Interreg Mediterranean

EUROPEAN UNION

BIODIVERSITY PROTECTION

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COMMUNICATION STRATEGY

Mediterranean Biodiversity Protection Community

Working version - May 2020

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Section 1.

Overview

Section 1a.

Background

Biodiversity Protection Community

The Mediterranean Biodiversity Protection Community (MBPC) brings together a **network of specialists** working to protect biodiversity and conserve natural ecosystems in Protected Areas (PAs) and beyond, promoting more effective protection of biodiversity and mainstreaming ecosystem-based approaches in sectoral policies and activities in the Mediterranean.

The main priority is to **fill the current gap between Science, Management, and Policy**.

The initiative undertakes actions to **increase the visibility and impacts of the results of different thematic biodiversity protection projects** (Modular Projects: MPs) that are being undertaken by members of its Community, co-financed by the EU Interreg MED programme, reaching a common and pre-identified strategic target audience.

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The MBPC project supports the Community by:

- **Fostering** communication and capitalization **opportunities to the MPs** towards policy and management targets;
- **Guaranteeing interconnectivity** and networking amongst MPs, creating synergies and joint activities to avoid duplication of efforts.
- Creating opportunities to **transfer knowledge** and **best practices** while supporting the mainstreaming of results;
- **Engaging** its **Advisory Board** and partners for quality assurance and increased outreach;
- **Engaging in the definition of joint recommendations** for the post-2020 agendas, as a MBPC and in collaboration with other Communities and the Interreg MED Programme;
- Facilitating a coordinated transfer of the Community's messages and results to target **stakeholders and decision-makers**;
- **Regularly promoting data sharing and evidence-support tools** by updating the Mediterranean **Biodiversity Protection Knowledge Platform** (BPKP), allowing a one-entry-point access to the knowledge generated by the Community.

The second phase as a Community

This communication strategy takes on board the findings of the first phase of the Mediterranean Biodiversity Protection project (PANACeA 2016-2019) and the results of the MPs implemented in the same period.

Specifically, the second phase will **continue promoting results and tools** such as:

- The Mediterranean Declaration for an Ecosystem-based Approach;
- The MBPC Knowledge Platform as one single entry point to the knowledge generated;
- The MedBioLitter database showcasing knowledge on interactions among marine litter and biota;
- Joint technical and policy documents addressing cumulative pressures including pollution (marine litter), climate change effects and transferring effective transboundary management approaches to conserve and use sustainably natural resources using participatory approaches;
- The conclusions and recommendations of the Mediterranean MBPC final event;
- And more.

Section 1b.

General objectives

The implementation of this Communication Strategy aims at:

Supporting community building, transfer and capitalisation actions and results of the MBPC by:

- **Underpinning a sense of Community** among all its members;
- **Deploying innovative** communication tools and animation methods;
- **Increasing visibility, engagement and impact of MBPC** community building, transferring and capitalization activities;
- **Reinforcing the outreach** of the challenges addressed, activities and results of the community and the individual MPs;
- **Extracting key targeted and clear messages** and channeling them in the right form and to the right audience for a strong impact;
- **Keeping informed and engaged relevant policy makers** to influence and push for action.

Section 2.

Audience

Target audience

The target audience of MBPC's communications includes the following groups:

Our Community

Over 230 actors in the 15 MPs

MPA managers;
Researchers;
Environmental associations;
Policy makers;
Private sector;
Public sector.

Interreg Med Community

The Med Program;
The JS;
All Med Communities;
PANORAMED & related Strategic projects like SHAREMED

Transferring targets

Actors who facilitate the transfer of direct MPs results

Other MPA managers;
Networks;
Environmental associations;
Policy markers;
Private sector;
Local & regional authorities;
Professionals and researchers;
Students in relevant fields

Capitalisation targets

Multi-level public policies;
Donors/funding agencies (e.g. MedFund for MPAs);
Private sector;
Training programmes;
International organisations;
General public.

Communication channels

Each group can be reached via multiple online communication channels:

WEBSITE

All the targets in the audience

FACEBOOK

All the targets in the audience

TWITTER

Transferring targets, capitalisation targets

LINKEDIN

Transferring targets, capitalisation targets, our community

WEBINARS

Our community and enlarged community: project partners and other horizontals.

FACEBOOK AD

Our community, Interreg Med community.

EVENTS

Targeted in detail depending on the specific type of event

NEWSLETTER

Our community, Interreg Med community.

SURVEYS

The community who attends our events or newsletters' target

Section 3.

Strategy

Section 3a.

Message

Message Bible

Activism built on research and data. The commitment of MBPC is based on the strong work of prominent research teams, specialists and MPA managers who help to make a difference. There is a deep knowledge and a constant knowledge generation linked to biodiversity in the Mediterranean.

A passionate community. One who is demonstrating the crucial role of healthy ecosystems and advocating the importance of protecting our greatest treasures.

A network of strong realities involved in preserving biodiversity. Behind the MBPC, there is a network of 15 projects and one horizontal project engaging more than 230 institutions - researchers, managers, public authorities at all levels, NGOs and the private sector - who cooperate and who are inspired by the mission of protecting biodiversity and conserving natural resources in the Mediterranean.

There is competency, professionalism, and vision

Section 3b.

Communication content

How to communicate within our community

The communication within the community will be **reinforced** by:

Integrating and upscaling communication efforts of MPs by leading a **MBPC Communication Task Force** engaging with the communication officers of the MPs to **define joint actions and coordinate individual ones**, including social media.

Supporting the Community Building efforts of the MBPC by covering the communication needs and engaging with its **Working Groups** by**:**

- Producing materials, such as factsheets and infographics;
- Facilitating mechanisms such as mailing lists, video conferencing and webinars, among others.

Assisting the communication with MPs, advisory board and other key stakeholders to **transferring and capitalisation efforts,** via dedicated messages and tailor-made products.

Communication content:

How to extract information with communication value? (I)

1) From the MPs activities, products and results:

- Via regular communication with MPs, in the framework of the Community Building activities;
- Through the regular review of the **MPs outputs** and the contact with each MPs' Communications Officer through the **MBPC Communication Task Force**.

2) From other key research, management and policy stakeholders:

- Following their communication channels on a regular basis, to identify **relevant stories** and key findings and opportunities;
- Through close communication with our Advisory Board members.

Communication content:

How to extract information with communication value? (II)

3) From the MBPC activities and outputs:

Lessons learnt from PANACeA:

- We placed many efforts on producing high-quality technical and policy products but **we did not fully succeed** to ensure a very visual, strong and targeted communication for impact;
- Findings and data with strong **communication value are sometimes "lost"** in the mist of technical and policy reports, as well as on events reports.

The communication content:

How to extract information with communication value? (III)

3) From the MBPC activities and outputs:

To facilitate the extraction of **key elements** to use on campaigns through **social media**, for the development of **infographics**, and for the **design and layout of project outputs** and publications, including the **MBPC newsletter**, **each project output and report**:

- Will undergo **expert language editing** (in English), ensuring a technically precise, homogeneous and communicative style **adapted to the different needs** of the targets of each document.
- Will be accompanied by a **unified communication form** in which the author(s), the language editor and the communication team, in this respective order, will **extract elements and data** with high communication value and **propose the best channels and tools** to optimise the message.

1. AUTHOR(S) → **2. LANGUAGE EDITOR** → **3. COMMUNICATION TEAM**

Section 3c.

Storytelling

The importance of using stories

We live in a world full of news and information.

Every minute, we produce 511.200 tweets, watch 4.500.00 videos, post 55.140 photos on Instagram, and send 188 millions of emails *. In such wide flux, **how can we make our content stand out?**

One great tool can connect communities, share ideas, and make people react: **Stories**.

Storytelling is about what we decide to tell our audience: it is what will make our communication content coherent. **Using stories will make the project´s identity stronger**, memorable and will strengthen its reputation.

**data from Domo, Data never sleeps 2019.*

How to create relevant stories

Stories are a powerful connection with the community and they allow us to display **concrete accomplishments** from actors in the project.

Ideas for impactful stories:

- **Success stories from the projects' activities MBPC accomplished**;
- **Events** MBPC took part in;
- **Stories from activists** or local communities who have taken their part in biodiversity protection.

Stories can also **connect modular projects**, or **add value to them**. The best channels for stories are:

- **Social networks** (Facebook, Twitter, YouTube);
- **Newsletter** (e.g. a story driven by people in order to promote events, activities or values).

Section 3d.

Advanced communication strategies

Gamification

A strong tool to help **engaging the community** is **gamification**. The MBPC will extend the use of gamification in its events to social media and campaigns in general.

Gamification incorporates **fun** and an element of **competition** to a strategy. The strength of this technique lies in the fact that it creates an **emotional connection with the target** and can provide useful data from the audience.

This type of content can be realized in partnership with a bigger platform of quizzes such as Buzzfeed which is one of the most popular platforms, enabling outreach to a wider audience.

Example:

A quiz on Facebook such as **"Which type of Mediterranean Sea species are you?"**. The quizz could be an entertaining way to guide the user through simple questions to reach a deeper knowledge of Mediterranean biodiversity, and will end up with the **result page**. The result page should include an engaging description of the marine species and a **call to action to protect our biodiversity** - with a proper link to the MBPC landing page.

Online community management: social media

It is very important to **manage properly our online communities**.

Interacting with followers is relevant for:

- the project's **reputation**;
- **engagement** metrics;
- **preventing criticisms**. Indeed, answering critics prevents other users from replicating bad behavior, and helps us demonstrate transparency and openness to dialogue towards our community.

Actionable steps:

- **Answer all comments** and interactions, both positive or negative with an institutional and courtesy tone of voice;
- **Answer all private messages** with clear and complete informations;
- **Share other relevant users content (with acknowledgments)**;
- **Mention or tag other associations**, stakeholders or partners;
- **Join and integrate social media efforts** with MPs and other Interreg Communities via the Communication Task Force.

Engaging the private sector

Lesson learnt from PANACeA:

- Our success in engaging the private sector was limited. The MBPC aims to strengthen the efforts and results obtained in the first phase through more targeted communication and actions.

Who? We aim at addressing sectors of the Blue Economy - coastal tourism, shipping, yachting, fishing and aquaculture among others - which generate pressures and those who can create opportunities

On what basis? The results and recommendations of the MP PHAROS4MPAs and the liaison with the Blue Growth Community and the EBM Declaration by MBPC.

Via what approach? Specific communication campaigns + tailor made communication materials, such as infographics + linking our actions to the Sustainable Development Goals to use their communication potential.
We are particularly linked to **SDG 5** (Gender equality), **12** (responsible consumption), **13** (Climate Action), **14** (Life below water), **15** (Life on land) and **17** (Inclusive partnerships for sustainable development).

Advocacy and marketing strategy and guidelines

Advocacy is very important to actively involve people in our mission: it helps to actively **engage members of our community** in this common mission.

For this reason, **there will be an upcoming and thorough advocacy mobilization strategy.** The strategy will start from pre-existing events and will support them. The aim will be to give **proper guidelines to local activists and to translate them into an applicable strategy**, such as signing a petition, or generating an online debate.

In this way, we will generate online and offline actions, coordinated by one and only vision: mission, actions, hashtags will be managed by the guidelines given. Moreover, it could be interesting to promote a **international challenge between activists**: it is powerful to let them create user generated content by a common brief, and to involve their community to do so. A proper hashtag will gather all contents created by this strategy.

Campaigning

The communication strategy will also be focused on the release of **sub-strategy for specific events**. The macro communication's guidelines will be applied in **operative documents** for each event and campaign created by the MBPC.

In fact, it is important to organize for each event a **package of operative guidelines** that will contain:

- A Media kit for Facebook events and other platforms (such as Eventbrite);
- Digital guidelines for partners;
- Digital guidelines for activists;
- User content generated frame (as Facebook frame to personalize our profile pic in line with the event's communication identity);
- A general editorial plan for social media;
- KPIs and a to-do list for content creation during the event.

Section 4.

MBPC Branding

Section 4a.

Visual Identity

The importance of a visual identity

Visuals are at the center of online communication.

Having a clear **visual identity** across the project's lifetime is **crucial**:

- Creating a distinct 'personality' for the project ;
- Being easily recognizable to our audience;
- Differentiating the project from other endeavours in the field and from the first phase (PANACeA);
- Creating a culture around the project content and strengthening the community-building;
- Conveying stability, loyalty and trust.

The **keys to having a strong visual identity** are:

- Keeping consistency across all branding materials - see next slide;
- Choosing visuals that translate the project's values, ideas and purpose to the eye.

Application of the visual identity

Templates

All individual communications should ensure systematic use of the templates created specifically for the second phase ensuring consistency of the projects' identity and visual harmony of the outputs throughout the overall dissemination and project lifetime.

The template list includes:

- PowerPoint presentation for meetings;
- Agendas;
- Event reports and factsheets;
- Event announcement cards;
- Badges;
- WG differentiated image;
- And more.

Section 4b.

Design of materials

Design and production of communication materials

Following the visual identity, there will be a **continuous production of tailor-made communication materials**, in line with the work of WP3, WP4 and WP5.

Content with communication value shared via online channels should use a **fresh design, respecting the color palet and look-and-feel of the visual identity** created for the Second phase. Shareable content includes:

- Factsheets;
- Posters;
- Design of project outputs;
- Cartographic communication;
- Infographics;
- And more.

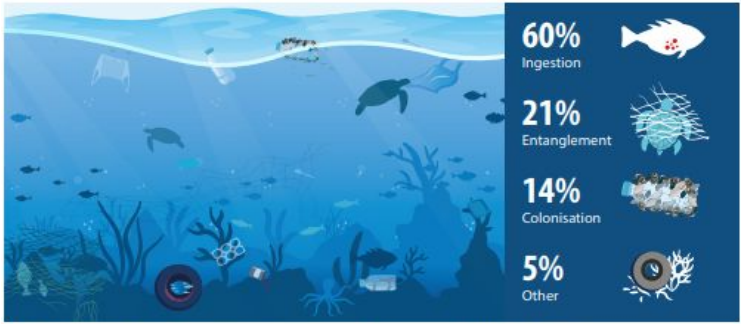


Figure 6. Distribution of knowledge on interaction types in benthic ecosystems in the Mediterranean Sea.

Section 5.

Communication tools

Tools and channels

In the **Biodiversity Protection Community**, we have multiple **communication tools and channels** to reach our audience:

- **Social Media** (and their own tools: surveys, Media Studio, Facebook Events), and **Youtube Channel** (as our TV channel)
- **Events** (physical spaces where the community meet and exchange) and **webinars** (online sharing spaces)
- **Website and visual identity in tools, factsheets,** and all the visuals and physical elements produced by the project that could be used also in an event/presentation (roll ups, photocalls…)

But we are not communicating from an isolated point of view, **we are inside a wider community** and a big program: **Interreg Med**, which provides us with general communication guidelines and goals:

Here are the **general elements and tools** from the program itself.

Tools and channels

Furthermore, we have to consider **working in alignment with other Horizontal and Modular Projects.**

We propose to create a **MBPC Communication Task Force** as a **working group** composed of the Communication officers in our MPs. This structure could be replicated with those Communication officers from the different Interreg MED Thematic Communities.

(Objectives, methodology and organisation of work flow still to be defined)

Project's landing page (website)

It is useful to optimize the dedicated landing page to the project at the Interreg MED Platform. The landing page should include:

- **A strong claim.** The first thing we have to see is a strong claim which would animate us in relation to the project and its mission.
- **Short, clear text.** The text which will explain what BPC is about should be short and clear, with few important infos and a short explanation about Interreg Med and its mission.
- One dedicated page for **easy access to the publications of each of the two phases.**
- **Newsletter CTA.** A great call to action to subscribe to the newsletter.
- **MBPC Open communication resources (download area).** Including the infographics produced and other open resources useful for the press and the wide MBPC including MPs. In this area we can find also a useful l social media toolkit with general information.

The MBPC Open Communication Resources

To support MBPC communication by all partners and mostly to support communication efforts of MPs.

Accessible through a visible point of the project website

Including well-organised, highly relevant **copyright-free materials** and those generated by the BPC (e.g. infographics and cartographic information)

Section 6.

Activities

Section 6.a

Social media

Getting the best out of social media

Every piece of **content** created for social media should be **optimized for its channel**: Facebook, Twitter, LinkedIn, Newsletter.

Optimizing means using the correct digital 'language' of the chosen channel: copy, photos, picture galleries, videos, interviews, reports, infographics and gifs are great instruments to be used in a format tailored for the chosen channel.
The same content can be **easily repurposed** for different channels.

Must-do's:

- **Have a calendar** to advance the copies from the posts in social media (Days of… but also regular publications and campaigns before important events)
- Use the proper **hashtag** where required. Use the toolkit here as a working document with the **main tags and hashtags** for the project.
- Take into account the **Interreg Med Program 30th anniversary** and its own communication style.
- **Size the copy** to different captions ;
- Speak with a warm and **friendly tone of voice**, simple language and **to-the-point messages** ;
- Use **active** verbal forms;
- Involve **emotions** in the narrative, where appropriate.

Social Media Tools

1. Facebook events

Every month, 400 million people around the world use **Facebook events** to discover everything from parties with friends to things happening in their communities.

How to use Facebook events:

- **Create an event.** Be sure to fill out all the information and to put the most important ones first. Have anyone involved in the event as host - having multiple hosts gives the event more traction and exposure and makes it easier to share within networks.
- **Choose an eye-catching image and a strong copy for the title.**
- **Target and geolocalise.** While it might seem counterintuitive to show your event to a smaller number of people, targeting actually increases engagement.

  Let people know about your event. Add some identifying text to the post to make community feel special and make the event feel exclusive.
- **Be explicit** in asking people to help spread the word. Ask to share, moderate the community inside the event by creating threads and always answer to all guests' questions. Post update posts, sponsors and partners' news.
- **Use events' insights.**

Social Media Tools

2. How to interact with the audience

To involve the online community and to take into account their opinions, e.g. after a big event or in corner of a report, its is important to use:

- **Surveys.** They help **collect opinions** and understand the orientation of the community, using, with a simple but detailed Q&A on a particular topic. Surveys also help us to enforce the mailing list and to send the newsletter to a wider audience.

- **Polls.** Ask people what they prefer between two or more choices. For example, their preferences about timing for an online seminary or to choose between two graphics for an event. Polls can be conducted via a social network platform, such as Twitter. Polls also serve to strengthen the engagement rate.

Social Media Tools

3. Live streams

Live streams possess multiple peculiarities. The platforms that can be used are:

- **Media Studio**, the internal Twitter software for live videos;
- **Facebook live**, the internal Facebook software for live videos;
- **YouTube Channel**, great also as repository of video contents;
- **Zoom**, which offers the possibility to connect with over 100 users and to be connected with Facebook, in order to transmit live at the same time on both of two platforms. Zoom is particularly handy for seminars or workshops;
- **Streamyard**, a software that allows to interview guest, share your screen, personalize the design of live video and more things. In addition - and also the most interesting part - it allows to transmit simultaneously on your YouTube, Facebook, Linkedin and Periscope (Twitter) accounts.

Focus on:

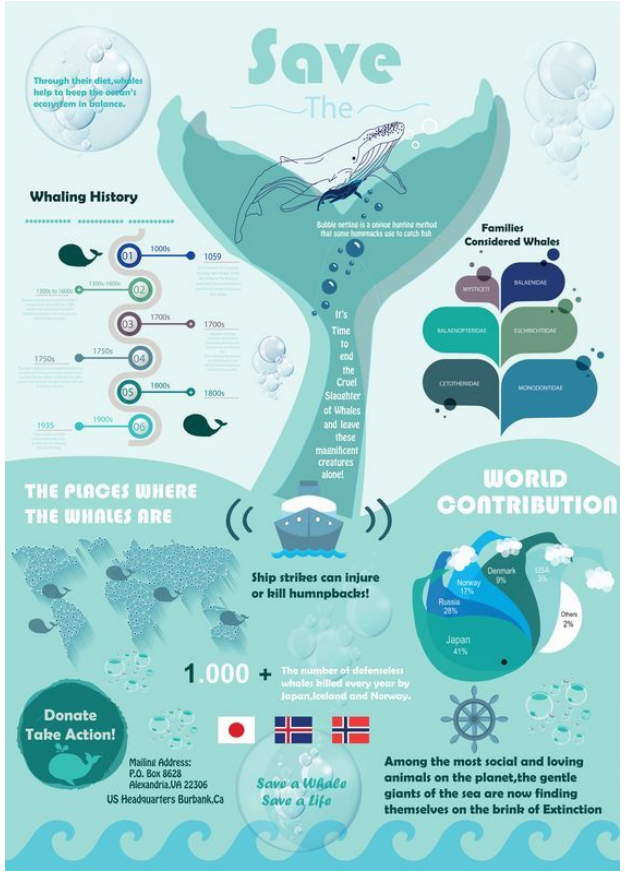
Infographics

GOAL: **information**
TARGET: **stakeholders, community, public opinion**
CHANNEL: **Facebook + Twitter + Newsletter + Website**
FORMAT: **e-cards**

Infographics help to share **key points** of the reports produced, with a captivating design and a strong copy. Infographics are strong in driving information with an easy language.

It's a great way of mixing quantitative and qualitative data to impact the audience.

Target quantity: 20 infographics



Focus on:

Social Media Cards

GOAL: **information, engagement, gamification**
TARGET: **community**
CHANNEL: **Facebook**
FORMAT: **carousel**

A series that provides information on biodiversity topics according to the typical gamification approach. A carousel is a type of post composed by several images that the user can browse.

Target quantity: 3 carousels (3 cards each) per year

Section 6.b

Videos

Video strategy

Video is **one of the most engaging formats** in digital communication.
The attention we pay to videos is about 8 seconds (source: Microsoft report 2018), compared to 12 seconds in 2015. This shows that **attention spans are shortening**. Thus, we should create attractive and engaging videos to make the most out of the attention we receive.

To optimize the engagement and the efforts:

The video should have:

- A duration of maximum 2 minutes (*or less if possible*)
- Visuals with subtitles;
- High-quality images.

Video sharing should happen:

- As a direct upload on Facebook (for algorithm reasons);
- Shared via a link on Twitter and Linkedin;
- Embedded in newsletter.

These guidelines are important to maximize the engagement and the diffusion of videos, which should be uploaded on the MBPC dedicated channel on YouTube.

Videos

GOAL: **information**
TARGET: **community**
CHANNEL: **Facebook + Twitter + Website**
FORMAT: **video**

A series of videos with e.g. **short interviews from actors of the MBPC community**: researchers, activists, MPA managers, policy makers. Interviews should be short (2 min max), subtitled and should focus on one key message.
The video could also approach a popular topic (e.g. fish catastrophe in Spain) and use a mix of animated videos and data BPC already have with short speech by influencers or network, and also with media materials (ex. Archives' contents, tv reports).

Target quantity: 9 videos

Videos

GOAL: **information and engagement**
TARGET : **virtual community**
CHANNEL: **Facebook + Twitter+Website**
FORMAT: **video**
A series of animated videos addressing key topics of our community (e.g. SDGs, transboundary pressures). Videos should be short (2 min max), attractive, informative and calling for action. They should be subtitled and should focus on one key message.

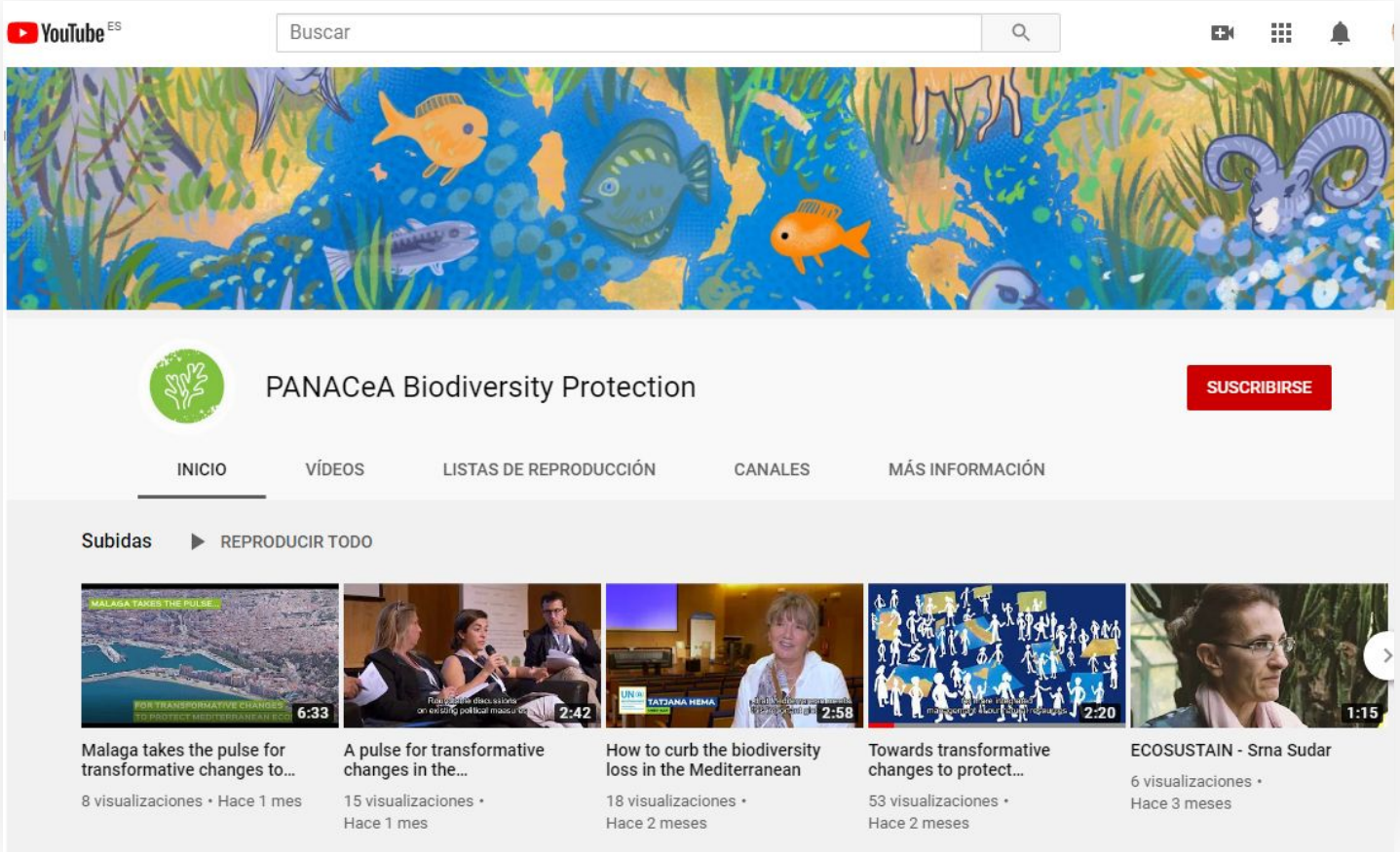
Target quantity: 9 videos

Videos

Archive

The videos should be uploaded on the MBPC YouTube channel, paying particular attention to:

- Writing a **clear and short captions**;
- Using **tags** relevant to the community and stakeholders;
- Making sure the cover video is a **powerful image** (it is the first thing we will see in the post and in stop-image, so that will be on of the reasons why the user will click on *play* button);
- Organizing all the columns (the different types of the video: ex. interviews/best case study/deeper analysis) in **playlist** so the social media platform will encourage the user to see all the video related;
- Optimizing the bio **description** of the channel with all the referrals to website and newsletter;
- Using a high quality image for the **cover of the channel.**


YouTube ES
Buscar
PANACeA Biodiversity Protection
SUSCRIBIRSE
INICIO
VÍDEOS
LISTAS DE REPRODUCCIÓN
CANALES
MÁS INFORMACIÓN
Subidas
REPRODUCIR TODO
6:33
2:42
2:58
2:20
1:15
Malaga takes the pulse for transformative changes to...
8 visualizaciones • Hace 1 mes
A pulse for transformative changes in the...
15 visualizaciones • Hace 1 mes
How to curb the biodiversity loss in the Mediterranean
18 visualizaciones • Hace 2 meses
Towards transformative changes to protect...
53 visualizaciones • Hace 2 meses
ECOSUSTAIN - Srna Sudar
6 visualizaciones • Hace 3 meses

Section 6.c

Newsletter

Newsletter: why use it and how

TARGET: Stakeholders & community

A newsletter is an effective tool for reaching the target audience directly. In the first year, it was not exploited to its full potential, for this reason it is **necessary to create a more structured one with effective action.**

The content should be **a mix of sector articles** collected through curation **and original content** published on the landing page dedicated and from personal contribution of influencers of the community, researchers, articles, events, infographics and news.

The frequency of publication should be **of 8 newsletters for 32 months.**

We will continue using Mailchimp as email marketing software due to its high usability and friendly user interface.

Interreg Mediterranean
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A community of research, practice and policy

The Mediterranean Biodiversity Protection Community

Highlights on latest developments in our community

Established over the past three years working together, the Mediterranean Biodiversity Protection Community is now fully running, **gathering more than 150 organizations**, from private and public sectors around the basin, with new project partners arriving in 2020.

In December 2019, the Interreg Med Program Joint Secretariat organized in Marseille a kick-off meeting where the new generation of horizontal, strategic and thematic projects co-financed by this programme were introduced to the key strategic targets and novelties in this final programming period. It was also the opportunity to meet up with the renewed network of Communities. The event provided an overall vision of the objectives of the Programme for the upcoming 3 years including all Communities, the new modular projects and the interaction with the Governance axis through PANORAMED.

Following this meeting, the Steering Committee of the Mediterranean Biodiversity Protection Community Project (BPC) **met for the first time to introduce new partners and share priorities for communication**, community building, transfer and capitalization and start planning upcoming actions.

The Mediterranean Biodiversity Protection Community (BPC) welcomes, in addition to its network, four new projects and their partnerships: MPA-Engage, Tune-UP, POSBEMED2 and MPA Networks.

All together, for a better Mediterranean

A SHORT CTA HERE

Newsletter: editorial process

To produce the content needed, an **editorial process** will be created to define the content creation workflow and the parties involved.

On Mailchimp, the mailing list will be organized and filled with subscribers' information - also providing a short survey by subscribing newsletter (name, surname, organization etc) - and tags.

Tags will allow us send also very targeted newsletter. For example we could prepare a newsletter just for activists or researchers.

PANACeA wrap up: the Mediterranean Ecosystem-based Declaration signed in Malaga

The Mediterranean Biodiversity Protection project continues until 2022

Did you miss the Final Event of PANACeA? We would like to share with you some of the key moments and findings. The city of Malaga welcomed on 14-16 October 2019 an international event on Biodiversity protection and management, gathering around 100 Mediterranean representatives to debate on effective collaboration mechanisms that will ensure more effective biodiversity protection and more sustainable management of our natural resources.

Co-funded by the EU program Interreg Med and led by the European Topic Centre of the University of Malaga, the PANACeA project has been acknowledged by international institutions as an interdisciplinary collaborative platform, linking research, practice and policy at the Mediterranean scale to tackle pressing issues such as climate change, marine pollution and biodiversity loss.

During the Malaga event, the Community presented and adhered to the Mediterranean Ecosystem-based management Declaration.

SUPPORT OUR WORK

WATCH VIDEOS > | READ OUR REPORT > | VIEW THE GALLERY >

Newsletter: editorial cut

The **content of the newsletter** would include the following:

1) These days on the spot/Focus on

A brief editorial or position on some current pressing issue. Authors would be MBPC project partners, MPs, advisory board members or invited authors.

2) News from the Community

- News from the MBPC project itself
- News from the Community (mostly active projects)
- including news items, infographics, videos, *etc.*

3) Our achievements

Each newsletter focus on one product - data, publication, methodology - from one of the MPs, both ongoing and already completed ones.

4) The Community in images

From any member of the Community.

5) Agenda of upcoming events

The **MBPC Communication Task Force** will be engaged to identify relevant contents from the modular projects activities and achievements, as well as to feed and update the common agenda and Teamup calendar.

Newsletter: editorial cut

- The **MBPC Communication Task Force** gets in touch 6 weeks prior to identify contents from the Community and update the agenda
- The **Comm team** proposes a list of contents to project partners 5 weeks prior to the launching
- Partners have one week to comment and input
- During week 3, prior to launching: Comm team produce **first redaction** of news from MBPC project and compiles those from the modular projects including visuals (and edits them).
- Depending on the topic , a pre-agreed member of the Community produces the first draft of "**These days on the spot"**. Other members contribute as needed.
- Week 2 prior to launching. **Proofreading** by external expert
- Last week: Fine tuning and **green light**
- **Launching by mailchimp**

Newsletter: editorial cut

Content creation process and timeline

Week -6
Identify content + update agenda

Week -5
Propose a list to partners

Week -4
Provide comments & inputs

Week -3
First redaction and visuals

Week -2
Proofreading by expert

Week -1
Fine-tuning & green light

LAUNCH

Section 6.d

Events

Communication campaigns around events

Before events

Before every event, an **operative plan** should be drafted.

In the plan, operative guidelines should be provided to organize the materials for the event. These should include the following actions:

- Social media pack for Facebook/Eventbrite event pages;
- Graphic adaptation of the event identity (cover pages for social media, website's banner, social media adaptation, posters);
- Digital guidelines for partners, to uniform communications' actions;
- Digital kit for participants, to propose actions and spread BPC's communication;
- Editorial plan for social media;
- Press kit;
- Set digital advertising budget.

Communication campaigns around events

During events

During the event, all digital materials should be prepared and spread. It is important to engage the community and stakeholders, and to be clear and warm in our tone of voice, in order to raise awareness and to involve people.

The following actions should be undertaken:

- Posting the editorial plan, enriched with live content such as short video-interviews to important stakeholders;
- Live tweeting of key moments;
- Live on Facebook of a few key roundtables;
- Warm posting about the emotional narrative of the moment.

Communication campaigns around events

During events - staff organization

Events and other offline activities are a **great opportunity to produce content for MBPC's digital channels**. To create an archive of media content to be used in next steps, we suggest providing during events the media staff (photo, video) a ***to-do list*** in order to prioritize production.

The **to-do list** should contain:

- Photos of important stakeholders and personalities;
- Emotional photos of the participants and key moments;
- Emotional portrait of activist/personalities/people we want to explore stories;
- Short interviews (2 min max) to selected personalities;
- Short video (2 min max) to selected stakeholder/personalities/activist we want to tell us their stories (if necessary it could be useful to personal supervise this production, writing previously 3 questions and sharing them before recording with people chosen).

Communication campaigns around events

After events

After every event, we suggest undertaking a form of follow-up action both digital and offline. This will optimize our strategy and help to measure our actions. It should be important the following actions will be done:

- **Final posts** with emotional photos to say thank you to partners and participants (on all social media channel, properly differentiated);
- Follow-up **thank you emails to partners** (with links to pictures galleries and media coverage);
- Follow-up **thank you emails to participants**, with a **short questionnaire** to understand better what has worked well and what not;
- A **summary newsletter** about the important takeaways from the event (important goals accomplished, lessons learned, interviews);
- **Monitoring digital media performance**;
- **Monitoring press coverage**.

Section 6.e

Paid advertising

Paid Advertising

TARGET: An enlarged open community

To create a community that is active, it is useful to plan **paid advertising investments**.
Sponsorships will be divided into several campaigns aimed primarily at disseminating content and expanding the fan base. The campaigns will be spread throughout the year with specific and temporally limited pushes.

It is important to **prioritize the needs** and to select more important or big events. Facebook ads budget could be used to enforce specific actions, **subscription to the newsletter** or to **sign declarations**. When it comes to specific action it could be useful also to run short low-budget campaigns. By the new Facebook's algorithm we recommend to run campaigns no shorter than 3 weeks.

Paid Advertising

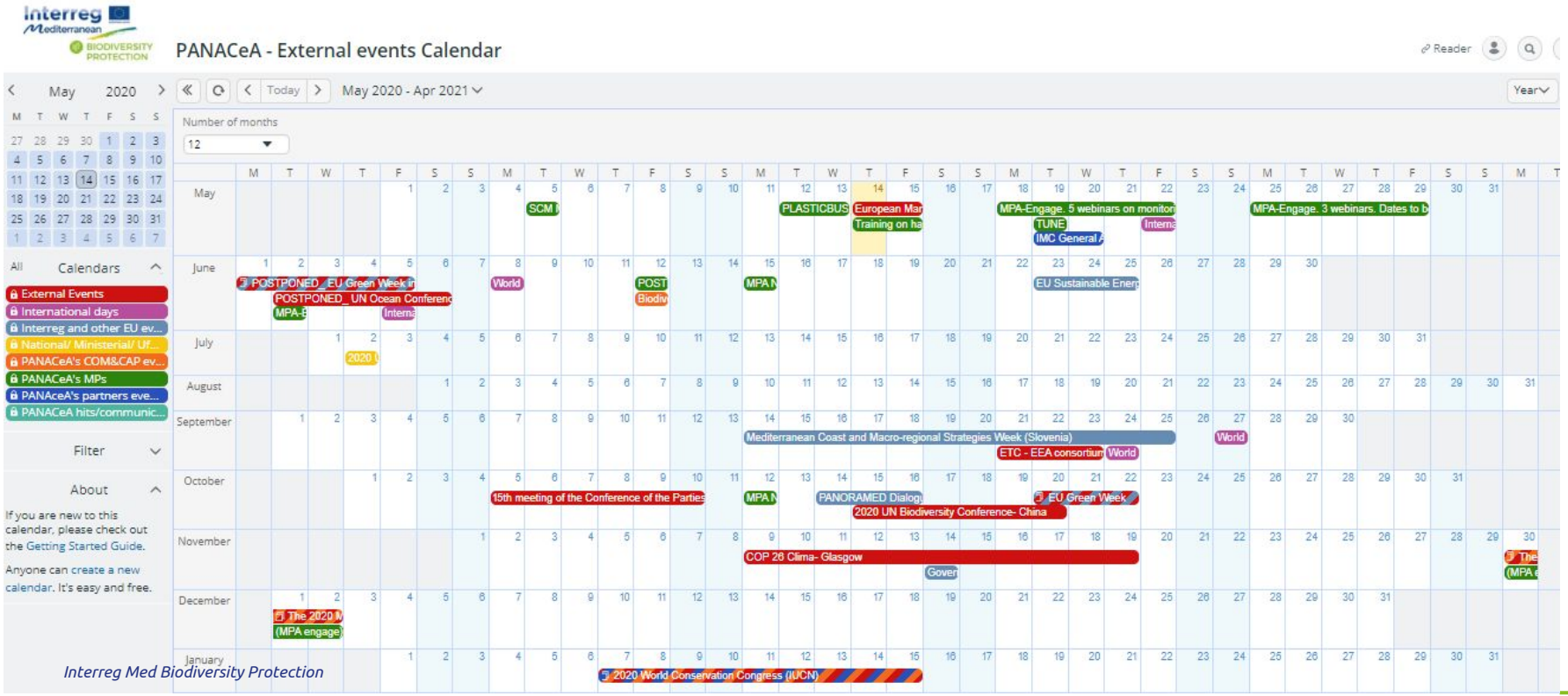
Some communication campaigns agreed to promote some events, results and products might be accompanied by paid advertising campaigns . This will be decided when defining each contents' campaigns, as an example:

OBJECT OF THE CAMPAIGN	CAMPAIGN AIM	TARGET	CONTENT	BUDGET
Event	Fan Acquisition	All	3 Key visuals*	tbc
Report	Interaction	Community	Infographics and A/B tests	tbc
Infographic	Conversion	Stakeholders, community	Event/workshop: event created on Facebook	tbc

Section 7.

Editorial Plan

Linked to other WP work plan and Community events: Teamup calendar



Linked to the overall WP2 action plan: Gantt chart

Biodiversity Protection Community / Communication Work Plan

Work Package	Activity	Deliverable	Target Nº	Subactivities	Leading Partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14
						2019		2020											
						Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
WP2 Project communication					**MEDCITIES**														
	Act 2.1 Finetunning Communication target groups and updating database																		
		Del 2.1.1 Target group mapping and updated data base	5	Obtaining throuhg LP contacts of new MP	**MedCities**								D						D
				Assessing how to include new actors/contats and do so (e.g. Ministry Montenegro)	**MedCities and partners**														
				Mapping by target groups	**WP3?**														
	Act 2.2 Project Communication Strategy and Plan																		
		Del 2.2.1 Communication Strategy and Plan (CS&P)	2		**Latte**				d	D									
		Del 2.2.2 Communication Monitoring Tool	2		**MedCities**				d	D									
		Del 2.2.3 Communication officers database/mailing list for internal use	1		**MedCities**				x	D									
		Del 2.2.4 Communication Form for Community Products	1		**MedCities**					d	D								
		Del 2.2.5 Advocacy and marketing guidelines	2		**Latte**					d	D								
	Act 2.3 Communication campaigns & gamification																		

Example of monthly editorial plan

may. 2020						
	Output/Product/Event	DATE/Deadline	Week 1	Week 2	Week 3	Week 4
Events/Days/Activities						
Newsletter	Issue #2 (Focus on CB event and roadmap?	**End June**		**15th May** draft list of contents	Collecting info from MPs	Start developing contents
International days	Day for Biological Diversity	**22nd May**		Draft posts 11th May Approved post 15th May Posts programmed		
	Day for the Fight against Illegal, Unreported and Unregulated Fishing	**5th June**			**Draft posts 18th May**	Approved posts 25th May Post programmed
	World Oceans Day	**8th June**			**Draft posts 18th May**	Approved posts 25th May Post programmed
BPC Events	Community Building	**12th June**		Launch Save the date by all media	Decide on platform and tools Decide on type of presentations Open registration	**26th May** DRAFT Agenda in template
BPC Products	FactSheet on the Community	**Link to WP3**				
	Infography on the Community?	**Link to WP3**				
MP Events & products	PHAROS 4 MPAs webinar					
	MPA Engage SCM	**5th May**	Follow up media and repost			
	MPA Engage webinars	**Different weeks on May**		Follow up media and repost	Follow up media and repost	Follow up media and repost Request article for Newsletter #2
	PlasticBustersMPAS SCM			Follow up media and repost		
Other products						
Video production						
Infographics						
Campaigns						
Other						
KEY DEADLINES						

Publication frequency

Since the content has different production times, we propose the following publication frequency:

- **NEWSLETTER** → **1 every 3 months**. To these we can add more when there are upcoming events and important news come up.

- **SOCIAL CARDS/INFOGRAPHICS** → **2 per month.** Once established the exact number will be distributed in order to give priority to new cards. To these must be added the publication of the old cards on a monthly basis, proposing those that have obtained the best results.

- **VIDEOS** → **at least 9 over the project duration.** A video should be produced when there is a key moment to capture, thus we can count about 3 per year.

- **EVENTS** → When there is upcoming events, create a Facebook event and inform the community. Create videos for events in line with the video strategy.

- **OTHERS** → News, ongoing content, or content created for special occasions.

Section 8.

Summary

Summary

Following steps and continuous actions:

- Keep **website** updated and upgrade user-friendliness;
- Develop and implement a **video action plan**;
- Develop a monthly **editorial plan** for social media and other communication actions;
- Organize the **events** to maximize their digital communication and the **content production** during these events;
- Create and optimize **Facebook events** related to BPC and plan **advertising** on Facebook;
- Update the mailing list and send a nicely crafted **newsletter** every 3 months;
- Reinforce the **visual and communicative elements** of all project outputs;
- Develop a **monitoring tool** to revise and adapt the plan;
- Implement the upcoming **advocacy and marketing guidelines**.

THANK YOU.

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