

Communication – Work Package 2

CPMR – Intermediterranean Commission
WP2 Leader

CO-EVOLVE 3rd Steering Committee
Valencia, 16-17 November 2017




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OVERALL PROGRESS & UPDATE ON COMMUNICATION ACTIVITIES

- **Internal issues**

- ✓ Communication meeting last 17 October (good participation and very helpful)
 - [Material](#) available on Google Drive
- ✓ Document Storage ([Google Drive](#)) and deliverables on the website
 - Administrative documents (i.e. job descriptions, staff lists) & all deliverables
 -  Remember to use [official templates](#) for deliverables (on Google Drive)
 - All deliverables from 1st reporting period are online!
- ✓ Internal Communication
 - Contacts: [Online Excel](#) with 4 categories (general, admin & financial, technical, COM)

- **Website**

- ✓ Translation into EL, IT, ES, FR ongoing. What about Croatian?
- ✓ [Clean text](#) (for translation) sent + available on Google Drive

- **Infoday Rimini – 7 November 2017**

- ✓ Good feedback in terms of content + participation (66 people)
- ✓ [Material](#) on Google Drive + [Article](#) on website



ONGOING DELIVERABLES

- **Internal issues Video Strategy**

- ✓ General format discussed during communication meeting
 - 3 kinds of video (2-3 mn animated video; clips; 15-20mn long video)
- ✓ Tender almost ready
 - FR/EN versions (preference for FR companies because of VAT issue + logistical reasons)
 - Budget: €12,000 for video production + 4/5 travels aside (€3000) + subtitles
 - Content: 3 kinds of video taken during events, suggestions:
 - Bologna, March 2018
 - Komotini, Spring 2018
 - Split, September 2018
 - Montpellier, May 2019
 - Calendar: tender to be launched in November; selection in December; starting in January

- **2nd Newsletter**

- ✓ Suggested structure
 - State of the art (what has been achieved so far)
 - Main outcomes from WP3
 - Internal events (Rimini, SCs)
 - Participation in external events + relations with thematic community 3.1
- ✓ Diffusion through Mailchimp + either shared diffusion list or forwarding the email
- ✓ Calendar: late November/early December?



UPCOMING DELIVERABLES AND FUTURE STEPS (1/2)

- **Articles**

- ✓ Scientific and thematic articles (CPMR, PAP/RAC, ISMAR, UTH)
 - 3 articles
 - 1st one → on synthesis of key threats and enabling factor
- ✓ CO-EVOLVE articles (all)

- **Short books**

- ✓ 10 units By April 2018
- ✓ ISMAR suggested 4 units about WP3
 - 2 on Syntheses (one on Threats + one on Enabling Factors) - *ISMAR & PAP/RAC*
 - 1 on Indicators tools – *UTH*
 - 1 on Pilot analyses (3.15) + Relevant planning (3.18) – *REMTH & IUAV*
- ✓ **Format, template, calendar?**

- **Factsheets**

- ✓ 50 units – 1 to 2 pages (visual elements)
- ✓ Can be summaries of reports/analyses
- ✓ **Calendar?**



UPCOMING DELIVERABLES AND FUTURE STEPS (2/2)

- **Information Days (to be delivered by October 2019)**

*Ideally **back to back** with other meetings and/or Intermediterranean Commission Working Group /Task Force meetings.*

*These events aim at **raising awareness on the project** – and more generally on sustainable tourism-related issues – **among local/regional/national stakeholders** (more detailed description available in the communication plan).*

- ✓ 1st Infoday took place in Rimini on 7 November (RER)
- ✓ 4 more to go: REMTH, HERAULT, PAP/RAC and VALENCIA

- **Coordination Boards (to be delivered by May 2019)**

*Preferably **back to back** with other project activities (e.g. coordination meetings, pilot meetings, etc.) – in order to **stimulate dialogue among different key actors and the setting up of a support group at local level endorsing project pilot actions & testing indicators/DSS.***

*These events will **bring together various actors and end-users** to create a sense of community and **support the evaluation of developed tools. One short report per workshop will be compiled.***

- ✓ One per pilot area
- ✓ RER, HERAULT, RERA SD, VALENCIA, DUNEA, ISMAR-IUAV, UOT



RELATIONS WITH OTHER MPS 3.1

- **BleuTourMed Community Building event - Athens (4-5 October 2017)**
 - ✓ Several partners represented (REMTH, RER, ISMAR, UTH, IMC)
 - ✓ Common Declaration (objectives of community + guidelines for cooperation)
 - ✓ Bilateral meetings/discussions with several projects (i.e. MITOMED+, BlueIslands, ALTER ECO, CASTWATER) → good starting point
- **Participation of BlueIslands in the Infoday – Rimini (7 November)**
 - ✓ Project tackling issue of waster management in islands
 - ✓ Lead partner (Ministry of Agri, Cyprus) very interested in establishing synergies
- **What's next?**
 - ✓ Skype meetings between technical partners?
 - ✓ **ALTER ECO; CASTWATER; CONSUME-LESS. DestiMED; MITOMED+; SIROCCO**



UPDATE ON BLEUTOURMED (1/4)

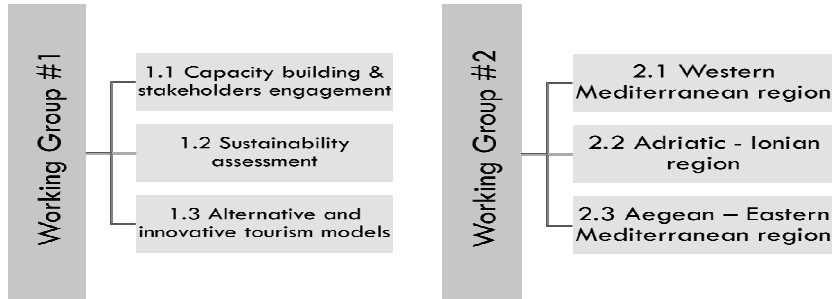
2nd Community Building event – Athens (4-5 October 2017)

✓ Purpose of the event:

- ✓ Harmonising activities (common approaches and strategies and testing approaches)
- ✓ Exchanging approaches and methods
- ✓ Working together in 6 thematic WG sessions

Main results:

- Develop a map of Community's methodologies
- Organize technical meeting focusing on indicators
- Select the minimum set of indicators that we need as a Sustainable Tourism Community and highlight the data gaps on this set
- Share databases among MPs
- Links with InnoBlueGrowth Horizontal project



Barriers:

- Lack of data at the destination and local level
- Lack of harmonized information
- Data not coordinated, not transferable, not compatible
- Reluctance of the private sector to provide data
- Lack of the authority to mandate the data
- Local regulation and legislation issues



• Others tools

- ✓ Internal Community database (link and access authentication coming soon)
- ✓ New functions foreseen on the web platform (frontend authentication, intranet discussion, shared calendars, directories of partners, retweet of news..)
- ✓ HP plans to increase events with pilot visits / side events -> open to suggestions



UPDATE ON BLEUTOURMED (2/4)

Forthcoming events

- **Sustainable Tourism community mid-term event, Roma (end of February 2018)**
 - ✓ Day 1 – Community Building
MPs will work together, divided in working groups, with the aim of matching their activities/deliverables with the main EU policies
 - ✓ Day 2 – Capitalisation/mid-term conference
In this day MPs will discuss with external experts and policy makers on how to impact some policies and how to work to solve common problems
- **MED Programme mid-term event, Roma (18-19 April 2018)**
 - ✓ Day 1 - Technical part (time to present most successful results/initiatives + their impact)
Session 1 – focus on “Climate Change”
Session 2 – focus on “Circular Economy”
Session 3 – focus on “Blue Skills” – what is needed to implement blue economy
 - ✓ Day 2 - Integration of PANORAMED: taking to an upper level of strategic/political action
PANORAMED will present how they intend to capitalise on project results to feed new projects and influence policies
Political part: current vision of the future of cooperation medium to long term, and how Programmes, projects and stakeholders fit in, as UNEP MAP – UfM – CoR – EP – EC-DGs



UPDATE ON BLEUTOURMED (3/4)

MED Programme mid-term event, Roma (18-19 April 2018)

- **Exhibition**

In order to showcase the results that will not be presented during the panel discussions, the JS proposes an exhibition, where the thematic communities, with the participation of their modular projects, will be able to display visual presentations / installations representing their challenges/results. (guidelines to follow)

The JS will organise a private guided tour of the exhibition for the public Authorities on the second day.

- **Publications**

Apart from the exhibition and the panel discussions, the projects will also be represented in two publications:

- ✓ *A MED projects catalogue : 1 factsheet per project that displays the project concept, impact and testimonials*
- ✓ *An exhibition catalogue : for the projects that will display a creation. It will show the results and the focused messages of the thematics*



UPDATE ON BLEUTOURMED (4/4)

SIDE EVENT – “MED Open Days” – TO BE CONFIRMED

Possibility of a “MED Open week” during or just before the mid-term event

- ✓ Organisation of several visits/tours on pilot project locations (presentation of their work linked with the transversal themes)
- ✓ Good opportunity to reach citizens and show what the Interreg MED Programme is achieving through the work of its projects
- ✓ JS will define a list of potential pilot projects and ask them if they are interested in participating in this side event
- ✓ The conference, the exhibition, publications... and this side event will be integrated parts of the same event
- ✓ The event will show concrete actions, on site, and the exhibition will evidence why projects, their actions and the impact they create are crucial, in a very visual way
- ✓ All of this will support and fuel the discussions of the second day, by giving a consolidated answer to be presented to policy-makers on why we all need to keep cooperating post 2020



INFORMATION ON PANORAMED (MED AXIS 4)

- Information during “We are Med” Event in Alicante, April 2017 – first synergies with Med Interreg Community
- “Back to back” meeting of PANORAMED with the IMC CPMR General Assembly in Naples, July 2017 – first synergies with the Med Regions
- PANORAMED Official Kick-off in Seville, on the 27th of September 2017 and meeting with the HPs on the 28th
- Forthcoming meeting with the HPs in Athens on the 22-23rd of November 2017
- Next “back to back” meeting with the IMC CPMR Political Bureau in Murcia, February 2018 (PANORAMED SC + IMC PB and WGs) : probable strong focus on Sustainable Tourism
- IMPORTANT to monitor: PANORAMED Working Group on Sustainable M&C Tourism



UPDATE ON MEDCOAST4BG (UfM umbrella project)

- Umbrella **project** retaking **CO-EVOLVE's methodology/aim** and **expanding it to other destinations in the MED (Eastern + Southern).**
- **Application for UfM labelling (Lead Promoter:** CPMR - 3 years project / € 3 M aprox. To be reviewed after formal approval by the UfM SOM. Project already passed a part of the assessment and got important endorsement letters).
- **Partnership:** Managing Board (CPMR, REMTH, RER, CNR-ISMAR) + all Co-Evolve partners + to be added the new ones involved in Co-Evolve4BG (e.g. Lazio, Uni Murcia, INSTM, AL MIDAN, AMWAJ etc.). partners from Montenegro, Tunisia, Lebanon
- **Interactions:** RITMARE; MUSES; BLUEMED CSA; SIMWESTMED; BleuTourMed; InnoBlueGrowth; PANACeA ... + emerging strategies and initiatives at MED scale
- **Key activities & expected results:**
 - ✓ Refining + focusing Co-Evolve analysis on key aspects at wider Med Level
 - ✓ Applying approaches, tools and guidelines to more pilot areas (different characteristics & outside the EU)
 - ✓ Monitoring processes and practices through appropriate data acquisition and sharing
 - ✓ Reinforcing training and capacity building
- **ENI CBC MED proposal in the pipeline: CO-EVOLVE4BG (ICZM priority)**
 - ✓ **Objective:** Extension of CO-EVOLVE's analysis and testing activities to southern and eastern Med coastal areas
 - ✓ **Partners:** **Lead Partner:** INSTM (TN), **Med Partner countries:** ANPE (TN), Ministry of Public Administration of Lebanon, NGO Al-Midan and AMWAJ (Lebanon) **EU Med:** ISMAR-CNR, LAZIO (IT), REMTH (GR), Uni. Murcia (ES) + **many ASSOCIATES**



Update on UfM Stakeholder Conference on Blue Economy

- UfM Ministerial declaration on Blue Economy, November 2015
- Launch of a UfM Working Group on Blue Economy in 2016 (IMC CPMR observer + agreement with UfMS on BE) and further activities
- EASME Grant to the UfMS to support the works and in particular the Forum on BE, identification of key projects, development of [Virtual Knowledge Center on BE](#), among other activities
- Synergies with [BLUEMED](#), [West MED](#), [EUSAIR](#), [Bologna Charter](#)...
- Partnership with the IMC CPMR + Launch of a IMC Task Force on UfM Blue Economy Agenda follow-up in the regions, July 2017-onwards
- Forthcoming [Regional Stakeholder conference on Blue Economy](#), 29-30 November 2017 in Naples: plenaries + 12 thematic workshops + b2b networking
- Workshop 7 on Sustainable Tourism lead by BleuTourMed (visibility to Co-Evolve and MC4BG through the CPMR IMC)



UPDATE ON EU WESTMED INITIATIVE

- Preparatory phase in 2015-2016 (took into account IMC CPMR and [MarinA-MED COM& CAP](#) messages)
- [Stakeholder conference on West MED in Barcelona, back to back with IMC Political Bureau](#) in February 2017
- [EC Communication in April 2017 + Framework for Action](#): Sustainable Tourism at the core of West Med priorities
- Council conclusions on Blue Growth in June 2017 endorsing West MED
- West MED Working Group (last meeting October 2017): the 10 involved States + the EC/UfMS are preparing the next Declaration and annex on Governance
- Forthcoming informal ministerial meeting back to back with UfM Stakeholder conference on Blue Economy in Naples, 29-30 November 2017
- Forthcoming Assistance Mechanism to be set-up in 2018



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