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Agenda item 4: Work Plan and Communication Plan 2021-2022

Marine Litter MED II Project Communication and Visibility Plan 2021-2022

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1 Introduction

1. Marine Litter MED II project's objective is to further strengthen and support the implementation of the Regional Plan on Marine Litter Management in the Mediterranean. Building on the previous Marine Litter MED project executed during 2016-2019, the Marine Litter MED II project will further support the implementation of the Regional Plan on Marine Litter Management in the Mediterranean at national, sub-regional and regional level with a particular focus on southern Mediterranean countries namely Algeria, Egypt, Israel, Lebanon, Libya, Morocco, and Tunisia.

2. To achieve the above, an effective communication strategy is necessary to facilitate both internal and external communication and dialogue on results, good practices, and lessons learnt. In addition, it should target decision-makers to address strategic key issues which include ensuring the support for the implementation of provisions of the Regional Plan on Marine Litter Management in the Mediterranean and regional cooperation. It should also target other key audiences such as experts and scientists and other key stakeholders in beneficiary countries and in the Mediterranean, who can contribute the process.

3. In this context, the project's communication and visibility plan aims to identify key objectives, highlight important activities and target groups, communication activities and related implementation modalities to ensure successful dissemination of the results and deliverables achieved by the Project.

4. The communication and visibility plan of the Marine Litter MED II Project will facilitate both internal and external communication and dialogue on results, good practices, and lessons learnt. It will also target decision-makers to address strategic key issues which include ensuring extended support for the implementation of the provisions of the Regional Plan on Marine Litter Management in the Mediterranean, including for regional cooperation. Moreover, the communication and visibility plan envisages to reach experts and scientists and other key stakeholders in beneficiary countries and in the Mediterranean.

2 Overall project communication objectives

5. The objectives of the project's communication and visibility plan are to:

- Raise awareness and understanding of the Marine Litter MED II project, including the support it receives from the EU, the project's goals, the role of the Contracting Parties and the project's contribution in the wider process related to the implementation of key reduction and prevention measures on marine litter as provided for in the Regional Plan on Marine Litter Management in the Mediterranean, with a view to securing buy-in and continued support from stakeholders and partners throughout project implementation.
- Advocate the importance of developing robust and participatory measures to reduce and prevent marine litter ending up in the marine and coastal environment, as well as the adverse effects of microplastics, riverine inputs, and the effect of marine litter on biota.
- Disseminate knowledge on the status of the Mediterranean Sea and Coast in order to support evidence-based marine litter management measures in the region.

3 Target groups

6. The project's communication and visibility plan will target the following groups:

Decision Makers:

- a) Marine Litter MED II designated focal points, representatives of Algeria, Egypt, Israel, Lebanon, Libya, Morocco and Tunisia, including but not limited to: Government officials, policy makers, relevant ministries (i.e. Ministries of

Environment, Fisheries, Tourism, Maritime and Land Planning, Forestry, Agriculture, Water, Local Development, Industry etc.).

- b) Representatives of National Research Institutions.
- c) MAP Focal Points and relevant MAP Component National Focal Points (in particular MED POL, SPA/RAC, SCP/RAC and REMPEC).
- d) Practitioners and managers.

Experts/Scientists:

- a) Experts participating in the Ecosystem Approach Correspondence Groups on Pollution and Marine Litter Monitoring in the framework of the Barcelona Convention.
- b) Relevant scientists, scientific institutions and networks around the Mediterranean, including European Union institutions and initiatives (TGML, EEA, EMODnet).

Private sector:

- a) Alliance to end plastic waste.
- b) Local offices of the Global Compact in beneficiary countries.
- c) Representatives of the plastic production and manufacturing industry.
- d) Chambers of industry and commerce and other business support organizations.
- e) Other key stakeholders of the plastic value chain e.g. waste management and cosmetic companies.
- f) Entity operators whose work is linked directly or indirectly to the generation and treatment of marine litter (shipping companies, port reception facilities, waste management entities, etc.).

Other relevant projects and initiatives:

- a) Other regional (Mediterranean) projects, institutions, networks, initiatives and processes (INDICIT II, WES Project, PlasticBusters MPA, etc.).
- b) Other global projects and initiatives (IMO-FAO-Norway GloLitter Partnerships Project, etc.).
- c) Intergovernmental Organizations and other relevant Conventions/Agreements (i.e. the Black Sea Commission Permanent Secretariat (BSC), General Fisheries Commission for the Mediterranean (FAO/GFCM), ACCOBAMS, International Maritime Organization (IMO)).

General public:

- a) Citizens and visitors of countries in the Mediterranean region, in particular those residing in coastal areas and engaging in coastal activities (including tourism, shipping, agriculture etc.).
- b) Non-governmental Organizations (NGOs) dealing with pollution, marine litter, environmental education, participatory science, marine and coastal biodiversity conservation (e.g. MEDASSET, Birdlife International etc.).
- c) University (business studies) and educational institutions offering specialized training in tourism.

7. Specific outcomes for each target group, related to the action's objectives and the phases of the project cycle are envisaged:

Decision Makers: Decision-makers are aware of the importance of implementing the Regional Plan on Marine Litter Management in the Mediterranean, the Sustainable Consumption and Production (SCP), Action Plans, the Ecosystem Approach (EcAp) and IMAP; with a view to achieving Good Environmental Status, a litter-free Mediterranean, and contributing to the 2030 Agenda for Sustainable Development (SDG 14) and to UNEA resolution on marine litter. They are also aware of the main marine litter-related issues affecting the marine and coastal environment in the Mediterranean region which require further action in view of achieving GES, as well as the key requirements of the international and regional regulations that aim at tackling the issues of marine litter and the tools that could be employed to tackle the issue. Practitioners & managers **are aware of** main marine litter-related issues affecting the marine and coastal environment in the Mediterranean and are involved on the implementation of national IMAP.

Experts/Scientists: Scientists are aware of the main goals, outputs, results and developments of the Project, the project's national and regional activities (in coordination with the national competent authorities); and participate in designing new or updating existing key reduction and prevention measures on marine litter, as well as identifying the adverse effect of marine litter in the marine and coastal environment and its biota. They are also aware of the IMAP process and contribute to the biodiversity monitoring reflection/ implementation and reporting.

Private sector: (i) Private companies are aware of the problems posed by mismanaged plastic waste and are engaged in finding best solutions for end-of-life options and promotion of alternatives. Business support organizations seize the opportunity to foster businesses offering alternatives to single-use plastics. The informal collection sector is involved in extended producer responsibility schemes. (ii) Port and marina operators, wastes collection/delivery/management operators, shipping companies and other relevant stakeholders, are provided with updated information relevant to the obligations arising from MARPOL Annex V and from the legislation of the respective country applicable in the field.

Other relevant projects and initiatives: target audiences are aware of how the Marine Litter MED II Project is contributing to the implementation of the Regional Plan on Marine Litter Management in the Mediterranean, the Regional Plan on Sustainable Consumption and Production, the Action Plan for the conservation of marine turtles in the Mediterranean, the Ecosystem Approach and IMAP in the Mediterranean region, to support the delivery of the 2023 MED QSR and of synergies and collaboration opportunities for the current and future phases. This target group is also important for the sustainability of the proposed action.

General public: citizens, groups of citizens, NGOs, other related entities as well as visitors of the countries in the Mediterranean region are sensitized to key environmental issues in the Mediterranean Sea and Coast, in particular focusing on marine litter, and to more environmentally sustainable and responsible practices that they can engage in to support efforts to protect the Mediterranean Sea and Coast from littering.

4 Expected results and related indicators

8. The expected results deriving from the communication and visibility plan of the project and their related indicators are as follows:

- a) Stakeholders and key decision makers are more aware of the importance of an effective implementation of the Regional Plan on Marine Litter Management in the Mediterranean, the SCP Action Plan, EcAp and IMAP as well as the relevant international and regional regulations in the Mediterranean region in order to support evidence-based policies and measures against marine litter – **INDICATOR:** number of stakeholders and decision makers informed about Marine Litter Regional Plan, EcAp and IMAP implementation.
- b) Stakeholders and key decision makers are aware of the results of the Marine Litter Regional Plan implementation process and assessment of the status of the Mediterranean Sea and Coast and their implication for further action required in order to achieve the Good Environmental Status of the Mediterranean Sea and Coast on marine litter, in particular through the assessment results presented in the 2023 MED QSR (focus on IMAP Candidate Indicator 24, riverine marine litter and microplastics escaping from Waste Water Treatment Plants) – **INDICATOR:** number of stakeholders and decision makers informed on the outcomes/findings pertinent to the implementation of the reduction and prevention measures on marine litter and monitoring and assessment on marine litter for selected indicators; number of communication products and events providing visibility to the findings.
- c) The scientific community working on marine research/science/oceanography is informed of progress of the Project and lessons learnt to provide elements for future research orientations in support of the assessment of the state of the Mediterranean Sea and Coast for marine litter – **INDICATOR:** number of communications/publications/posters/talks disseminated to scientific entities. Further indicators will be the number of people to whom the documents will be sent, number of people visiting the project section at UNEP/MAP website and/or number of people downloading the documents from the project website.
- d) The EU support to the Project and to the Barcelona Convention is visible – **INDICATOR:** number of reports and publications mentioning the Project and its deliverables, using the visibility guidelines of the project funded by EU and implemented by the project implementing partners. Further indicators will be the number of people to whom the documents will be sent, number of people visiting the project website and/or number of people downloading the documents from the project website.

5 Main activities & related indicators

9. Regular communication activities in relation to the project overall will include:

- Development of a brochure presenting the Marine Litter MED II project in the broader context of the Marine Litter Regional Plan implementation in the Mediterranean and its different phases (Marine Litter MED, IMELS Cooperation Agreement), reflecting on the progress made as well as challenges to be addressed, for dissemination online and at relevant national, regional and international meetings and events – **INDICATOR:** publication of a brochure in three languages (English, French, Arabic); number of events at which the brochure has been disseminated; number of stakeholders reached; **TARGET AUDIENCE:** Policy-makers, donors, partners.
- Development of an annual joint communication document highlighting outcomes, key products and tools, results achieved, and lessons learned, developed by the partners of the project; this document will be distributed by each organization within their e-newsletter (including MAP newsletter) and websites / social media and at the occasion of their events. – **indicator:** number of annual communication documents developed and disseminated over the course of the project; number of stakeholders reached; **Target audience:** all target groups.
- Set up and regular update of the Marine Litter MED II project section on the UNEP/MAP main website as well as on the websites of other implementing partners and regular update of

the overall implementation of the Marine Litter Regional Plan and/or EcAp/IMAP to reflect progress achieved as part of the project and to provide access to the key outputs of the project (documents, tools, etc.)– indicator: number of webpages dedicated to the Marine Litter MED II project; number of views of the project page; Target audience: - all target groups.

- Dissemination of the latest news of the Marine Litter MED II project through regular publication of news features and press briefs in the MAP newsletter and the implementing partners' e-newsletters, as well as dissemination of key updates and results through social media. – indicator: number of news features, press briefs published on Marine Litter MED II project activities and results; number of social media communications shared and number of retweets/likes; Target audience: - Decision Makers, Managers and Scientists and MAP system partners.
- Communication of national project results by local partners through local media (TV, radio, press) and social media – indicator: number of national articles, press briefs, TV/radio reports published in the project beneficiary countries providing visibility to the project's activities and results; Target audience: Decision Makers and Users.
- Dissemination of project data monitoring results through the IMAP Info System – indicator: number of views and users of the IMAP Info System; Target audience: Scientists and Users.
- Dissemination of assessment results streamlined through a dedicated interactive 2023 MED QSR web-platform/webpage, including through a visual Story Map (depending on costs and funding availability) informing on project's contribution to its delivery– indicator: number of views and users of the platform/webpage; Target audience: all target groups.
- Production of specific communication products and tools aimed at a wider audience, such as short educational/awareness raising videos, posters, brochures and events. – indicator: number of communication products developed targeting the general public; Target audience: all target groups and general public more specifically.

2 Communication activities undertaken to each specific event:

10. Communication activities will be also undertaken in relation to each specific event, meeting, workshop and key thematic output achieved under this project. This includes inter alia:

- Marine Litter Best Practices and CorMon Marine Litter thematic meetings organized as part of the project, or in which the project contributes to;
- Key national meetings, consultations and workshops, including those related to the implementation of the different pilot actions;
- Key publications and products, the IMAP Info System, and the 2023 MED QSR;
- In particular, a strong communication component will be ensured through a dedicated communication strategy to be developed for phasing out single-use plastics, in cooperation and conjunction with the EU-funded WES Project's communication and visibility strategy.

11. All Project documents as well as communication and visibility materials will comply with the [EU communication and visibility manual for EU external action](#), to be adhered to during the Project implementation by UNEP/MAP and MAP Components (i.e. MED POL, SCP/RAC, SPA/RAC and REMPEC) and other partners or sub-contractors. Throughout the project communication activities, particular efforts will be made to provide visibility to the overall Marine Litter Regional Plan implementation process in the region in a holistic way and in synergy with the EU-MSFD, EU-Single-Use Plastics Directives implementation, ensuring coherence and continuity of communication between this project and related past and ongoing projects funded by the EU and other relevant UNEP/MAP initiatives and projects.

6 Partners & responsibilities

12. The UNEP/MAP Coordinating Unit will have the primary responsibility for the development, implementation, coordination and monitoring of the project's communication and visibility actions. The activities will be undertaken by the Project Management Unit (PMU), in close coordination and with the support of the UNEP/MAP Communication Unit. In addition, representatives of the UNEP/MAP Coordinating Unit at all relevant levels will ensure to promote the visibility of this project at key Governance and other relevant meetings, and through presentations given at external events. Activities related to this project will be well reflected in the current and future UNEP/MAP Programmes of Work, the new Medium-Term Strategy (MTS), regular Progress Reports and other key governance documents of the UNEP/MAP system, as well as in the overall UNEP/MAP communication products. The Coordinating Unit will ensure the alignment between project communication activities and communication activities under other relevant UNEP/MAP products and assessments, as well as the UNEP-MAP Information and Communication Strategy.

13. This will be done in close coordination with the MAP Communication Task Force led by the Coordinating Unit and bringing together communication specialists of all MAP components. UNEP/MAP will seek to ensure and seize opportunities for synergies in the implementation of communication and visibility plans for all EU-funded projects managed and implemented by the Secretariat (e.g. EcAp MED III, IMAP-MPA etc.) and beyond (e.g. EU-funded WES Project). There will be no silos in terms of communication and the projects supported by the EU will 'talk to each other' to ensure greater visibility and impact.

14. In addition, all relevant MAP Components (MED POL, SPA/RAC, SCP/RAC, and REMPEC) will play an important role in supporting the communication and visibility of the project through their designated project officers and communication officers, using their existing communication platforms, tools and networks. Visibility will be provided by the concerned MAP components to the project at events organized by the Components, and in relevant external events where the MAP Components will take part.

7 Communication channels (non-exhaustive list):

15. The UNEP/MAP portal will centralize content pertaining to the project and will act as a one-stop shop for project information through a dedicated branded and well-structured html page (no stand-alone websites). The web page will be affiliated to the unep.org domain under UNEP MAP. Similarly, there will not be separate social media accounts for the project. Content crafted will be disseminated through existing MAP system accounts as explained above. The Mediterranean Marine Litter Node¹ will be also used as a communication channel for the project by containing project specific information as well as disseminating project's outputs. There may be a need to agree with EU partners on an appropriate hashtag. The following proposals could be considered: e.g. #MLMED, #FreeMLMed

16. The following communication channels will be used (non-exhaustive list):

- UNEP/MAP system websites and social media platforms, including accounts maintained by the members of the MAP Communication taskforce at RAC level;
- To the extent possible: UNEP global platforms, including social media platforms managed by UNEP Europe Office; and
- Regional and national media outlets, notably national press agencies in beneficiary countries and the UNEP/MAP media directory.

17. Other partners to the project will be invited to support communication and visibility activities and contribute to the dissemination of its results and related material through their networks and

¹ <http://gpmlmednode.org/>

communication channels (websites, newsletters, social media, events). The PMU will be responsible for ensuring that all project activities and deliverables undertaken by the CU, the MAP components and partners will follow the EU guidelines for communication and visibility of EU-funded projects, in line with the [EU communication and visibility manual for EU external action](#). A dedicated briefing on the EU communication and visibility requirements was organized in June 2021 under the guidance of the UNEP/MAP Public Information Officer for all EU-funded projects, relevant guidelines were shared and a communication shopping list for the needs of the Marine Litter MED II project has been prepared.

8 Human resources

18. The implementation of project communication and visibility activities will be an important output of the Terms of Reference of the Marine Litter MED II Project Manager funded through the project, while other Project Management Unit staff will support these activities as relevant. The UNEP/MAP Communication Officer will provide support to the Project Manager as necessary for the development of specific products and tools and their dissemination. In addition, all relevant MAP Components (MED POL, SPA/RAC, SCP/RAC and REMPEC) will play an important role in supporting the communication and visibility of the project through their designated project officers and communication officers, using their existing communication platforms, tools and networks. Other partners to the project will also support communication and visibility activities.

9 Financial resources

19. Marine Litter MED II project does not have a dedicated awareness-raising component; however the project's activities (e.g. for single-use plastics and for EPR) will be supported by awareness raising actions in the targeted countries and the relevant budget for communication and visibility has been included in the budget of the Project's activities. In addition, the travel budget of the Project includes also relevant fundings to cover necessary outreach activities, participation in relevant regional and international meetings, as necessary. Communication efforts related to the project will also be introduced as part of regular communication activities of UNEP/MAP and MAP Components.

10 Reporting

20. The Project Management Unit (PMU) at the UNEP/MAP Coordinating Unit (CU) will be responsible for monitoring all project communication and visibility activities implemented by the UNEP/MAP CU, MAP Components, and partners on a regular basis. Any changes or delays to the communication and visibility plan will be communicated to the EC in a timely manner. Annual narrative project progress reports will systematically include comprehensive information on all communication and visibility activities conducted under the project during the reporting period. Links to key communication and visibility products will be included. The final narrative report will include an overview of key communication and visibility activities and products developed throughout the project duration.

11 Communication and Visibility Work Plan and Timeline

[illegible]

Annex I
Projection and Proposal of Communication and Visibility Activities for the Marine Litter MED
II Project for the period 2021- 2022.

Project and Proposal of Communication and Visibility Activities for the Marine Litter MED II Project for the period 2021- 2022

The following communication and visibility activities of the EU-funded Marine Litter MED II Project have been elaborated for the period 2021-2022. The timelines from the original workplan, where applicable, were revised and highlighted in red font.

1. Development of a brochure presenting the Marine Litter MED II Project
A brochure for the presentation of the Marine Litter MED II Project will be published in three languages (English, French, and Arabic).
 - First draft of the brochure has been prepared by the Secretariat; currently under internal review and included in the Procurement Planning for 2021 (February 2021/August 2021);
 - Development of the graphics of the brochure (September 2021);
 - Publication of the brochure in the UNEP/MAP website, and dissemination via social media (LinkedIn, Twitter) (November 2021);
 - Dissemination of the brochure at the COP22 (December 2021).
2. Development of an annual joint communication document/bulletin
This document/bulletin will highlight the outcomes, products and tools of the Project, the results achieved, and the lessons learnt.
 - Preparation of the document/bulletin by the PMU/CU with the input of MAP components, summarizing the outcomes, products, and tools produced, and the results achieved during 2021, for presentation at the COP22 and online publication (December 2022).
3. Set up and regular update of the Marine Litter MED II Project webpage
A webpage dedicated to the Project has already been created as part of the UNEP/MAP website.
 - Regular update of the website by the PMU/CU, based on the inputs provided also by MAP components (continuous), including the deposition of important documents and outcomes prepared in the framework of the project.
4. Dissemination of the latest news of the Marine Litter MED II Project through regular publication of news features and press briefs in e-newsletter and on social media
 - Regular publication of news on Marine Litter MED II in the UNEP/MAP website and through social media accounts (Twitter, LinkedIn) (continuous).
 - The expected period of September 2021-August 2022 includes the coverage of the following events and activities:
 - o Full implementation of the Marine Litter MED II pilot projects from the by beneficiary countries (September/October 2021);
 - o The 1st Marine Litter MED II Steering Committee (September 2021);
 - o The Meeting of the Regional Cooperation Platform on Marine Litter in the Mediterranean (November 2021);
 - o the Marine Litter MED II-related news and events at COP22 (December 2021);
 - o the awareness campaigns related to the implementation of activities from the Marine Litter MED II project by the beneficiary countries (January/March 2022);
 - o the thematic/cluster CORMON meetings and back-to-back sub-regional/SPI meetings (March/April 2022); and
 - o 2022 International Forum on Marine Litter and the Circular Economy (MARLICE) (May 2022).

5. Communication of national project results by local partners through local media (TV, radio, press) and social media

National implementing partners will be responsible for the communication of the main results of the Project at national level through local media, throughout the duration of the Project.

- Discussion with national implementing partners to explain and highlight the role of communication of Project results in national media, in the context of online meetings for the definition and implementation of national activities (November/December 2021);
 - Regular communication with national implementing partners to received updates on local media and social media news items (continuous).
6. Dissemination of Project data monitoring results through the IMAP Info System
 - Publication by INFO/RAC of the data submitted by the beneficiary countries of the Project and by all other Contracting Parties the IMAP Info System, monitoring the number of views and users of the IMAP Info System (starting from January/February 2022).
 7. Production of specific communication products and tools aimed at a wider audience, such as short educational/awareness raising videos, posters, brochures
 - Internal meeting scheduled at PMU/CU-level to identify the communication activities expected for 2021 for Marine Litter MED II (April 2021);
 - Development of a script for a short video presenting the Marine Litter MED II Project, for internal review (May 2021);
 - Definition of the contents of a poster presenting the Marine Litter MED II Project (May 2021);
 - Approval of the script and preparation of the video (June-July 2021);
 - Approval of the poster content and development of the graphics elements (June-July 2021);
 - Finalization and publication of the video, and its dissemination at COP 22 (December 2021); and
 - Finalization of the poster and its publication for display during the COP 22 (December 2021).