



**marisca**

MARine Spatial planning for the  
protection and Conservation of  
biodiversity in the Aegean sea

## **WP 8: Communication and Dissemination**

### **D - 8.1 – Communication and Dissemination plan**

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## Contents

1. Introduction .....	1
2. Objectives of Communication and Dissemination Plan .....	1
3. Identification of Target Groups .....	2
4. Communication strategy .....	2
4.1 Information .....	2
4.2. Participation .....	2
5. Dissemination Tools.....	3
5.1 Logo .....	3
5.2 Flyer .....	4
5.3 Website .....	5
5.4 Social Media Platforms .....	6
5.5 Visual identity .....	6
5.6 Scientific Publications.....	6
5.7 Other Publications .....	6
5.8 Final Conference .....	6

## 1. Introduction

What is MARISCA?

MARISCA stands for “MARIne Spatial planning for the protection and Conservation of biodiversity in the Aegean sea”

MARISCA is a project, in response to the call GR02.03 on Integrated Marine & Inland Water Management, “INCREASED KNOWLEDGE CONCERNING THE INTEGRATED MARINE AND ISLANDS POLICY OR THE PROTECTION / MANAGEMENT OF COASTAL AREAS” that has received funding from the European Economic Area Financial mechanism (EEA FM 2009-2014). The programme is co-funded in 85% by the EEA GRANTS, 2009-2014, and 15% by the Public Investments Programme (PIP). The project consortium is composed by 3 partners (University of the Aegean, HCMR, IMR) from 2 countries (Greece and Norway coordinated by the University of the Aegean based in Lesbos island, Greece).

MARISCA will be running for 13 months and aims to contribute towards the protection and conservation of biodiversity in the context of an integrated Marine Spatial Plan (MSP) in the Aegean Sea. A network of marine protected areas and protection zones will be proposed for the conservation of all important and vulnerable habitats and species, as defined by national and community legislation and international agreements.

## 2. Objectives of Communication and Dissemination Plan

The MARISCA Communication and Dissemination Plan describes the activities to be performed and the communication and dissemination means to be used in order to promote MARISCA concepts, and to communicate and disseminate the project results.

The plan

- identifies the target groups and key stakeholders of the project (link to WP6)
- describes the communication strategy
- defines the dissemination tools

The Communication and Dissemination Plan shall ensure that all relevant knowledge coming out of the project is carefully managed. However, the project partners are involved in dissemination and exploitation in order to foster awareness and transfer results for impact.

### **3. Identification of Target Groups**

The key messages and results of the project will be communicated to the following general target groups that will be identified by the WP6.

Target groups:

Central Administration ((General Secretariat of Water Resources, Directorate General of Spatial Planning of the Ministry of Environment, General Directorate of Environmental Affairs, SETE, Ministry for Development and Competitiveness, Ministry of Education and Religious Affairs, General Secretariat for Research and Technology, Ministry of Foreign Affairs, Ministry of Tourism)

Regional administration (Prefectures, Fisheries and aquaculture departments, Marine navy)

Local Authorities (Mayors)

Scientific Community (Universities, Research Institutes)

Marine related bodies

End users of marine and coastal areas (Port authorities, fishermen associations, aquaculture associations, tourism industries)

Environmental NGOs (WWF, Pelagos Cetacean Research Institute, Archipelagos, MOM, Greenpeace, Hellenic Ornithological Society)

Wider public

### **4. Communication strategy**

Communication and Dissemination strategy will be designed to maximize the involvement of government authorities, user groups and other interested parties who will be important channels for transferring the outcomes of the project to key players.

Communication material will be delivered along the different project phases, tailored made according to different target groups of stakeholders involved.

#### **4.1 Information**

The project's output will be communicated to the general public in order to raise awareness, inform about the benefits that can be generated through areas under study, bridge the communication gap between scientists and involved groups and enhance consultation and feedback from citizens: Regular information regarding project developments, will be uploaded on the website and on social media platforms, and information material will also include press releases, press articles, flyers, photos etc.

#### **4.2. Participation**

A prerequisite for Maritime Spatial Planning is to agree on operational goals. To achieve the high goals of European directives (92/43/EEC, 2009/147/EC, 2008/56/EC and 2014/89/EC) they should be translated into clear operational targets. Setting these goals is crucial for the success of any management plan (Katsanevakis et al. 2011; Stelzenmüller et al. 2013b).

In order to define the operational objectives of the Project, we will be contact and consult primarily with the Public Administration, responsible for the implementation of Directives 92/43/EEC, 2009/147/EC, 2008/56/EC and 2014/89/EC (General Secretariat of Water Resources, Directorate General of Spatial Planning of the Ministry of Environment, General Directorate of Environmental Affairs), but also related stakeholders such as fishermen and scientists via the conduction of interviews and questionnaires with a view to registering the empirical knowledge on ecological features.

The guidelines for the implementation of European Directives will be followed (eg European Topic Centre on Biological Diversity ETC / BD, 2010), as well as good international practices. The set operational objectives will be used in WP-7 in order to design a network of marine protected areas.

## 5. Dissemination Tools

Dissemination tools, support in communicating the project's aims and major findings to key stakeholders' groups.

### 5.1 Logo

A specific project logo will be included in all project promotional material. Communication materials will clearly reference that:

*"the programme is co-funded in 85% by the EEA GRANTS, 2009-2014, and 15% by the Public Investments Programme (PIP)"*

and include:

a) the logo of the EEA (European Environmental Area) Grants, b) the logo of the SACEP (Special Agency for Coordination of European Projects) c) the logo of the Greek Ministry of Environment and Energy

For audio-visual material, the credits at the beginning or at the end shall include an explicit and readable mention the above and include all related logos and during information events the above must be displayed in meeting rooms.

The logo reflects the central concept of the project, depicting a hippocampus representing the aim of conservation of vulnerable habitats and species.

1. Full Color, Full Title	
2. Full Color without Title	
3. The sign	

The logo can be downloaded from the project website.

Logo Promotion / Links Exchange: As part of ensuring the maximum ways of visiting the MARISCA website, the logo will be provided to the Consortium Partners to place on their respective website homepages and social media promoting the MARISCA project. The logo will also be provided to other key stakeholders interesting in following the news of the MARISCA project.

## 5.2 Flyer

A promotional Flyer (brochure) will be prepared in electronic and printable format aiming to generate interest in the MARISCA project among the broadest possible audience.

The format of the Flyer will be A4-sized document (210 x 297 mm or slightly larger



depending on final content), tri-folded to form six panels (three front and back). Paper and electronic versions should be produced and distributed widely. The flyers will be produced in English and Greek languages. The Flyers will be electronically available on the website.

The Flyer will lead the reader to the MARISCA website <http://www.marisca.eu>, once it will be ready, to get more information related the project.

All partners will be provided with a copy of the Flyer for distribution (print and electronic) to their personal and institutional network of contacts. In case partners would like to distribute a large amount of flyers, for example at a major event, they will have to notify WP8 Leader Dr. P. Karachle ([pkarachle@hcmr.gr](mailto:pkarachle@hcmr.gr)) who will be able to ship a large amount of print copies to the venue at least three weeks before the date they are required.

### 5.3 Website

The dedicated MARISCA website <http://www.marisca.eu> will be set up at an early stage to make the project immediately visible and provide an easily-accessible information exchange platform. It will be user friendly and its information will be communicated to all targeted groups. The information will be organised in a meaningful and accessible way. The visibility will be supported by the SEO (Search Engine Optimization). It will include specific WebPages in order to support stakeholder involvement, such as: Questionnaires, Social Network in cooperation with WP6.

The website plays multiple roles; it is a communication resource to promote the project, its objectives, methodology, implementation and partnership and to update interested parties on progress, results and outcomes, comprising also a repository a repository for key deliverables.

The public project website will include the web-based collaborative workspace (intranet) to facilitate continuous project partner communication. The intranet will be structured as an archive, so as to allow partners to easily find all documents. Each member will be provided with its unique user name and password and a user manual guide on how to use the intranet.

The **Project Section** will contain brief information of the project.

The **Implementation Section** will explicitly describe the Work Packages and the Deliverables of the project.

The **Consortium Section** will provide information on the Partners involved in the project and short biographies of the scientific team as well as a user-friendly search to users for contacting people involved to the project (Contact details, role, cv, photo) in a dedicated People and Contacts area.

The **Events Section** will include the Final conference event organized by MARISCA consortium as well as other events where MARISCA partners will participate and communicate the project's findings.

The **Stakeholder Section** will enhance the dissemination and communication strategy, which enacts stakeholder consultation and participation presenting the stakeholders' questionnaires.

The **News Section** will be regularly updated in the home page with the progress of the project as well as external news that will be relevant to MARISCA.

The **Dissemination section** will house all dissemination products and activities including scientific papers, other publications, press releases, press reviews and articles and the project Flyer.

The **Bibliography** will present the related to MARISCA publications and citations.  
The **Contact us Section** will be available for users' facilitation.

#### 5.4 Social Media Platforms

The website will develop an ongoing, parallel platform and strategy intended for social networking. This strategy will incorporate the existing social networks in order to raise and maintain the public's awareness on issues that will occur during the program. This strategy will also involve user-generated content, content seeding and proactive marketing, both on the web and on mainstream scientific media.

#### 5.5 Visual identity

In order to make MARISCA project immediately recognizable a visual identity layout will be produced. Based on the logo, the design of the website, the cover of the project deliverables to be disseminated, the information materials and a format for power point and poster presentations as well as a roll – up banner for the final conference will be developed and circulated to all partners

#### 5.6 Scientific Publications

As soon as, research outcomes become available, MARISCA partners will do their best to publish them in scientific (peer reviewed) publications and present them at international, as well as, national conferences.

#### 5.7 Other Publications

News of the project will be disseminated regularly, making use of a range of publications and services. Press releases will be issued, to ensure that industry, civil society organizations, policy-making authorities, and the wider community will be aware of the project, its objectives and its outcomes.

#### 5.8 Final Conference

An event is planned to take place at the end of the project (month 13) to present its scientific outcomes to scientists, stakeholders and interest groups. The final conference will take place in Athens, Greece.

Project participants will present the project's approaches and findings at appropriate academic and stakeholder events, conferences and meetings.