D41 – Communication Plan

Co-funded by the European
Maritime and Fisheries Fund

Project Full Title	Towards the operational implementation of MSP in our common Mediterranean Sea
Project Acronym	MSP-MED
Gant Agreement Nr.	887390
Project Website	www.mspmed.eu

Deliverable Nr.	D41
Status (Final/Draft/Revised)	Revised
Work Package	WP5 – Communication & Dissemination
Task Number	5.2 – Communication Plan
Responsible Institute	IUAV
Author/s	Niccolò Bassan
Recommended Citation	
Dissemination Level (Public/Partnership)	Public

Document History			
Version	Date	Modification Introduced	
		Modification Reason	Modified by
1	04/08/2020		
2	10/08/2020	Corrections and Typos	SHOM and ISMAR-CNR
3	20/02/2021	6 months update	IUAV and CORILA

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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 specific issues in transboundary areas	Propose MSP testing exercises	Number of plans/testing/case studies	n/0/6 (1 per country)
Low	Raise awareness	Number of	n/0/12 (2 in each

awareness/engagement at national scale	on MSP, facilitate dissemination and diffusion of results	meetings/publications/leaflets/ communication materials	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) OFB (Office 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-Ioc 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

mspmed

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

mspmed

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

Msp-Med
Towards the operational implementation
of MSP in our common Mediterranean Sea

Space for Institutional
Logo/s

Title

Subtitle

Second Subtitle

Speaker/s

mspmed

Title

▷ *Subtitle*

Lorem ipsum dolor sit amet, consectetur adipisci elit, sed do eiusmod tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullamco laboriosam, nisi ut aliquid ex ea commodi consequatur. Duis aute irure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obcaecat cupiditat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Space for Institutional
Logo/s

mspmed

2.4.3 Partners' Logos

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

Msp-Med
Towards the operational implementation
of MSP in our common Mediterranean Sea

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2.5 Project's website

The project's website (in English), has 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 is 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 includes a workspace and is continuously updated on project events, deliverables, activities and news related to MSP. The website is compliant with the Web Content Accessibility Guidelines 2.0, and level AA has been guaranteed.

The website has 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 was registered and accommodated version 1.0 of the project website. Updated versions of the website have been released during the project duration. In any case, the website has 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 has been 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.
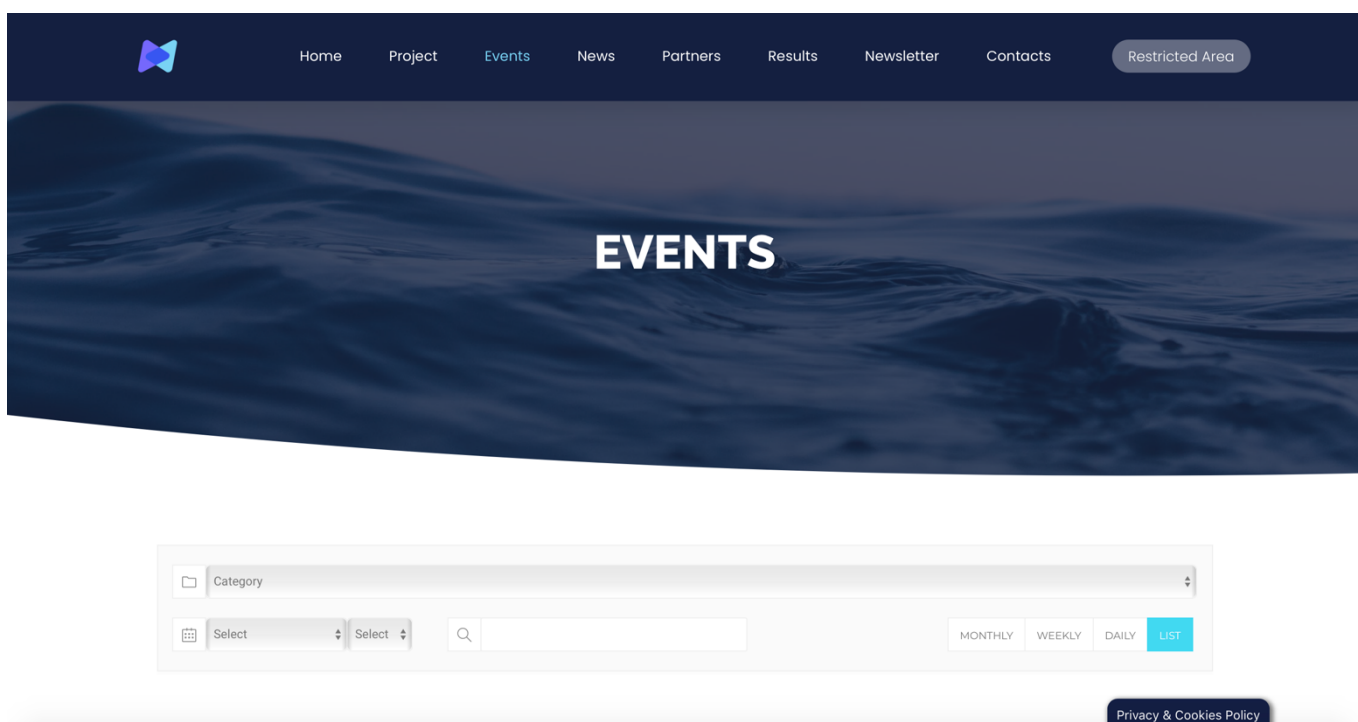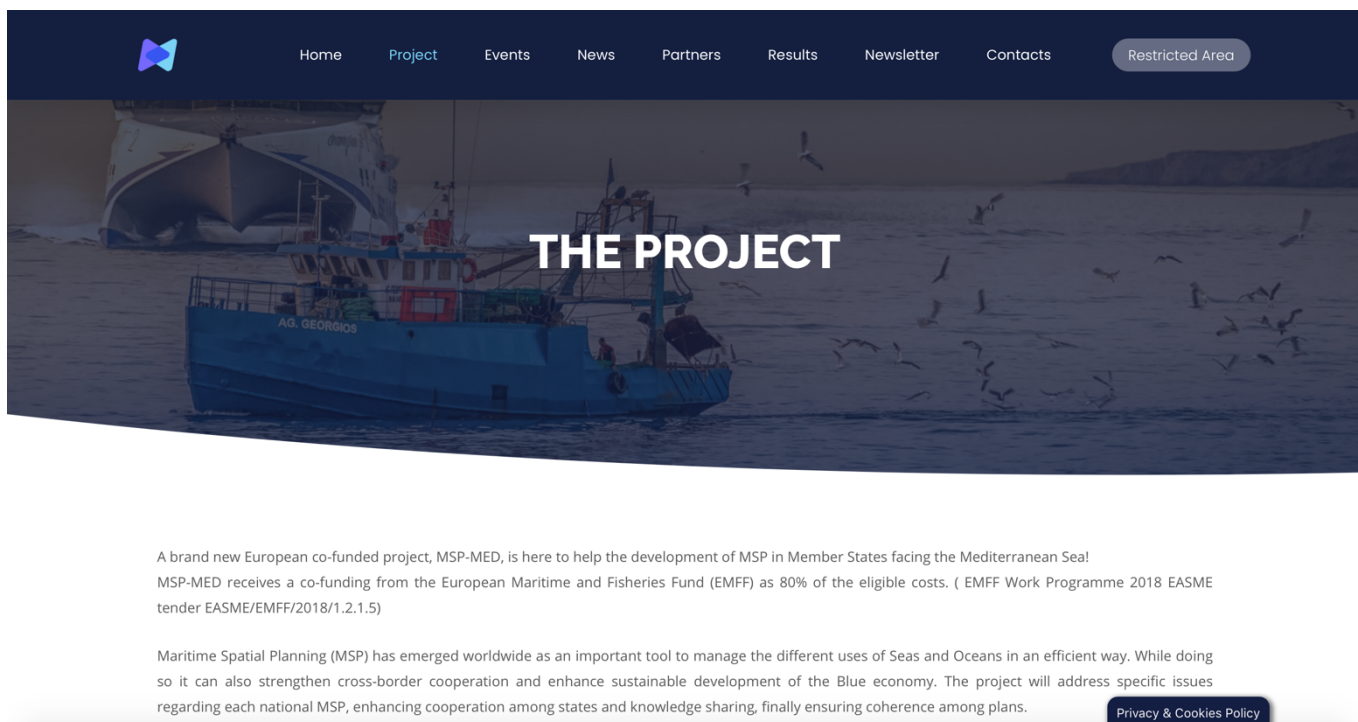
The MSPMED website version 2.0 was successfully delivered on September 2020 and shared with all the partnership. The website (www.mspmed.eu) is subdivided in different sections such as:
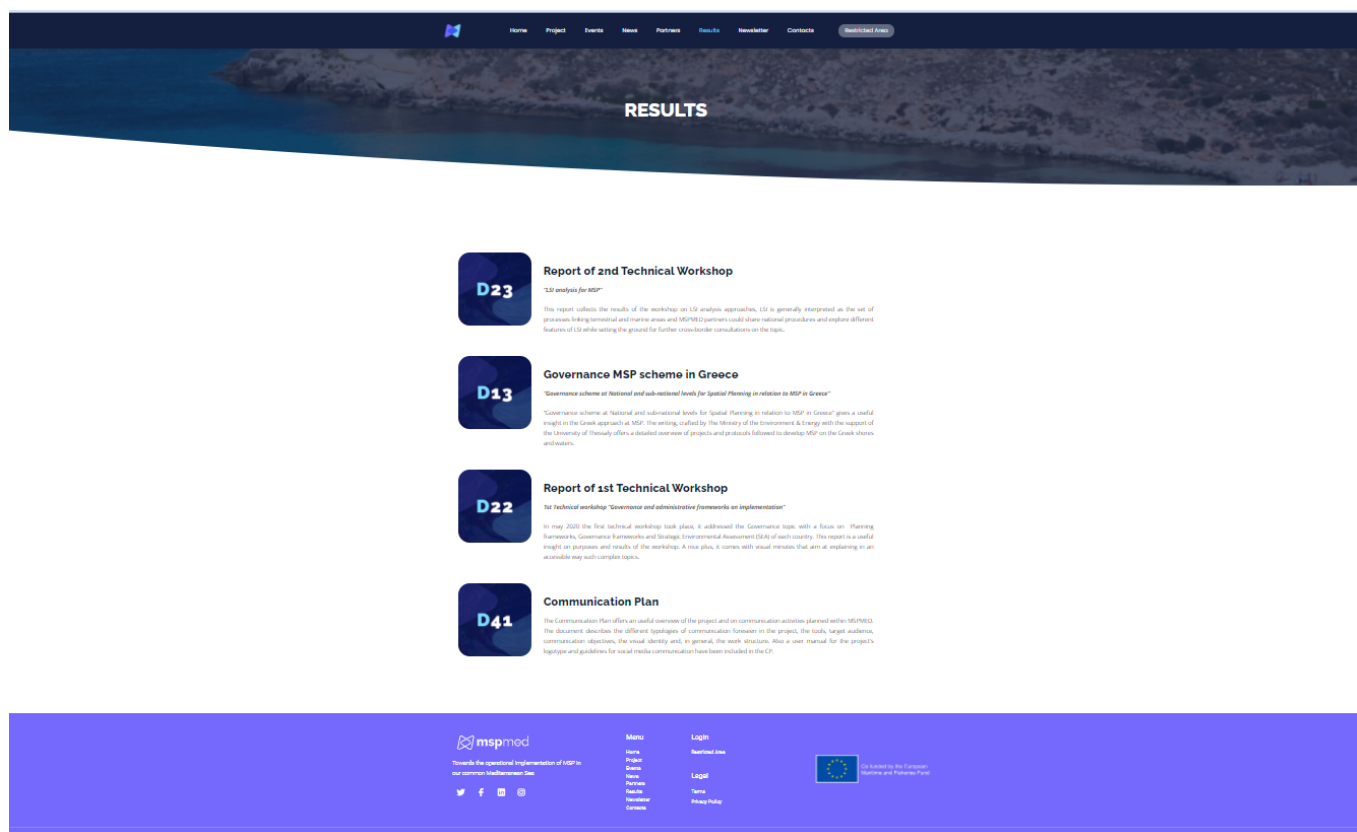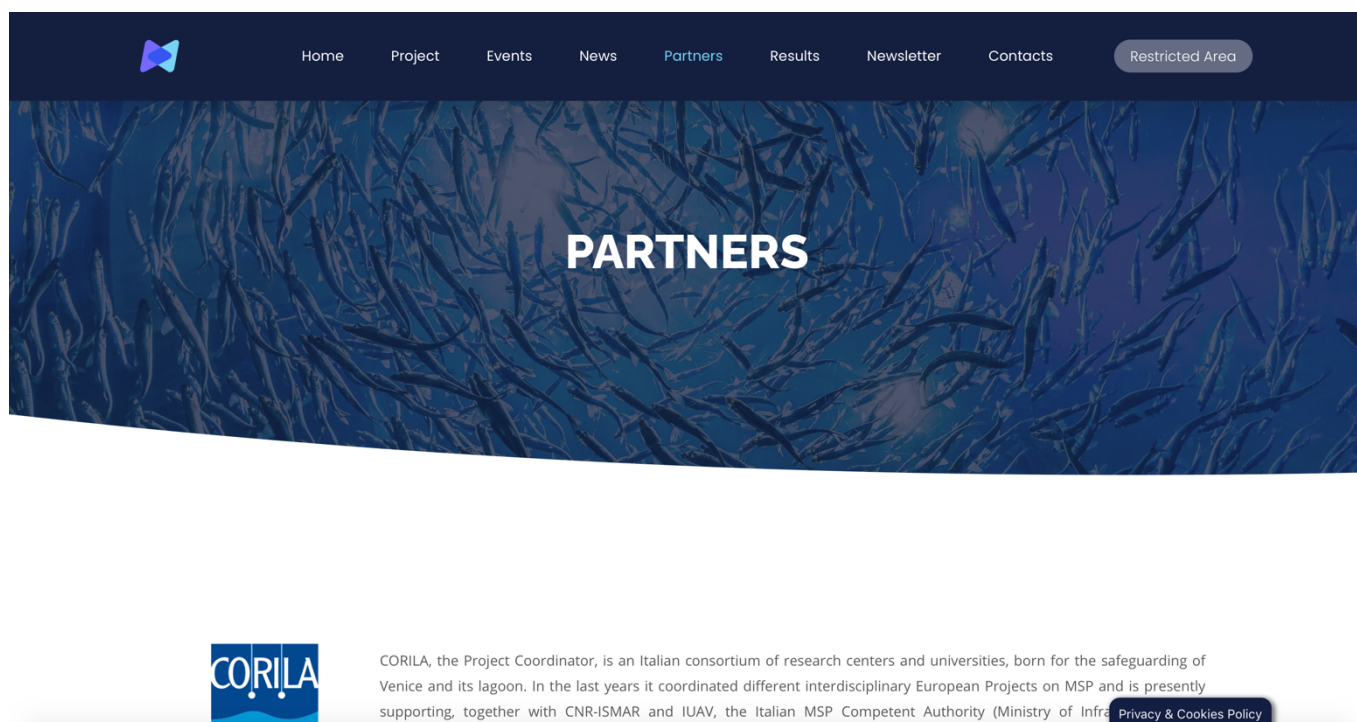
- Home
- Project (summarized description of the project)
- Events (calendar and description of events)
- News (news and tweets of the project)
- Partners (short description of each partner and links to institutional websites)
- Results (deliverables of the project)
- Newsletter (inscription module)
- Contacts (information and form on how to contact the coordinators)

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Msp-Med
Towards the operational implementation
of MSP in our common Mediterranean Sea

- Restricted area (dedicated area for the partnership)

Below some images and screenshots of the website:

THE PROJECT

A brand new European co-funded project, MSP-MED, is here to help the development of MSP in Member States facing the Mediterranean Sea!
MSP-MED receives a co-funding from the European Maritime and Fisheries Fund (EMFF) as 80% of the eligible costs. (EMFF Work Programme 2018 EASME tender EASME/EMFF/2018/1.2.1.5)

Maritime Spatial Planning (MSP) has emerged worldwide as an important tool to manage the different uses of Seas and Oceans in an efficient way. While doing so it can also strengthen cross-border cooperation and enhance sustainable development of the Blue economy. The project will address specific issues regarding each national MSP, enhancing cooperation among states and knowledge sharing, finally ensuring coherence among plans.

Privacy & Cookies Policy

Home   Project   Events   News   Partners   Results   Newsletter   Contacts   Restricted Area

EVENTS

☐ Category

📅 Select ⇕   Select ⇕   🔍   MONTHLY WEEKLY DAILY LIST

Privacy & Cookies Policy

During this period the following contents were uploaded to the website as news and events:

Msp-Med
Towards the operational implementation
of MSP in our common Mediterranean Sea

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- MSPMED Alive and Kicking!
- Delivery of D41 Communication Plan!
- Delivery of D22 1st Technical Workshop Report!
- 2nd Technical Workshop announced!
- Surveys
- Delivery of D13 Governance MSP scheme in Greece
- Delivery of D23 2nd Technical Workshop Report!
- MSP Challenge workshops for Italy!
- 3nd Technical Workshop announced!

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 outsides. 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.

The social media communication was organized in order to have a continuous amount of contents to be published following the above mentioned themes and campaigns. The frequency was on a basis three posts per week and some extraordinary ones for specific events. Below some examples of the categories and campaigns proposed during the last months:
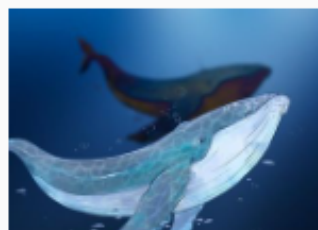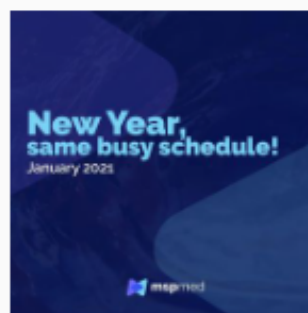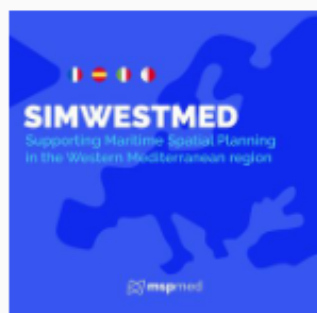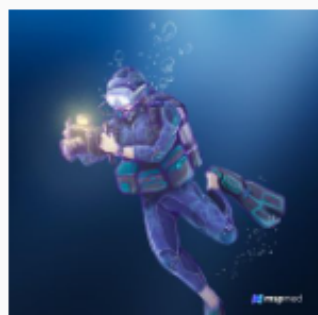
Project dissemination

The social media communication started by describing the project, its main aim, and the partners in a general way. One post per week was dedicated to getting a deeper insight of the project according to the following categories:
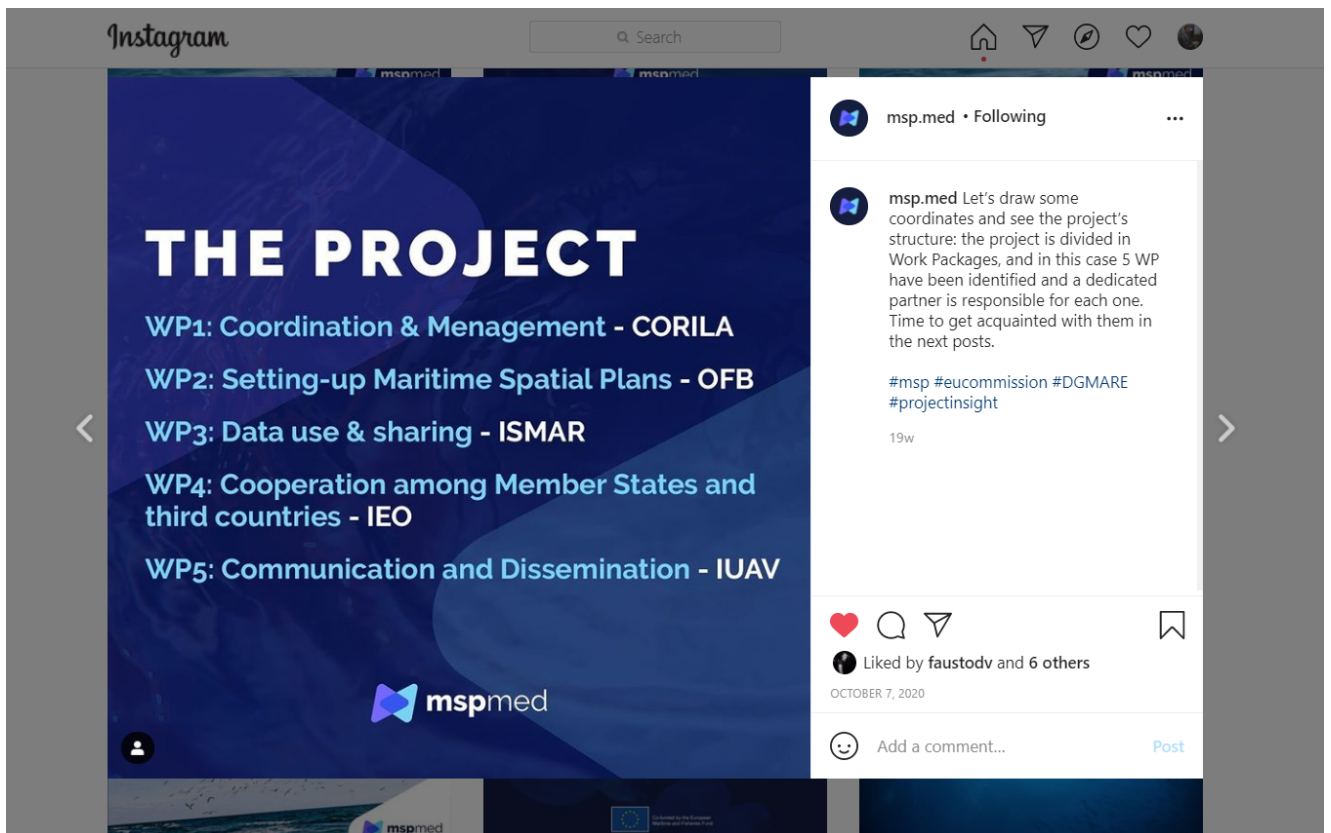
A) Partners

All the project partners were presented and publicized by giving a short description of each institution, their involvement in the different national MSP processes and providing links to their websites and social media pages.
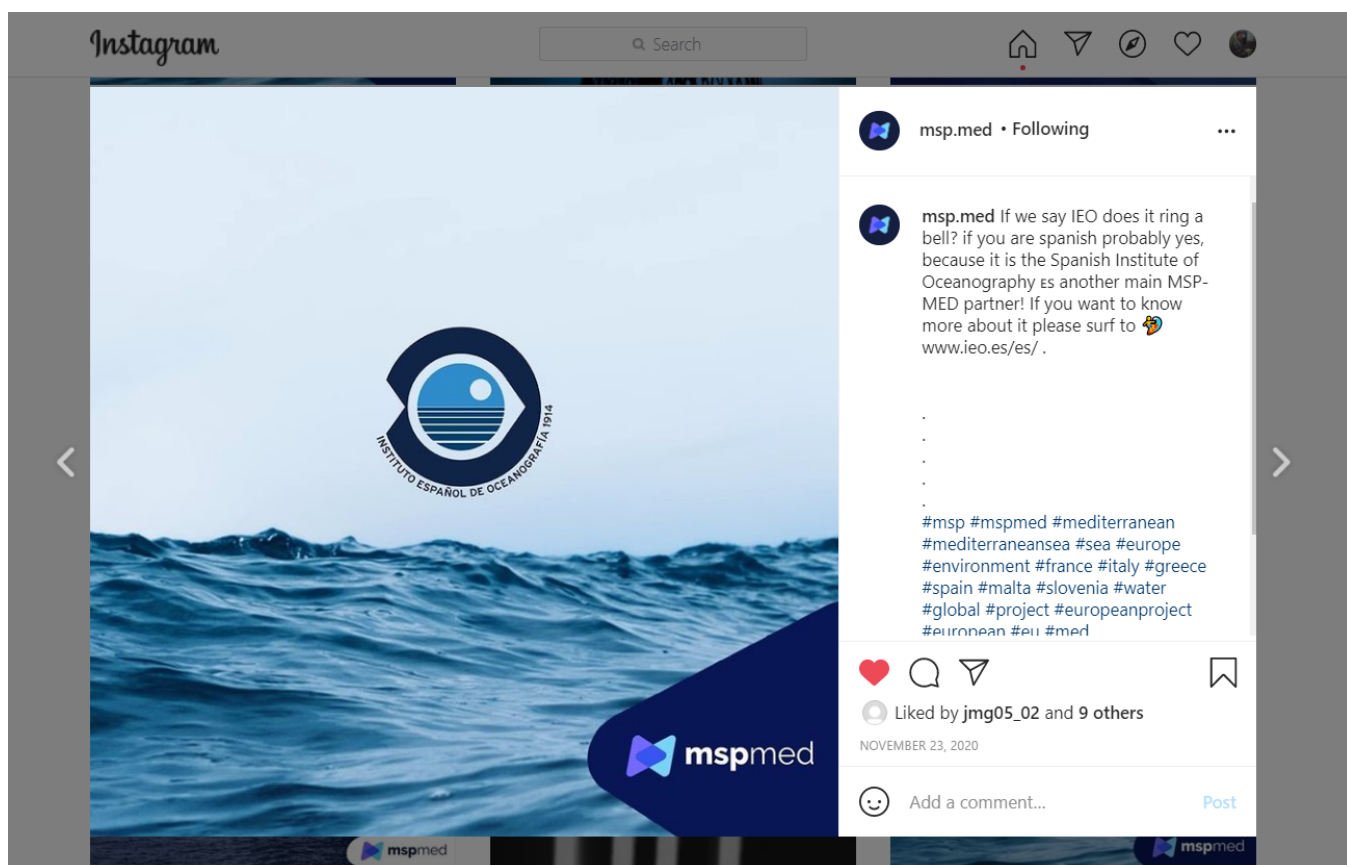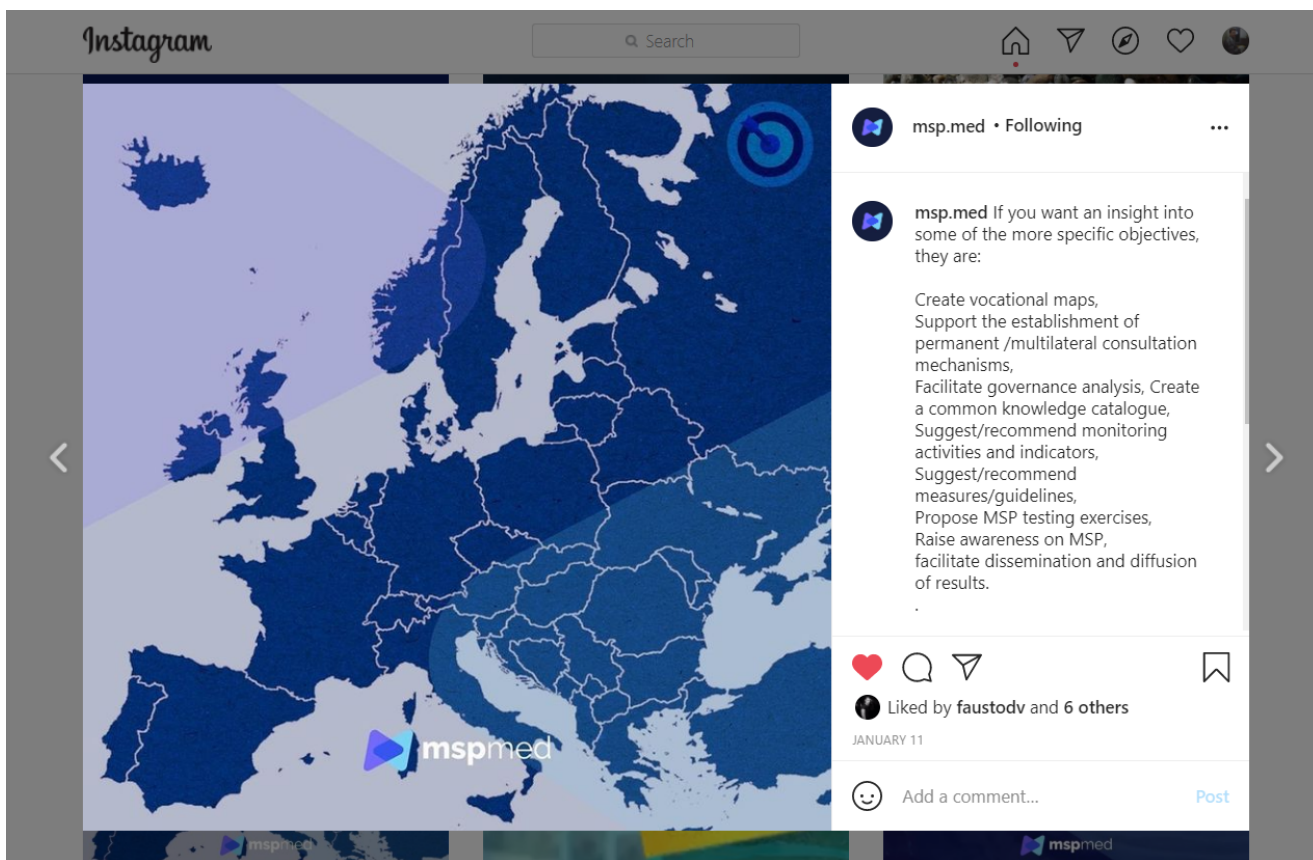

B) Structure

The project structure was presented with a dedicated visual output, reporting the work package main structure and entitled partner. The partners were tagged in the caption and a short description of the tasks required to fulfil the package was given.
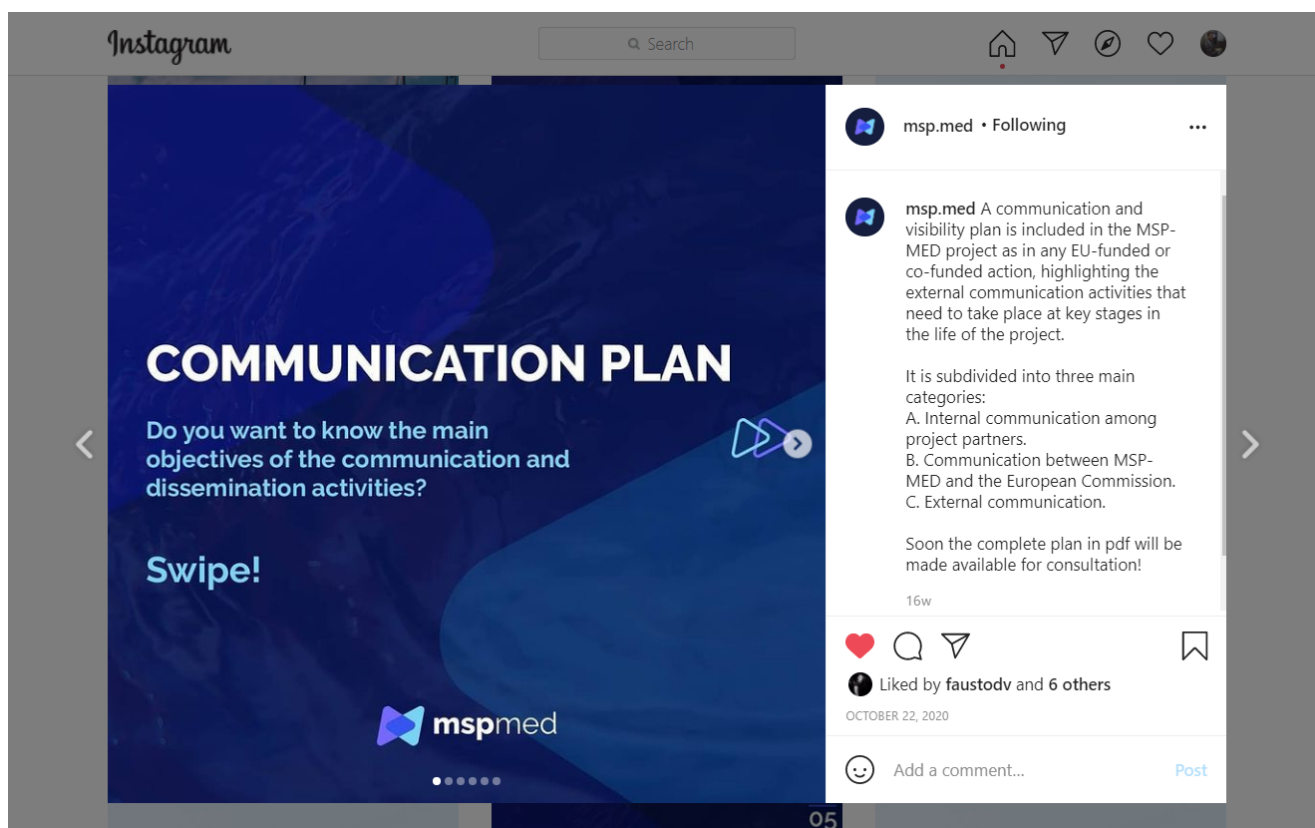
C) Objectives

The main objectives of the project were disseminated through dedicated visuals and captions, tagging the partner responsible for each goal.

D) Communication plan

The communication plan's structure was presented, with a visual and a caption describing its main goals and involved partners.

E) Deliverables

Once the deliverables were completed and made publicly available on the dedicated section of the website (Results), posts advertised the delivery and included a link to the webpage for a quick download of the documents.
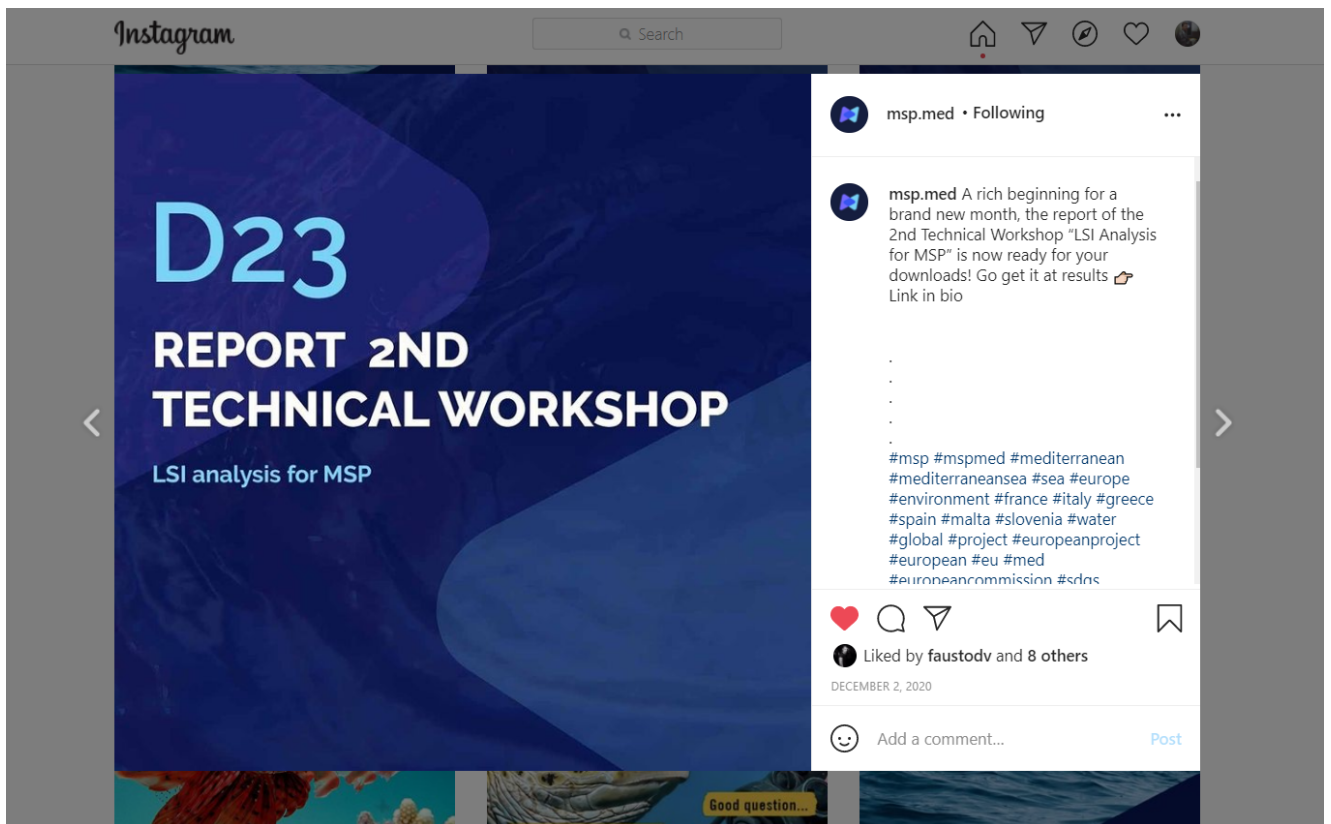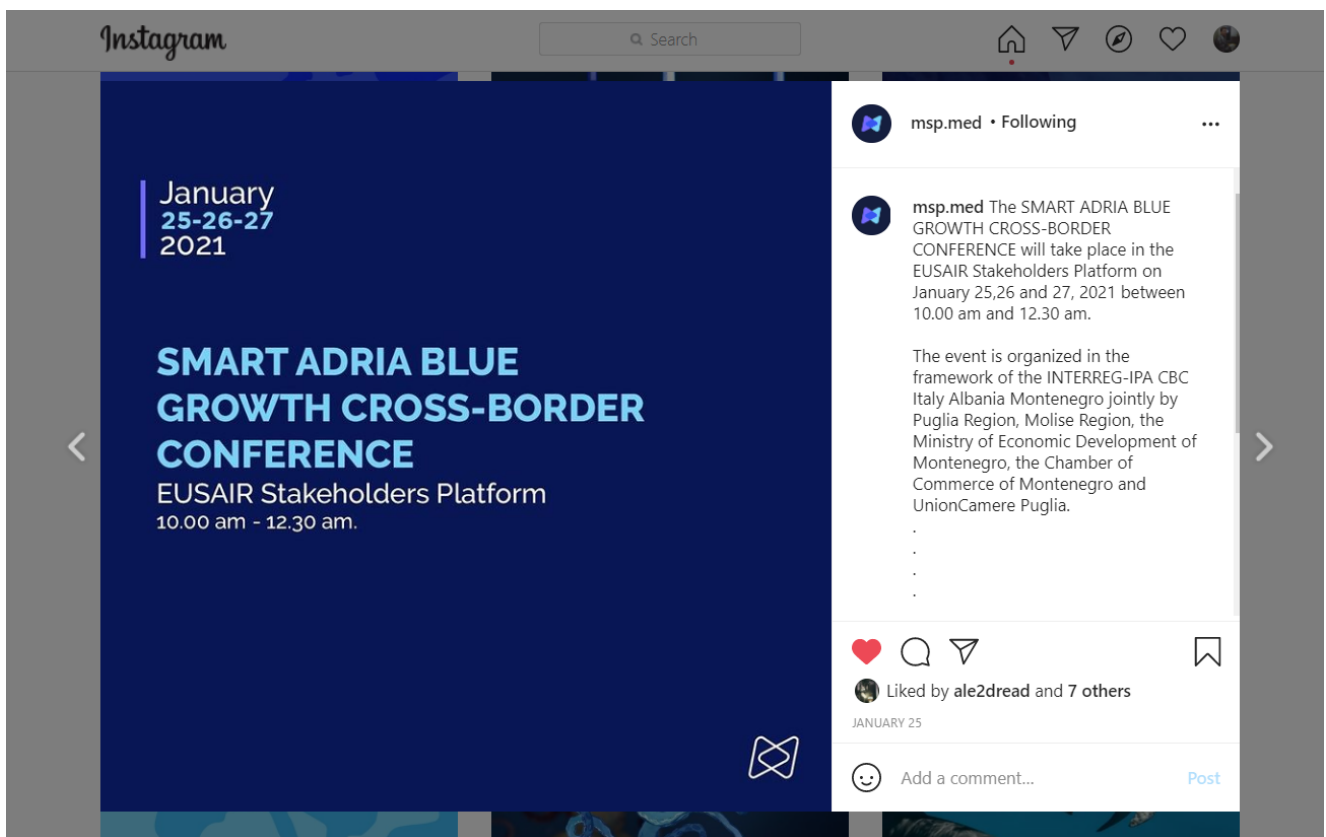
F) Events

Every event that took place in the extended framework of the project was advertised: especially the technical workshops and meetings for national plans.

A dedicated poster was created, showing the date, hour and title of the event, and posted a few days before the event.
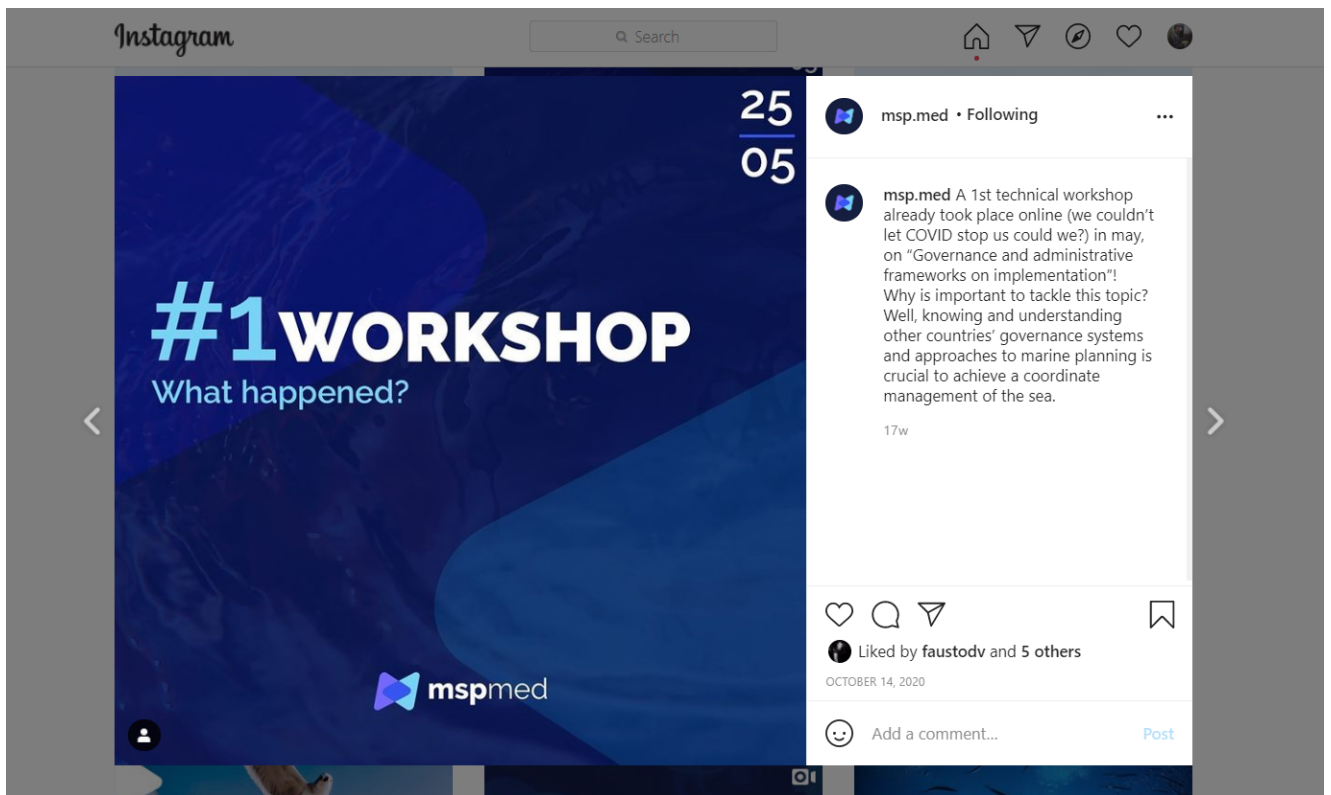
G) Events from other relevant projects

Also events from other relevant projects were advertised. In this case a distinctive visual was proposed to distinguish them from events within the MSPMED framework.

H) MSP in the MED

As part of the presentation of the MSP state of the art in the Mediterranean basin, the main and more recent initiatives that took place in the area were presented.

The selection fell on the events that still have an active website and social presence, a short caption described the main aims of the projects and provided a link to the website of the initiative. List of promoted initiatives (up to date):

- SUPREME
- SIMWESTMED
- MUSES
- BLUEMED
- MEDTRENDS
- MSP Global Pilot Project: West Mediterranean
- Portodimare
- Coevolve4BG
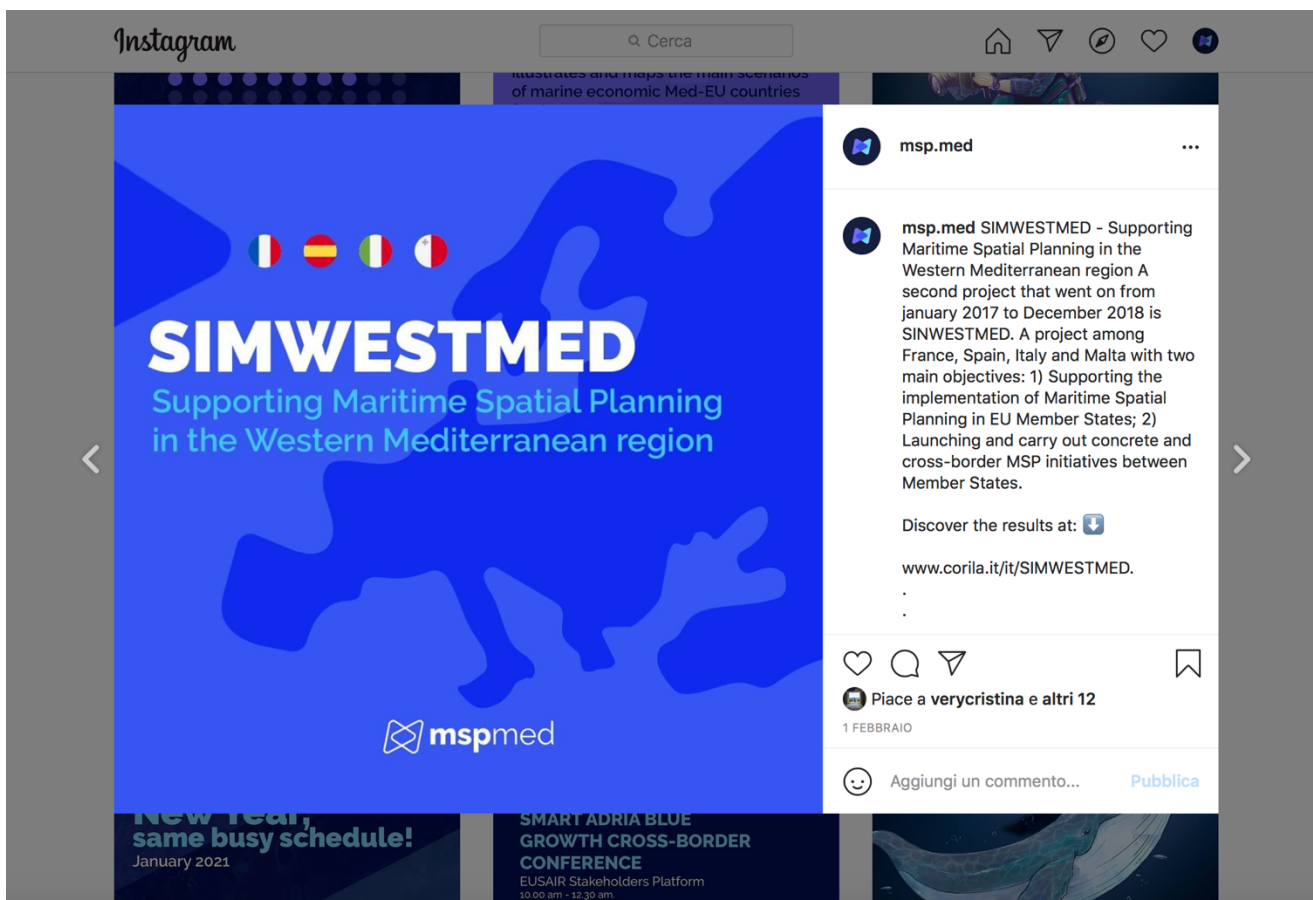
I) MSP dissemination

The dissemination focused on the main features of the MSP process. The goal was to convey in a short caption and a synoptic image an outline of some basic assets and sectors involved in the MSP process (e.g. fisheries, wind farms) or actions that take place within the MSP process, such as stakeholder involvement or spatial allocation of activities.
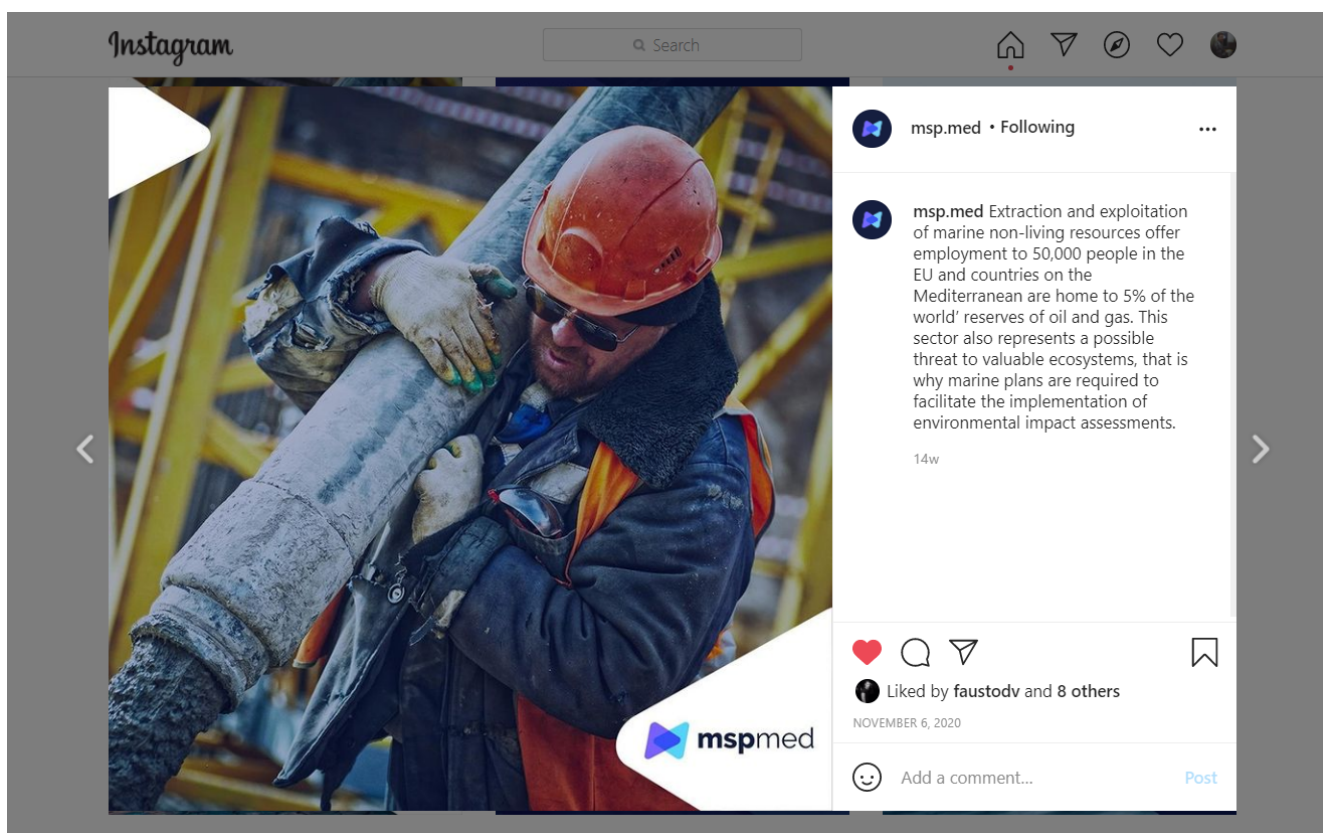
J) Science and technical communication

As required by the initial Communication Plan a dissemination on marine and maritime issues was carried out, for instance proposing data, from institutional sources, on the Blue Economy and environmental issues. Part of this category covered issues such plastic pollution and overfishing throughout infographics or reposts.
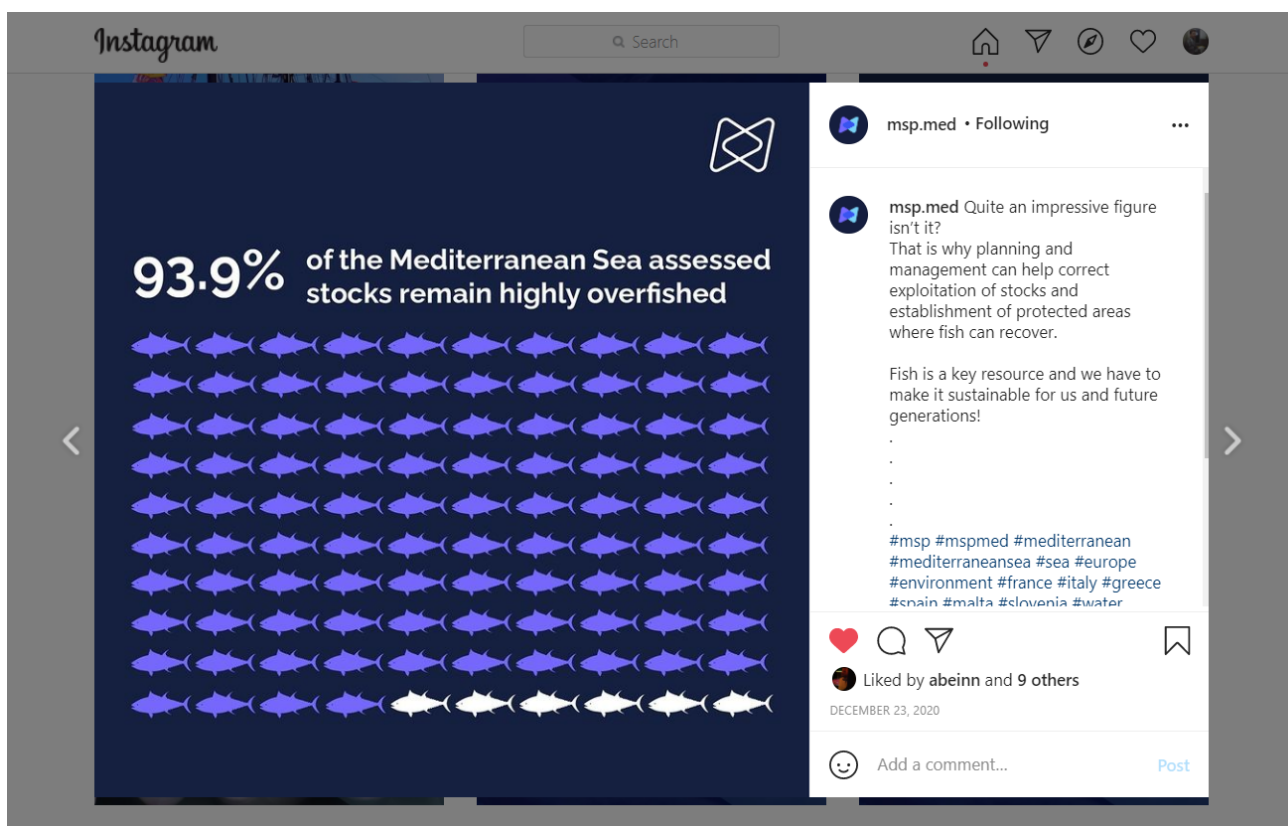
K) SDGs and UN actions

MSPMED social media pages participated in announcing the beginning of the UN Ocean Decade and disseminated posts on international initiatives. Also some posts regarding SDGs are already planned and a dedicated visual already was prepared for the following period.

Principle 22
Indigenous people and their communities and other local communities have a vital role in environmental management and development because of their knowledge and traditional practices. (Rio DED, 1992)

L) Reposts

One of the weekly posts has been often dedicated to the repost of relevant content from pages that were selected in addition to the ones of the partners, because part of the European and global network of MSP or because relevant in promoting marine conservation and sustainable development. A very partial list of the involved pages:

- MSPglobal Initiative
- MSP Platform

- IOC-UNESCO
- WWF
- VASAB
- HELCOM
- NOAA
- Blue Marine Foundation
- Blue Ventures
- Marevivo
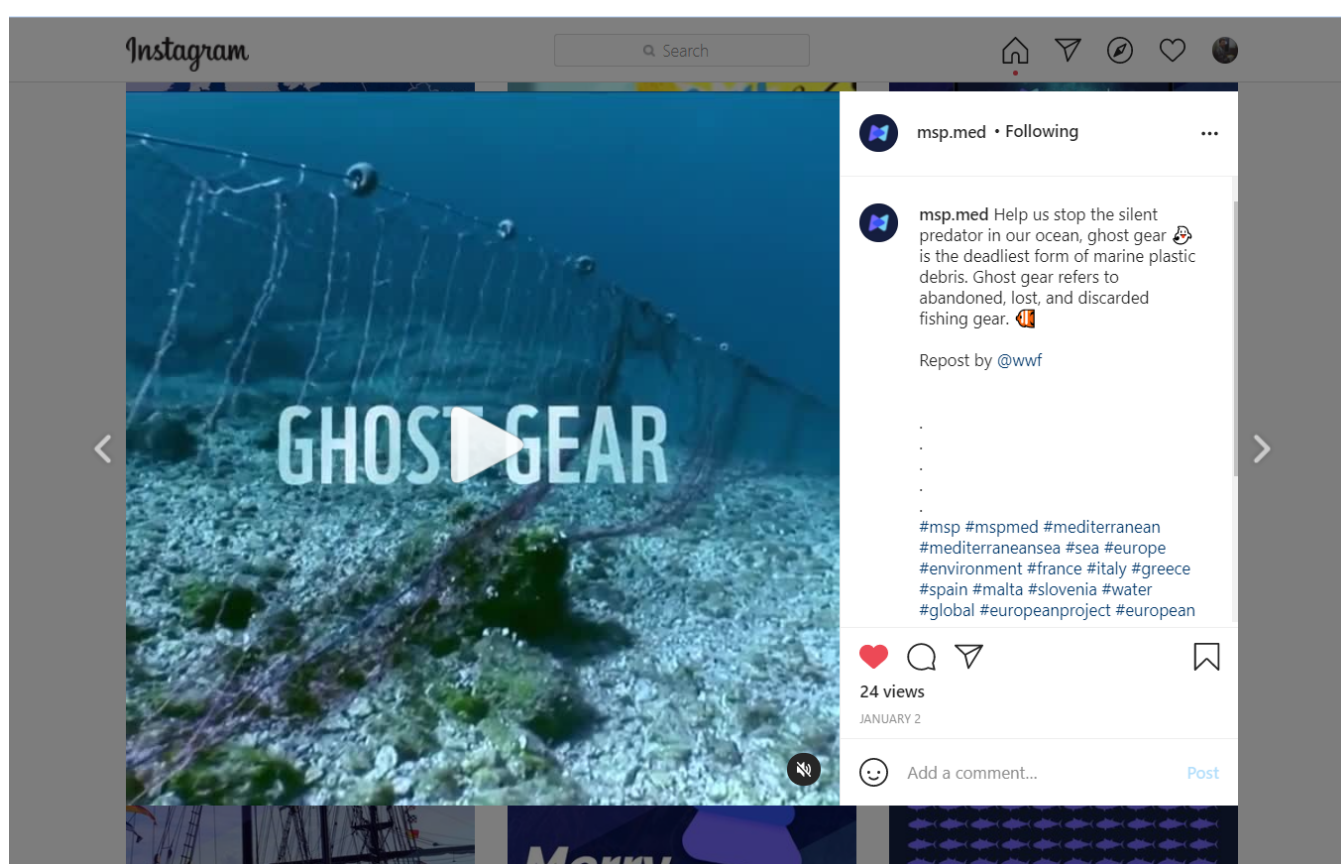
M) Special days

Special observances and institutional days were also celebrated on MSPMED social media profiles. Sometimes by repost but more often with a visual created for the purpose: it was the case of the International Day of Women and Girls in Science (11/02).

N) The road ahead

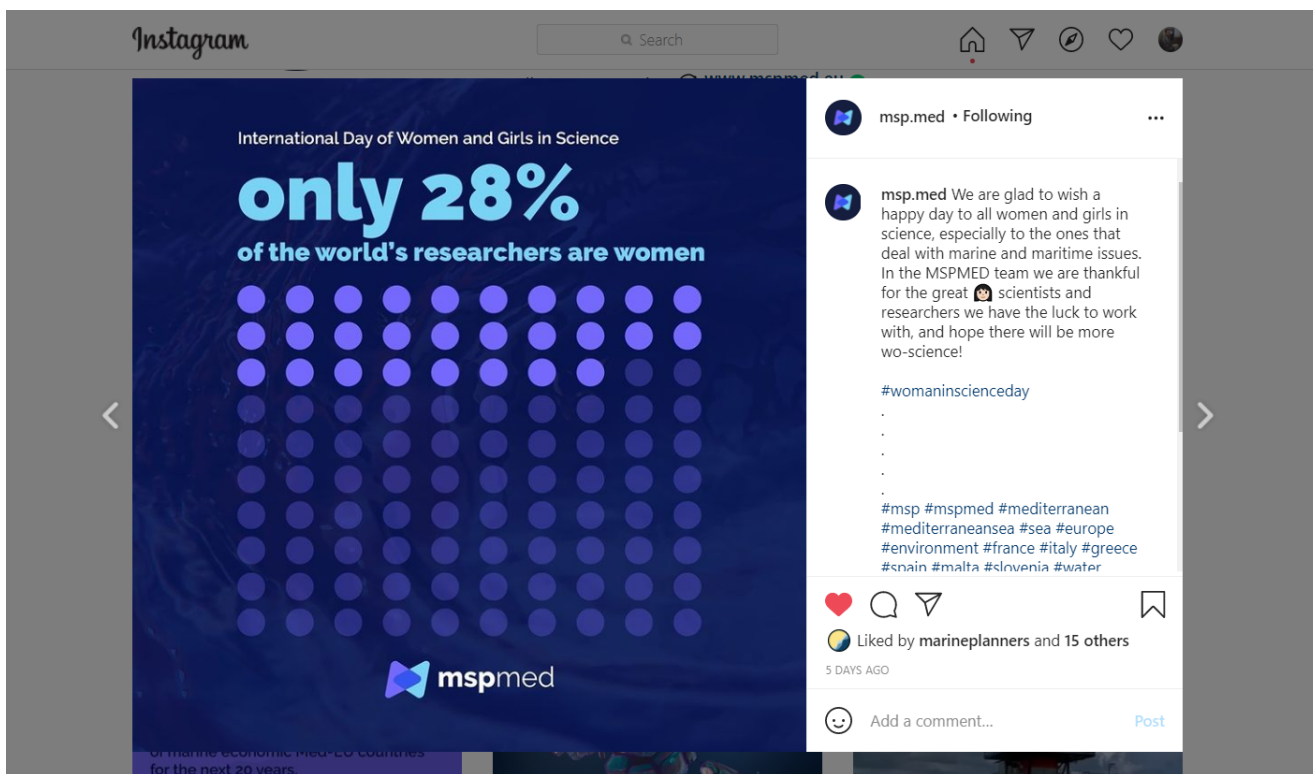As part of the communication purposes of section C (engage with target groups) a survey was submitted to learn the audience preferences in terms of communication on MSP topics and we expect that results will help us enhance the communication in the upcoming months. The survey was proposed in two different forms: a first "Technical" version for people already involved in MSP and maritime issues, and a second one for the general audience proposed in English, Italian, French and Spanish.

Some of the social media communication strategies for the next months have already been planned and partially built, especially concerning quizzes and an illustrated vocabulary on MSP features.

Deep Sea

The lowest layer of the ocean, in the Mediterranean it covers about 79% of the basin. It hosts valuable resources as well as habitats that provide essential Ecosystem Services. it will require balance management since we still now little of these areas.

The reviewed strategy will also make use of sponsored posts, according to the available budget and fostering dissemination of content more likely to engage with a broader audience.

O) Gaps and improvements

Up to date no or little information (and contents) were delivered from partners for communication activities through social media channels. Several meetings to boost collaboration concerning the production of contents for social media, instruction for the website and the newsletter creation were organized with the communication managers of each partner.

For the following period the importance of receiving information on events, workshops, meetings at national and international level and activities in which each partner participated was stressed and a more straightforward collaboration on these matters is expected.

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

In the communication strategy newsletters are planned to effectively deliver information to appropriate stakeholders. The goal of this effective internal and external communication channel is to update the information on project activities and to inform the partners and the audience on the general project progress.

The first campaign of the newsletter was launched on the 22nd of December 2020. A registration form was added to the project website to make possible to sign up directly to the newsletter.

The newsletter content included a project´s abstract, events, activities, partners and links to download MSPMED documents. Additionally, current and past related initiatives relevant for the partners were also included. Through social networks and emails, it was sponsored to encourage all the researchers to join it and sign up to receive periodically newsletters.

The work planned for the next months is to send three newsletters every 6 months and distribute it in PDF through the website and through national institutional networks.

The News section of the website was used to advertise events and meetings, as well as the drop of deliverables on the Results page.

Printed material production has been postponed since the events took place only online, due to the COVID-19 pandemic. However, partners have expressed their interest in creating contents, in addition to the two foreseen leaflets, the communication team has expressed its availability to support any action, providing visual material and consultancy and even proposing innovative leaflets (e.g. flipbooks, illustrated infographics).

The communication team also created digital invitations, based on the layouts of the visual identity, for workshops, for instance the Workshop on MSP Challenge in Adriatic benefited from this service.

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

Technical Workshops (focusing on KEFs for MSP) Participants: Project Partners, Invited Experts/Institutions etc.	**National Workshops** (focusing on National priorities and stakeholders) Participants: Project Partners, CAs and National Institutions, Stakeholders etc..	**Bilateral Workshops** (focusing on transboundary cooperation and issues) Participants: Project Partners, CAs and National Institutions, Stakeholders etc.	**Pan-Mediterranean Workshops** (focusing on transboundary cooperation with third countries) Participants: Project Partners, CAs and National Institutions, Third Countries, Stakeholders etc.

The events that took place during the considered span of time (3 Technical Workshop and National Events) were advertised on the website dedicated section (Events) and in the News section. At the same time, they were posted and sponsored through the social media channels. In addition to a caption describing the event, a poster layout was designed in a square format (adapted to horizontal as a waiting screen during the event). The poster showed the title, the venue (online), the time and day of the event and a picture that visually reinforced the topic of the meeting.

Three technical workshops were advertised in such a way, as well as the workshop on the Adriatic MSP Challenge that should foster the Italian MSP Plan.

Other institutional events that took place on a national level (e.g. the Italian technical meetings) benefitted from simpler visual and description, simply informing that they were taking place.

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

Goals achieved (first 6 months review)

Indicator	Audience	Objective
Trends in website visits	External technical audience and general audience	2.957
	Single users	1.687
	Page views	4.359
Number of followers in the Social Media (total)	External technical audience and general audience	563
Number of brochures distributed	External technical audience and general audience	0
Number of events	External technical audience	4