Promote participation in spreading the project through project, institutional and personal profiles on social networks;
- Communicate the project results and conclusions once the project is finished;
- Facilitate a pro-active environment between practitioners and researchers beyond the project.

The Communication Plan will be active for the entire project's duration to assure: (i) visibility and raise awareness towards relevant target groups; (ii) dissemination and transfer of action's results; (iii) transparency of the allocated funds; (iv) visibility at EU level.

## **2.2 Target groups**

In this section the target groups are defined from the perspective of the Communication Plan. Target groups have direct/indirect benefit from the project outputs and results in the short or long term and are an essential support for achieving the project outcomes. The target groups include (but are not limited to):

- **Policy makers, Competent Authorities, Public Administrations and Committees** at different levels (local, national and international) with responsibilities for marine-related activities and conservation both from EU and non-EU Med countries;
- **Stakeholders, right holders, coastal and maritime users**, including economic activities and environmental interests, in particular in regional or cross-border contexts;
- **Marine related bodies at regional scale** who are already engaged in transboundary cooperation and offer structures and networks for communication and dissemination;

- **Universities, research centres and schools** dealing with relevant topics in the Mediterranean basin;
- **The academic marine management and MSP community** (e.g. Marine Spatial Planning Research Network, MSP Platform, JPI Oceans, Unesco-loc etc) in order to contribute to current dialogue on MSP;
- **The general public, including citizens and NGOs.**

Each target group will be approached according to specific requirements and in line with the general communication plan rule: raising of the awareness on the project content and project goals, dissemination of information on what is going to be done within the project and assurance of the explanation of the details of interest for the audience.

According to Project Management Institute, 20% of unsuccessful projects are related to ineffective communication. The challenge is to bridge the gap between what is being communicated and what is received by the audience. To do so, clarity, communicated in the language of the audience and appropriate settings or media are considered as key factors in the MSP-MED communication plan.

According to that, MSP-MED project will take special care not only to the target audiences identified above, but also to their geographical origin in order to adapt the message as much as possible.

## ***2.3 Tools for the communication plan***

The MSP-MED Communication Plan (CP) is based on two areas of communication: A) internal communication and C) external communication.

### **A. Internal Communication**

Aims at improving the communication among partners and to provide tools to the partners to collaborate in the external communication. The activities and tools foreseen are:

- **E-mail and telecommunication software providing voice calls and video chat:** for daily or periodic communication;
- **Communication team:** made from a representative of each Project Partner to support communication activities that partners should accomplish;
- **Project meetings:** to share objectives, budget, schedule, scope, outcomes, impacts, etc. and provide partners with appropriate skills and tools for communicating the project;
- **Communication guidelines:** explaining procedures, tools, settings, etc.

### **C. External Communication:**

Whose target audience is “External audience directly related to the project results” and “General audience”. In this context, the MSP-MED project foresees the creation of friendly dissemination material that encourages the audience to get familiar with the project, such as:

- **Coordinated visual identity:** logo, templates, project infographics, layouts;
- **Brochure:** for explaining the project and for the project results;
- **Videos (eventually):** focused on “best practices”, with animation and infographics;
- **Roll-up (eventually):** for events and conferences;
- **Website of the project:** explaining and updating on the project activities;
- **Social Media profiles:** Facebook, Twitter, Instagram, LinkedIn;
- **Newsletters on project progress:** for update on project activities;
- **Posters (eventually):** to be shown in conferences and events;
- **Media or Press Releases:** for institutional and broader involvement

Moreover, live events, face-to-face meetings, workshops and trainings are part of the MSP-MED project and could facilitate reaching the target audience and will be the occasion to deliver some of the material described above.

## *2.4 Coordinated visual identity*

The visual identity concept embodies any visual element that is associated with an organization, project and enterprise. This includes identifying symbols, logos, or graphic representations creating a sort of 'branding' associated with the project and its activities. The value of a visual identity, lies in maintaining consistency through repeated use of the project's name and symbols.

A coordinate visual identity for the project has been prepared according to the EC guidelines. It includes the project's logo, templates for documents, leaflets and Powerpoint presentations. It will be used by all partners along the project in every communication and dissemination activities.

### 2.4.1 Logotype

A Logotype has been created for the project together with a user manual, with all the characteristics of the logo, its different variations and instructions for usage. Below some of the characteristics of the logotype chosen for the MSP-MED project.

a) Pictogram  
Two triangles crossing  
each other that generate a stylized M



b) Lettering  
In lowercase using the Raleway font, but  
with bold MSP and MED in regular to optically  
underline the division of the name into two words

**m****s****p**med

c) Logotype  
The pictogram / lettering combination defines  
the logotype in its full and color meaning



## Pictogram construction

Shape & Symbolism



compass



needle



2 triangles



combination



"m"



Violet



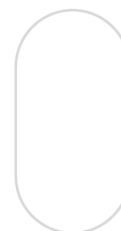
Blue



Green water



Dark Blue



White

### CMYK

C 72%  
M 64%  
Y 0%  
K 0%

C 85%  
M 67%  
Y 0%  
K 0%

C 52%  
M 0%  
Y 4%  
K 0%

C 100%  
M 91%  
Y 43%  
K 50%

C 0%  
M 0%  
Y 0%  
K 0%

### HEX

#7568fc

#3756f1

#78d3f4

#141f40

#ffffff

### RGB

R: 117  
G: 104  
B: 252

R: 55  
G: 86  
B: 241

R: 120  
G: 211  
B: 244

R: 20  
G: 31  
B: 64

R: 255  
G: 255  
B: 255

## 2.4.2 Templates

Document and PowerPoint layouts have been prepared in order to be used by the partnership for presentations and project's deliverables. Below some examples of templates.





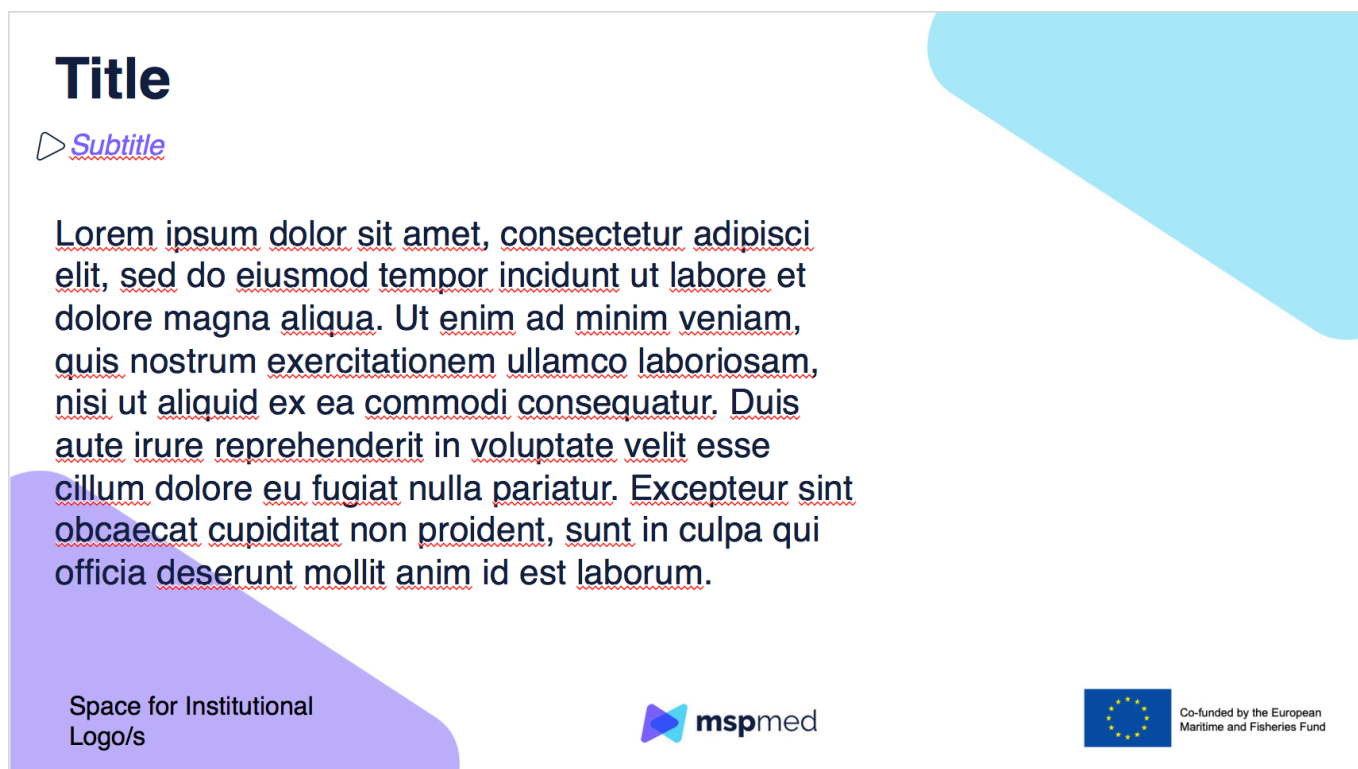
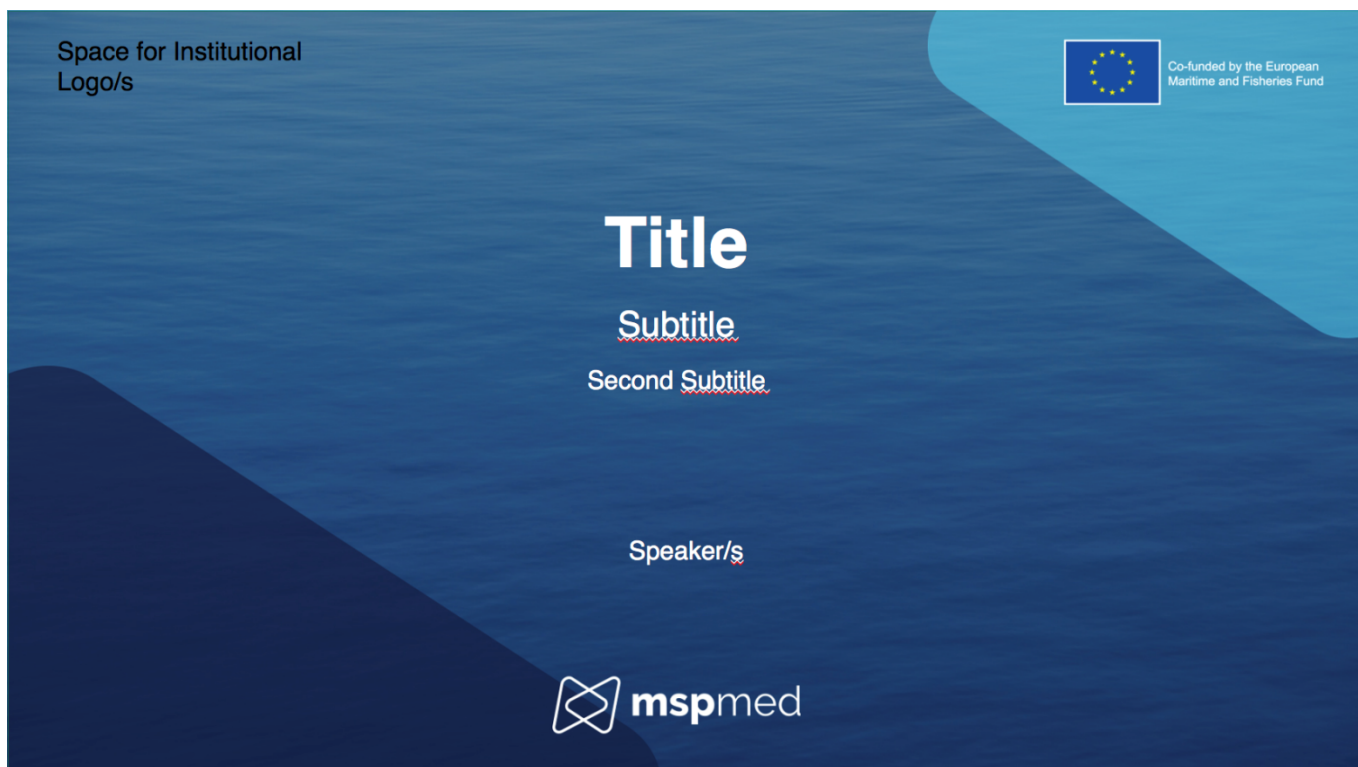
**Title**  
Subtitle

Author/s



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### 2.4.3 Partners' Logos

Below the partners' logos, that will be used for every communication and dissemination material.



**CNR  
ISMAR**  
ISTITUTO  
DI SCIENZE  
MARINE

I  
- -  
U  
- -  
A  
- -  
V

Università Iuav  
di Venezia



**OFB**  
OFFICE FRANÇAIS  
DE LA BIODIVERSITÉ



L'océan  
en référence



INSTITUTO ESPAÑOL DE OCEANOGRAFIA 1914



MINISTRY OF  
ENVIRONMENT  
& ENERGY



UNIVERSITY OF  
THESSALY



PLANNING AUTHORITY

## 2.5 Project's website

The project's website (in English), will have a double task: to document project activities, results and outputs and to share with the EC and the general public, stakeholders and institutions the deliverables and communication material produced. CORILA will be in charge of regularly updating the project's website and all the Project Partners will actively contribute with the needed material. Each partner should define a communication officer or referent to facilitate the exchange of information and communication materials/contents, and all the partner's respective website should have a dedicated section for the MSP-MED project.

The website will include a workspace and will be continuously updated on project events, deliverables, activities and news related to MSP. The website will be compliant with the Web Content Accessibility Guidelines 2.0, and level AA will be guaranteed.

The website will also have the following characteristics:

- a reserved area (for uploading of documents, reports etc.);
- a news area constantly updated;
- direct connections to the project's and partner's social media pages;
- possibility of independent editing of the website by members of the project;
- long-term sustainability (web license > 5 years);
- connection to EASME website and MSP Platform website/social media channels.

The domain [www.mspmed.eu](http://www.mspmed.eu) has been registered and will accommodate the version 1.0 of the project website. Updated versions of the website will be released during the project duration. In any case, the website will have a dynamic section, able to accommodate the main project results, as soon as they will be ready. A proper connection with the EU MSP Platform website will be implemented, whether the EC will continue to promote this initiative. The further challenge is to give visibility to the project's results within the national MSP process of each country. This would guarantee a quicker and wider diffusion and would be key to maximise the project impact.

## 2.6 Social media

In order to publicise project activities, the use of social networks is foreseen (Facebook, LinkedIn groups, Twitter, Instagram), using also the existing partners' infrastructures. The social media accounts of the project will be managed by CORILA with the help of all partners and in parallel, each partner will share these contents and/or others on its own social media accounts. All partners will contribute to communication activities with particular attention to the communication within each country.

A vibrant media communication strategy will follow the projects' lifetime, to ensure to all activities and outputs a higher visibility and impact on all target groups involved inside and outside the Programme territories.

Also social media guidelines have been produced to facilitate the sharing of information on social media channels from partners.

### 2.6.1 Social Media Guidelines

The guidelines are meant for facilitating the sharing of contents, images, documents on the social media channels of the MSP-MED project and improve the overall visibility of the project/partners. The following rules for publishing contents have been provided to all the partners:

- **Images/Photos/Pictures:** Photos / images / pictures must have a minimum resolution of 500x500 px. Possibly without graphics and/or logos. All the graphics and visual part will be inserted and added during the graphic realization of the post. Please specify if you wish to have your institutional logo (or others).
- **Text:** Together with the visual component it will be necessary to attach a text that explains and tells what the post must communicate / explain / disseminate. As far as Twitter is concerned, the maximum number of characters that can be used are 280, for all the other social networks there is no real maximum limit.
- **Credits:** Specify, for each social media channels in the case it is needed or requested, the reference 'tag' of any person, page, institution and body that need to be mentioned. Credits are necessary above all in the event of 'appropriation' of content from third party social pages (Be aware the tags are different from the respective social networks).
- **Date:** In the specific case in which a post or news to be communicated must be published with a certain urgency, for example during an event, please communicate it clearly in advance in order to organize in time the communication.
- **Link:** In the specific case in which a post or news to be communicated should redirect users to an external link or site, please specify the link properly.

### 2.6.2 Social Media Campaigns

The following social media campaigns will be developed during the project duration, in order to have thematic sections and overall organize social media communication. Each section represents a specific topic and the following categorization is a way to show everything that surrounds and embraces the MSP-MED project as a whole.

The proposed materials will be a tool to disseminate all the information of the project to both insiders and outsiders. Precisely for this reason, sections have been chosen in order to raise awareness and bring people close to the world of the sea and not only those who actively participate in the project or work within MSP processes. The social media campaigns will be focus on the following sections:

- **Communications:** All institutional and general communications related to the project. Workshops, results and news, but also communications related to possible partnerships.

- **News:** All articles and sectorial information that represent a novelty or an objective achieved in the field of reference. This is both to inform users and to become a point of reference among the social media in the MSP field.
- **Events:** Communications about the dates and the course of the events, with special attention to them, showing all the necessary information.
- **Data:** Information related to the world of the sea, its fauna and flora, but also regarding uses and activities, pollution, etc. through the use of data and graphics that can help to raise awareness and involve users.
- **Pictures:** Evocative pictures of the sea, its places and all its facets. Telling with more attention, clearly, the Mediterranean and all the countries mainly involved in the project.
- **Infographics:** Using the visual identity of the project will be created, thanks to the use of data collected and provided by the partners, infographics that can summarize and explain the information in the best possible way, with clarity and simplicity.
- **Quotes:** Within a graphic format, quotations about the world of the sea and extracts from books or poems about it will be published. Some simply placed in the frame for the quotations, others using evocative photos as background.
- **Quiz:** One of the means to raise awareness and inform more users is the quiz in the stories of Instagram. It will be offered to users interactive closed-ended or open-ended quizzes on topics related to the environment, the sea, policies, etc. in a timely manner.
- **Videos:** Extrapolated documentaries or repost of other pages about the world of the sea, quoting and tagging the creative realities of the content.
- **Global Goals:** Special attention will be given in helping the project support Global SDGs especially regarding number 14, 'Life below water', without neglecting the other goals that may fall within the sphere of attention of the MSP-MED project.

## ***2.7 Promotional material (leaflets, brochures, newsletters, pictures; press releases)***

Information leaflets will be produced and distributed through the website in PDF and during conferences in a limited number of printed copies (1000) available for distribution during project events. At least two different leaflets are foreseen along the project. Three newsletters will be prepared every six months and distributed in PDF through the website and through national institutional networks.

## ***2.8 Events and workshops***

One of the core activity of the project is the implementation of different workshops and training among the projects WPs (WP2, WP3, and WP4). These workshops will be also essential for supporting the project's and partners' communication, dissemination and visibility overall. Workshops will be of different typologies and will involve a broad number of stakeholders, right holders, institutions and interested parties.

- Technical



- Bilateral
- Pan-Mediterranean
- National



## 2.9 Monitoring and evaluation

The communication plan will be updated every six months in order to monitor progress in communication and dissemination activities, eventually modify and adjust communication channels and improve overall visibility of the project, the EU and the partnership. The following indicators will be used for the evaluation of the CP.

Indicator	Audience	Objective
Trends in website visits	External technical audience and general audience	2.000
Number of followers in the Social Media (total)	External technical audience and general audience	600
Number of brochures distributed	External technical audience and general audience	500
Number of events	External technical audience	6