



MEDITERRANEAN ACTION PLAN

UNEP GEF Strategic Partnership for the Mediterranean Sea Large Marine Ecosystem

Second Steering Committee Meeting of the Strategic Partnership for the Mediterranean Sea Large Marine Ecosystem (MedPartnership)
15-17 March 2011, Damascus, Syria

DRAFT COMMUNICATION STRATEGY

The MedPartnership

Communication Strategy

February 2011

2nd Draft

STRATEGIC PARTNERSHIP FOR THE MEDITERRANEAN SEA LARGE MARINE ECOSYSTEM

MedPartnership



... together for the Mediterranean sea



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List of Acronyms

CBO	Community Based Organisation
CP/RAC	Cleaner Production Regional Activity Centre
CS	Communication Strategy
CSO	Civil Society Organization
ECS	External Communication Strategy
EIA	Environmental Impact Assessment
EMAS	European Eco-Management and Audit Scheme
FAO	Food and Agricultural Organization of the United Nations
GEF	Global Environment Facility
GWP-Med	Global Water Partnership - Mediterranean
H2020 CB/MEP	Horizon 2020 Capacity Building/Mediterranean Environment Programme
ICZM	Integrated Coastal Zone Management
ICS	Internal Communication Strategy
IFI	International Financial Institution
INFO/RAC	Environmental Information and Communication Regional Activity Centre
IWRM	Integrated Water Resources Management
MCSD	Mediterranean Commission for Sustainable Development
MDGs	Millennium Development Goals
MEDPOL	Mediterranean Pollution Monitoring and Research Programme
MIO-ECSDE	Mediterranean Information Office for Environment, Culture and Sustainable Development
NC	National Coordinator
MPA	Marine Protected Area
MPA	Marine Protected Area
MSSD	the Mediterranean Strategy for Sustainable Development
NAP	National Action Plan
NEAP	National Environment Action Plan
NGO	Non-Governmental Organisation
NSSD	National Strategy for Sustainable Development
NTEAP	Nile Transboundary Environmental Action Project
PAP/RAC	Priority Actions Programme Regional Activity Centre
PDF-B	Project Development Fund-Block B
PMU	UNEP/MAP Project Management Unit
PP	Public Participation
RACs	Regional Activity Centres
SAP	Strategic Action Program
SAP BIO	Strategic Action Program for the Conservation of Mediterranean Marine and Coastal Biological Diversity
SAP MED	Strategic Action Program to Address Pollution from Land-Based Activities
SGP	Small Grants Programme
SPA/RAC	Specially Protected Areas Regional Activity Centre
SUDECIR	Sustainable Development of European Cities and Regions project
TDA-MED	Transboundary Diagnostic Analysis for the Mediterranean
UNEP	United Nations Environment Programme
UNEP/MAP	Mediterranean Action Plan of the United Nations Environment Programme
UNESCO/HP	United Nations Educational, Scientific and Cultural Organization International Hydrological Programme
UNIDO	the United Nations Industrial Development organization
WB	World Bank
WSSD	World Summit for Sustainable Development
WWF	World Wide Fund for Nature

Draft Communication Strategy for the MedPartnership

At the 1st MedPartnership Steering Committee Meeting (Budva, 17-19 February 2010) the need for the development of the Communication Strategy for the MedPartnership was stressed.

At the 2nd MedPartnership Coordination Group Meeting (Rome, 18-19 October 2010) and in response to the partners' request to speed up the relevant process the MedPartnership, PMU assigned to MIO-ECSDE the task to prepare the first draft of the Communication Strategy. This draft Communication Strategy was then sent to the Executing Partners and the Communication Focal Points of the countries for comments. The first draft of the Communication Strategy was presented and discussed at the Communication Focal Points' Meeting (10-11 January 2010).

Following the receipt and integration of all comments, the draft Strategy was revised and finalized and is submitted to 2nd MedPartnership Steering Committee meeting (15-17 March 2011) for its consideration.

1. Background

1.1. The key role of information and communications in achieving the MedPartnership's goal

The MedPartnership was launched by the Mediterranean countries, as a partnership led by UNEP/MAP and the World Bank, co-funded by the GEF and other relevant agencies, IFIs and bilateral and multilateral donors. The MedPartnership's overarching goal is to enable a coordinated and strategic approach to catalyze the policy, legal and institutional reforms, and the investments necessary to reverse the degradation trends affecting the Mediterranean, including its coastal habitats and biodiversity.

In order to achieve this goal, there is an obvious need for the flow/exchange of appropriate information among and between all relevant stakeholders in the Mediterranean. This will eventually lead, through the wide appreciation of the MedPartnership's activities and products and the involvement of relevant stakeholders, to the creation of the enabling framework for countries to implement their SAPs and NAPs in an accelerated manner and the basis for the further development of integrated coastal and water management.

The key role of information and communication was clearly identified in the MedPartnership GEF Project Document and therefore great importance has been given within this project to information dissemination and communications as well as to replication activities. These have been segregated into separate sub-components and are characterized by the strong linkages between them and with project management and coordination.

However, at this point it should be stated that given the complexity and the wide spectrum of each component activities in this project, the provision of appropriate information and key messages to specific target groups and audiences is a very challenging task.

1.2. Need for a coordinated approach for the MedPartnership's communication and visibility activities

Only a few of the activities originally scheduled for communication and replication in 2010 were implemented due to some internal legal issues connected with the change in hosting institution of INFO/RAC, and the consequent delay in signature of the legal agreement between UNEP/MAP and INFO/RAC for the project (see details in the 2010 Annual Report).

At the 2nd Coordination Group Meeting in Rome (October 2010), all partners of the MedPartnership called for a strengthened, coordinated and collective approach for the MedPartnership's communication and visibility activities. Given the risk of further delays, during the meeting, it was discussed with UNEP/DGEF, and then afterwards formally approved, that some funds would be reallocated for UNEP/MAP to directly execute a set of communication activities. These include:

- The development of a detailed Communication Strategy and Work Plan to be presented and approved at the Second Steering Committee Meeting (March 2011), including guidelines to ensure the harmonized implementation of communication activities by all partners;
- The revision of the website to better serve the overall goals of the Communication Strategy and adequately address the needs of the partners;
- The development of other additional communications tools/outputs/channels besides the website;
- The enhancement of the coordination/cooperation of the partners through the collaboration portal including a workshop on how to use it.

MIO-ESCDE¹, with their knowledge of the project and communication experience, began work on above mentioned activities in close cooperation with the UNEP/MAP PMU and INFO/RAC.

1.3. Overview of the communication activities carried out in 2010

In this paragraph, an overview of what has been achieved within 2010 in terms of communication activities is presented.

The main communication activities/outputs that have been carried out by INFO/RAC during and since the inception phase of the MedPartnership include the following:

- Preparation of a first draft of the Communication Strategy;
- Purchase of the domain name and set up of the first draft of the MedPartnership web-site;
- Development and set up of the collaboration portal;
- Realization of a video on the MedPartnership;
- Development of a MedPartnership logo.

MIO-ECSDE, responsible for the execution of the MedPartnership's NGO involvement component has also carried out a number of communication activities complementing those carried out by INFO/RAC and, thus, contributing to the enhancement of the visibility of the MedPartnership. An indicative list of these includes the following:

¹ MIO-ECSDE's key role as a member of the consortium implementing the ENPI H2020 CB/MEP communication activities will also contribute to the maximized impact in terms of synergies between the two major regional projects.

- Regular announcements about project developments (through e-mail circulars, newsletters, bulletins) sent to the wider network (NGOs & other stakeholders in the region).
- The Arabic version of the UNESCO/UNEP “Youthxchange” guide on sustainable consumption which includes the MedPartnership as a best practice example in the Mediterranean and has been distributed in a series of events.
- Issue 57 (2/2009) of the quarterly newsletter *Sustainable Mediterranean* with the presentation of a description of the UNEP/MAP GEF SP as one of the major processes in the region.
- The presentation of the MedPartnership in a number of events (read more in the Annual Report of the MedPartnership).

In addition, many executing partners have developed and implemented numerous communication activities within their sub-components, mostly focusing on their activities, such as the development of specific web-sites, leaflets and brochures.

1.4. Synergies with regional and national complementary programmes, projects and initiatives, in terms of communication

Several relevant regional and national complementary programmes, projects and initiatives have been undertaken in the Mediterranean by governments, intergovernmental and non-governmental organizations. In that respect, the MedPartnership is being implemented in close association with the Horizon 2020 Initiative to de-pollute the Mediterranean by the year 2020, the Mediterranean Component of the EU Water Initiative, the Integrated European Maritime Policy, the World Bank/GEF Sustainable Mediterranean Program, etc. The project also contributes to the sustainable development objectives of the Union for the Mediterranean.

In order to achieve the maximized impact of all these activities implemented within the above mentioned frameworks including communication activities, coordination and regular communication and exchange of information with other projects have taken place. The MedPartnership mostly through its website will establish appropriate links with these processes, and will disseminate information on their achievements and corresponding activities or vice versa.

An indicative example of such an approach is the exchange of information and mutual support in terms of communication between the MedPartnership and the Horizon 2020 Initiative. MIO-ECSDE’s (leading the communication activities of the MedPartnership until April 2011) key role as a member of the consortium implementing the ENPI H2020 CB/MEP and the Horizon 2020 communication activities ensures the maximized impact in terms of synergies between the two major regional projects.

2. Introduction to the Communication Strategy

The Communication Strategy (CS), is a living document, linked with a feedback process that will constantly be monitored, evaluated, updated and adapted to ensure that the growing knowledge and experience gained during its implementation are fully reflected. The activities, outputs and ‘delivery vehicles’ that will carry specific messages and information to target audiences are defined in this document in order to achieve the both the overall and specific goals and objectives of the MedPartnership.

The MedPartnership's CS has been developed by MIO-ECSDE under the guidance of the Project Management Unit (PMU) and in cooperation with UNEP/MAP, the WB² and INFO/RAC.

Although the herewith defined communication activities to take place throughout the duration of the MedPartnership are, according to the Project Document, the responsibility of INFO/RAC, with the support of the MedPartnership partners, the implementation of the first phase of the CS (November 2010 – April 2011) will be carried out by MIO-ECSDE.

3. Purpose, overall goal and specific objectives of the Communication Strategy

3.1. Purpose

The Communication Strategy should be considered as an essential part of the MedPartnership. The implementation of communication activities (which are closely linked with the replication efforts) constitutes the best approach towards the successful achievement of the MedPartnership's overarching goals and objectives. The key to enhancing the value of its impact to a large extent lies in the ability to effectively communicate the main outputs of the different MedPartnership's activities, as well as the underlying key values/messages towards the protection of the Mediterranean.

Of equal importance for a successful communication strategy is the effective implementation of internal and external communication. Therefore, the MedPartnership's CS has been broken down into two sections:

- The Internal Communication Strategy (see Chapter 4)
- The External Communication Strategy (see Chapter 5)

3.2. Overall Goal

The overall goal of the CS is to provide communication support to all groups and actors involved in the implementation of the MedPartnership's Work Plan and its corresponding activities for the protection of the marine and coastal environment of the Mediterranean. It also provides for appropriate visibility of the MedPartnership's activities and messages and/or calls for action aiming at catalyzing the policy, legal and institutional reforms, and the investments necessary to reverse the degradation trends affecting the unique Mediterranean Large Marine Ecosystem. An important attribute of the communication activities is the facilitation of the replication component of the MedPartnership.

3.3. Specific Objectives

The specific objectives of the CS are the following:

- To identify appropriate target audiences for the CS and to define specific communication objectives for each of these groups.
- To identify, develop and sustain effective channels of communication, both internal and external, which will serve the exchange of information among all key stakeholders and

² The modalities of cooperation and exchange of information between two implementing agencies of MedPartnership – UNEP/MAP and the World Bank – were defined in the Memorandum of Understanding signed between the two organizations on January 14, 2010.

enhance the coordination mechanism ensuring that the overall communication and visibility goal is successfully reached.

- To develop and ensure consistent and timely delivery of communication outputs for reaching the specific target groups.
- To develop a comprehensive Communication Work Plan, as well as work plans on a yearly basis, for all the MedPartnership's activities based on the above objectives ensuring the effective communication during and beyond the lifetime of the programme.
- To put in place effective monitoring and reviewing arrangements for the implementation of the CS and the Communication Work Plan.
- To support/facilitate the replication component of the MedPartnership and its corresponding activities.

4. Internal Communication Strategy

4.1. Purpose

The Internal Communication Strategy (ICS) responds to the need for effective communication **within the structure of the MedPartnership**, ensuring the adequate flow of information among the different target groups towards the harmonized implementation of the External Communication Strategy. It is crucial for all partners to understand that the key element for the success of the communication activities is the collective, collaborative and timely effort on the part of everyone involved.

4.2. Objectives

The specific objectives of the ICS are the following:

- To ensure the exchange of appropriate information among and between the partners and the PMU that will facilitate the overall CS.
- To communicate in a brief and easy-to-read way the progress, challenges and lessons learned of the MedPartnership.
- To address the imperative need for coordination among and between the National Focal Points, the project partners and the PMU in order to improve efficiency and synergies and avoid duplication in terms of communication.

4.3. Target Groups

All members of the Steering Group, i.e.:

- The National Focal Points of the MedPartnership
- The project partners of the MedPartnership
- The Project Management Unit (PMU)
- UNEP/DEPI
- Donors.

4.4. Communication channels

The main channels of the internal communication are e-mail exchange, telephone calls, face-to-face meetings, telephone or video conferences, as well as the collaborative portal. A MedPartnership chat room could also be useful.

The outputs that will be developed to serve the internal communication include:

- **“What’s new” reports:** Each partner will provide quarterly, in a concise way, “what’s new” reports, which will be collected by the Communication Team and will be used as input to the News section of the website and for the Newsletter. A template has been developed for these reports to ensure that a minimum of effort is required by the partners.
- **Collaborative portal:** Internal communication among the National Focal Points, the Partners and the PMU of the MedPartnership will be facilitated by the collaboration portal of the MedPartnership. This has already been developed by INFO/RAC and a workshop took place in Rome (10-11 January 2011) aiming at presenting in detail the tools provided (a database of useful contacts, a library of documents such as agendas of meetings, reports, etc.). In addition, participants were trained on how to use these tools. A set of guidelines will be developed to assist partners on how to use and on what to upload on the collaboration portal.

5. External Communication Strategy

5.1. Purpose

The External Communication Strategy (ECS) is a key ‘vehicle’ for gaining support from outside the partnership in order to reach its goal towards the protection of the marine and coastal environment of the Mediterranean. A good external communication strategy is of utmost importance for motivating all relevant stakeholders to collaborate towards achieving the commonly identified goals. It is necessary to mobilize, inspire and hopefully engage all relevant stakeholders and levels of governance whose support is required for the effective implementation of the MedPartnership’s activities, at the local, national and regional levels.

It should be noted that the ECS activities are closely linked with the communication activities implemented by the Partners, are mutually supportive and complementary in terms of resources, outreach and outputs.

5.2. Objectives

The specific objectives of the ECS are the following:

- To effectively communicate the MedPartnership and its corresponding activities, contributing to the successful achievement of its overall and specific goals and objectives;
- To influence decision making at administrative and policy level with the objective of facilitating legal changes and institutional reforms and strengthening in order to reverse the degradation trends affecting the Mediterranean Large Marine Ecosystem;
- To mobilize the maximum number of relevant target groups from the partner countries and promote the exchange of knowledge and expertise;
- To develop a set of actions within the Communication and Visibility Action Plan promoting the messages, activities and achievements of the MedPartnership to all relevant target groups and the wider public contributing to an enabling environment for the achievement of the overarching goal of the MedPartnership, through consensus building;

- To catalyze the fund raising process for the MedPartnership's projects;
- To support/facilitate the replication component of the MedPartnership and its corresponding activities.

5.3. Target Groups

It is obvious that due to the complexity and heterogeneity of each MedPartnership component's activities, there is a wide spectrum of target groups that should be reached and eventually involved in the MedPartnership activities. Some of these target groups are relevant to all components and some are component specific. Below, all target groups relevant to the MedPartnership communication activities prioritized in terms of how to achieve the goal and objectives the ECS are listed. However, with the input of all partners all target groups will be grouped on a sub-component basis and the key messages that should be conveyed to those groups will be identified.

- MedPartnership National Focal Points in the partner countries
- GEF National Focal Points in the partner countries
- Other National Focal Points of relevance
- Policy makers (also of non-environmental sectors)
- Relevant ministries: Environment, Water, Energy, Tourism, Agriculture, etc.; other national and (sub-)regional authorities
- Municipalities and local authorities
- Media
- Other regional (Mediterranean) or sub-regional (e.g. Adriatic) projects and processes
- Intergovernmental Organizations and Conventions
- International Organizations
- Parliamentarians
- NGOs and CSOs
- Economic sectors (private and public), e.g. managers and owners of industrial plants; practitioners; fishermen communities; tourist operators
- Universities and Research Centres
- Schools and other Education Institutions
- Other Civil Society Groups
- Coastal residents and tourists
- The wider public (to the extent possible)

5.4. Communication channels and outputs

The main channels for the external communication and visibility include e-mails and press releases, presentation material (leaflets, TV spots- depending on availability of means) various media channels (radio, TV, newspapers, journals, websites, blogs), information materials (in both soft and hard formats), publications (e.g. articles in scientific journals), educational kits, events such as conferences, seminars or press conferences and a website.

The outputs that will be developed (or have been developed but need to be appropriately revised /adjusted/modified) to serve the external communication component, include:

- **Portal/website:** A high-quality, user-friendly internet portal aiming to disseminate the MedPartnership progress and lessons learned has been developed (www.medpartnership.org .). The website will be translated into French. Consultations will take place to ensure that the development of the website will meet the expectations of the MedPartnership's Steering Committee. The Portal will be administered by the

Communication Team, but each Partner will be responsible for providing its own information on time (on a quarterly basis) and in accordance to specific guidelines, which will be developed at a next stage. The finalization process of the website will be coordinated by MIO-ECSDE under the guidance of the PMU in close cooperation with the WB and INFO/RAC. The website includes, *inter alia*, provisions such as: calendar of events and activities; newsletter; targeted tools such as the e-learning module, to be developed within the MedPartnership, to support the replication component; the web-based NGO database which has been developed by MIO-ECSDE within the NGO Involvement sub-component; the web-based interactive application on the Country Fact Sheets (the information to be included in the country maps will be provided by the PMU), etc.

- **Information/communication materials:** These will be developed in both soft and hard formats (kits, leaflets, brochures, etc.) targeted to selected audiences and they will be disseminated through different channels of communication. In order to ensure the wide dissemination of these materials a comprehensive database of contacts will be developed.
- **Press releases/press conferences:** Press releases and press conferences will take place on the occasion of important MedPartnership milestones and environment related events, e.g. the World Environment Day, etc.
- **Participation/representation in events of relevance:** The MedPartnership's outputs will be further disseminated through participation and/or representation in selected national/regional/international environmental events, conferences, meetings, etc.
- **Audiovisual campaign:** Planning of an "ad hoc" audiovisual campaign for wide media dissemination.
- **Scientific papers:** These may be written by the PMU and/or by the Partners, in which case the PMU should be informed about.
- **Other publications:** These include technical reports and policy briefs.

Diffusion and dissemination of information and outputs will be further strengthened through the extensive networking already in place by the NGO Involvement component.

5.5. Contents to communicate

- Communication of the project as a whole (MedPartnership);
- Communication of a selection of MedPartnership issues on occasion of UN priority issues such as for example the year of Biodiversity (2010), UN days and conferences;
- Communication on thematic issues (component specific);
- Communication of replicable projects and their "High Priority Replicable Practices" (HPRPs);
- Communication of project results/impacts.

5.6. Key messages

As already mentioned above and also highlighted in the Inception Report of the MedPartnership, due to the complexity and heterogeneity of each component activities in this project, the key messages should be tailor-made according to the various target groups so as to be used in the communication materials and activities. These messages will be soon with the input of partners and will be included in the strategy as an annex.

However, the key messages can be split into the overarching message, to be used in general communication, and the specific messages that will be used to communicate individual components and sub-components activities. The overarching message will be used on everything from report

covers to email signatures, whilst the specific messages are limited to particular audiences. This overarching message, also called a logo or motto (which conveys the essence of the MedPartnership and its work) has been already identified into the single sentence “together for the Mediterranean” encapsulates the scope and importance of the MedPartnership.

5.7. The MedPartnership’s identity

A key element to ensure a harmonized recognition of and familiarity with the MedPartnership’s activities is the adoption by all Partners of a common identity (MedPartnership logo, letterhead, templates, etc; clear reference to the project framework and financial support, etc.). A set of detailed guidelines and support material will be developed and uploaded on the collaboration portal.

6. Implementation of the Communication Strategy

The CS will be implemented over a four year timeframe of the MedPartnership. The Work Plan is presented for the year 2011 and will be presented on a yearly basis for the next coming years until 2014.

Although, INFO/RAC is identified in the Project Document as being in charge of implementing the communication activities, all Partners play an active role in supporting/promoting these activities or acting on a complementary basis. Also, it should be noted that MIO-ECSDE is leading the implementation of the communication activities within the timeframe of the first five months of 2011.

The successful implementation of the strategy will require the involvement of three main task groups: the Communication Team (including a World Bank representative), the PMU and the Website Administration Team. The main responsibilities for delivering the outputs and activities of the CS, Internal and External, are distributed as illustrated in the following tables:

Table 1. Main responsibilities in the implementation of the *Internal Communication Strategy*

Website Administration Team:	
	<ul style="list-style-type: none"> Managing the collaborative portal. Providing support to the partners on how to use the collaborative portal. Providing organisational arrangements and “workflow” on the usage of the collaborative portal
PMU and Communication Team:	
	<ul style="list-style-type: none"> Overall supervision and coordination of the internal communication activities; Diffusion and dissemination of all communication outputs; Providing the appropriate materials to the website administration team.

Table 2. Main responsibilities in the implementation of the *External Communication Strategy*

Communication Team:	
	<ul style="list-style-type: none"> • Coordinating communication activities; • Reviewing and revising on an annual basis the Communication Strategy; • Identifying communication opportunities; • Maintaining mailing and contact lists; • Development of all information materials, press releases, etc. • Tracking progress and collecting materials for communication outputs (documents, photographs, interviews, etc.); • Diffusion and dissemination of all communication outputs; • Providing the appropriate materials to the website administration team.
Website Administration Team:	
	<ul style="list-style-type: none"> • Managing the website; • Following all web-based statistical indicators for the evaluation of the ECS.
PMU:	
	<ul style="list-style-type: none"> • Overall supervision and coordination of the communication team activities; • Quality management of all communication activities and outputs; • Direction for the website development; • Direction for the development of all outputs including information materials, press releases, etc.; • Preparing and monitoring communication budget;

Specific guidelines will be developed by the Communication Team ensuring that the minimum important information is collected by all relevant actors (e.g. Partners, National Focal Points, etc.).

Also, all Partners should inform the communication team on their foreseen communication activities and these should be integrated into the work plan. It should also be noted that Partners must obtain the approval of the PMU before implementing their major communication activities as a measure for a harmonized approach.

7. Monitoring and Evaluation of the Communication Strategy

Indicators of progress in meeting the objectives of the Communication Strategy will be both quantitative and qualitative. The indicators which will define the logical framework for monitoring the performance of the CS over time may include the following:

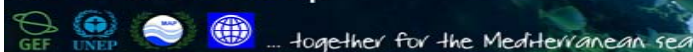
- The response/feedback from the target groups through opinion surveys, online questionnaires/forms and direct bilateral communication. Feedback and comments will be synthesized in the annual reports of the MedPartnership.
- Statistical data related to the MedPartnership's website (e.g. 'hits', number of subscribers to the Newsletter, etc.)
- Press coverage.

In the course of the implementation of the Communication Strategy some additional indicators may be proposed/used.

ANNEX I: Work Plan for the MedPartnership's CS (Internal and external) for the period of December 2010 - December 2011

	Activities/Outputs	2011				Deadline	Implementing/participating body	Resources/Budget line
		Q1	Q2	Q3	Q4			
4.2	Information and Communication Strategy							
4.2.1	Developing and implementing the CS							
4.2.1.1	Development and finalization of the CS					Jan 2011	MIO-ECSDE	
4.2.1.2	Implementing the CS					On going		
4.2.1.3	Monitoring the CS					On going		
4.2.1.4	Evaluation of the CS					Dec 2011		
4.2.2	Implementing the Internal Communication Strategy							
4.2.2.1	Coordination meetings with the Communication Focal Points					Jan 2011 Nov 2011	MIO-ECSDE INFO/RAC	
4.2.2.2	Managing the collaboration portal and providing support to the partners on how to use it					On going	INFO/RAC	
4.2.2.3	Developing guidelines/templates towards a common project identity					Mar 2011	MIO-ECSDE	
4.2.2.4	Collecting News reports from project partners					On going on a quarterly basis		
4.2.2.5	Exchange of information between the communication team and all project partners					On going		
4.2.2	Implementing the External Communication Strategy							
4.2.2.1	Development of the website					Feb 2011	MIO-ECSDE	
4.2.2.2	Development of the interactive knowledge product targeted to the wider public					Mar 2011	MIO-ECSDE	
4.2.2.3	Development of the web-based interactive national fact sheets					Mar 2011	MIO-ECSDE	
4.2.2.4	Managing and populating the MedPartnership's website					On going		
4.2.2.5	Design and development of communication materials:							
	• Development of the MedPartnership's leaflet					Feb 2011	MIO-ECSDE	
	• Development and dissemination of a quarterly newsletter with the major developments/achievements of the MedPartnership					On going on a quarterly basis		

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	• Development of short video on the MedPartnership main lines of action and achievements					Oct 2011		
	• Submission of Scientific papers and policy briefs					On going	All partners	
	• Development of press releases							
4.2.2.6	Diffusion and dissemination of all communication outputs					On going	All partners	
4.2.2.7	Developing/updating a contacts list in a comprehensive database					On going		
4.2.2.8	Organization of visibility/communication events:							
	• Organization of a press conference in Damascus, Syria back-to-back with 2 nd MedPartnership Steering Committee Meeting (15-17 March 2011)					Mar 2011	MIO-ECSDE	
	• Organization of a press conference or side event back-to-back with the Coast Day 2011 (September 2011)					Sept 2011		
	• Organization of a press conference or side event in Dubrovnik, Croatia back-to-back with the 6 th International Waters Conference (17-20 October 2011)					Oct 2011		
	• 17th Ordinary Meeting of the Contracting Parties (Nice, France)					Dec 2011		
4.2.2.9	Participation in a selection of international/national environmental events/conferences:							
	• European Maritime Day (Poland)					May 2011	MIO-ECSDE	
	• World Water Week (Stokholm)					Aug 2011	UNESCO	
	• The Ninth Conference on the Environmental Management of the Enclosed Coastal Seas (Baltimore)					Aug 2011	PMU	
	• MED COAST (Rhodes, Greece)					Oct 2011	PMU	
	• H2020 relevant events						MIO-ECSDE & PMU	
	• COMPSUD9 meeting					Dec 2011	MIO-ECSDE	
4.2.3	Facilitating/supporting the Replication Strategy							
4.2.3.1	Integrating Replication tools into the MedPartnership website					Jun-Jul 2011		
4.2.3.2	Providing support to replication strategy dissemination mechanism					On going		
4.2.3.3	Coordination between the communication and the replication teams					On going		