



# Communication Guidelines

Marine protected Areas Network Towards Sustainable fisheries in the  
Central Mediterranean (MANTIS)

INSTITUTE OF OCEANOGRAPHY AND FISHERIES



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## 1. PROJECT DETAILS

### 1.1. Project summary

Demersal stocks in the Mediterranean are affected by overfishing and a poor exploitation pattern with high fishing mortality on juveniles and high production of discards. To improve this status the Common Fishery Policy foresees the implementation of an Ecosystem-based Approach to Fisheries Management (EAFM) whilst ensuring that exploitation rates of living marine biological resources are able to restore and maintain populations of harvested species above levels that can produce the Maximum Sustainable Yield (MSY). To increase the productivity of the stocks and their profitability, a key requirement is to rebuild the size- and age-structure of exploited populations by shifting the size of first capture towards larger sizes. However, in the case of the trawl fishery, a noticeable increase in the mesh size of the cod-end would be required to substantially increase the size at first capture of species like hake and pandoras. This could lead to negative implications on the catch rate of associated small-sized commercial species (e.g. shrimps). A possible management alternative is the reduction of the mortality rate of juveniles by protecting the areas/habitats where they aggregate (nurseries), through the implementation of “*ad hoc*” marine managed areas (MMAs).

Considering this background, the main objectives of MANTIS are:

- a. To review and integrate the knowledge produced in previous national and EU funded project on the space-time dynamics of fisheries resources and on Ecosystem Approach to Fishery in the Central Mediterranean;
- b. To investigate how a network of MMAs can contribute to improve sustainable fisheries in the Central Mediterranean focusing on two case studies, the Strait of Sicily and the Northern Adriatic.





## 1.2. Main lines of activities

Organising and maintaining the scientific and administrative management framework of the project is the overall task of **WP0**. The Project Coordinator is responsible for the overall management of the activities, the organisation of major project meetings and communications with the Commission. Each partner will have one person Responsible for the Administrative management of the project, who is part of the Project Administrative Group aimed at supporting the Coordinator in managing the administrative aspects of the project.

**WP1** is designed to involve stakeholders in a participatory approach aimed at identifying possible technical/governance scenarios to achieve MSY and EAF targets for the main stocks and fisheries in the case study areas. Based on a multi stakeholder participatory process, information relevant for the project will be identified and collected with the stakeholders and then included into the scientific modelling. The participatory work will be structured in 3 phases along the project life span:

1. Joint characterisation of the problem
2. Identification of the information to be included in the models, and
3. Sharing project results.

Implementing a database (DB) that can store all the relevant georeferenced data and information for modelling, as well as the modelling outputs, is the overall objective of **WP2**. Predictive models are developed in **WP3** to mainly assess the effects of different MMAs scenarios on the dynamics of target stocks and the socio-economic performance of the fleets in relation to the MSY management objectives.

Lessons, experiences and results gained from WP1 and WP3 are used in **WP4** to develop optimal management practices, which take into account any technical, administrative and legal barriers in implementing coherent networks of MMAs to enhance fisheries towards the MSY and EAFM goals.

A key step in **WP4** is the identification of a suitable scientific monitoring and control framework to assess the effects of the MMAs networks identified by WP3 in case study





areas on the populations of several important fish species and on their bio-economic effectiveness in terms of allowing fisheries to achieve MSY objectives, within the EAFM.

Disseminating the relevant project outputs is the main goal of **WP5**, through a dedicated website, publications and other dissemination actions. WP5 will also facilitate communication and interactions between MANTIS partners and it will organize specific workshops as well as the final project conference.

### 1.3. Project objectives to be achieved

Main objectives to be achieved:

To review and integrate the knowledge produced in previous national and EU funded project on space time dynamics of exploited living resources and on Ecosystem Approach to Fishery in the Central Mediterranean

To study connectivity among the Essential Fish Habitats (EFH) of the project target species, including those located inside or outside existing MMAs

To review information on the location of the existing MMAs in the Mediterranean which could affect the dynamics of the Central Mediterranean (including the Strait of Sicily and the Adriatic Sea) stocks considered in the project, on the basis of the putative stock boundaries identified in the STOCKMED project;

To investigate how a network of MMAs can contribute to improve sustainable fisheries in the Central Mediterranean including the Strait of Sicily and the Adriatic Sea, whilst promoting ecosystem services such as reservoirs of biodiversity and functioning food webs.







The project work plan has a strong emphasis regarding the involvement of stakeholders in the project activities. At the beginning of the project a stakeholders are needed to participate at identifying possible technical/governance scenarios to be evaluated using numerical models for their possible effects on target stocks and fisheries in terms of MSY and EAF targets. At the end of the project results will be disseminated among the fishing sector and stakeholders who participated in the multiparticipatory process with the aim to transfer the outcomes in the final establishment, monitoring, surveillance and governance of the network of marine protected areas.

#### 1.4. Aim of the Communication Guidelines

Communication is the most important component within any project and helps to reach project objectives. The aim of Communication Guidelines is to help project partners to reach the project objectives through information, promotion and dissemination. It will also serve as a foundation for information exchange between all partners involved in the project. This document contains information that will help all partners to understand and implement the communication strategy of MANTIS project.

This Communication Strategy provides the following details:

- What are the obligations of each partner when communication activities are concerned,
- Which tools are to be used,
- What is the purpose of each tool,
- For which stakeholders is each tool intended,
- How and when to use each tool,
- Where are the financial resources available for each tool?

***Communication Guidelines provides the project partners with details on when and how to use different communication tools within the MANTIS project, and also how to approach different stakeholder groups.***





## 2. COMMUNICATION OBJECTIVES

Communication objectives of the MANTIS project are defined in such a way to contribute to achieving of expected project results. In accordance with the different communication levels, the communication objectives are also divided into two levels, as follows:

- Level 1:
  - To introduce project topic, challenges and problems,
  - To inform about project activities and project progress,
  - To disseminate new knowledge on how the MMA network can contribute to improve sustainable fisheries.
- Level 2:
  - To get stakeholders feedback on project activities, and encourage their active participation in identifying possible technical/governance scenarios to achieve MSY,
  - To improve project activities on all levels,
  - To raise awareness on advantages and disadvantages of marine managed areas
  - To connect different stakeholders involved in fisheries sector,

To interact with stakeholders in the final establishment, monitoring, surveillance and governance of the network of marine protected areas





### 3. COMMUNICATION ACTIVITIES

Communication activities within the MANTIS project are divided in accordance with the following:

Level 1 of communication activities – dissemination of information: This level of communication activities is intended to inform selected stakeholders and provide information about the results of the project

Level 2 of communication activities – consultation: At this level, the selected stakeholders are involved in a participatory approach aimed at identifying possible technical/governance scenarios to achieve MSY and EAFM targets for main stocks and fisheries in study areas; This participatory approach includes interaction of stakeholders with researchers with the aim of the final establishment, monitoring, surveillance and governance of the network of marine managed areas.





## 4. TARGET AUDIENCES

The MANTIS target audiences

- EU level
- National level and regional level
- Local level

Within each level, groups of target audiences and some concrete organisations are identified:

<b>European level</b>	European Commission (Maritime affairs) Mediterranean Advisory Council (MEDAC)
<b>National and Regional level:</b>	National public authorities from sectors: environment, fisheries, food, fish processing industry Research organisations Civil society Media General Fisheries Commission for the Mediterranean
<b>Local level:</b>	Local authorities Local communities NGOs Fishermen Inhabitants, Media, Youth

**Table 1 Target audience**

Segmentation and identification of target audiences helps to set up communication objectives and stage of involvement for target audiences. This is a basis for detailed planning of communication tools for each target audience.





## 5. COMMUNICATION TOOLS

### 5.1. Communication tools and project visual identity

Communication tools aim to transfer the intended message to the target audience. In order to establish effective channelling of the key project messages to the target audience, appropriate communication tools should be selected. In the process of delivering the key project messages, it is of outmost importance to maintain consistency in the project visual identity and outreach agenda.

Consistency in MANTIS Visual Identity will be assured through the selection and continuous use of project logo, the unified and consistent image, which will be applied on all the project templates. Therefore, since the MANTIS logo identifies the project, the same must be inserted on letterheads and on cover pages of all project documents and dissemination material produced within the project. Furthermore all information and publicity measures should therefore include the EU logo with obligatory presence of the statement that the project is co-financed by European Union.

WP5 leader is responsible for the creation MANTIS Visual identity. Its aim is to promote and support project activities, the MANTIS project needs unified and consistent image of all documents and outputs. Therefore, a common Visual identity will be prepared for all partners.

It is based on unique and specially designed MANTIS logo that is applied to templates of:

- Word documents,
- PowerPoint documents,
- Leaflet,
- Event toolkit templates:
  - Invitation letter,
  - Agenda,
  - List of participants,





- Meeting minutes.



Figure 1 Project logo

WP5 leader is also responsible for the creation of at least three project logo proposals and setting up of the selection criteria for the project logo enabling all project partners to contribute in the final selection of the same. Other project partners may contribute in the creation and provision of the project logo proposals ensuring a wider range of possible solutions and aiming to improve selection criteria process.

WP 5 leader is responsible for the preparation of the entire package of the document templates for the internal and external communication with the Visual identity:

- Different letterhead options,
- Power Point Templates,
- Event Toolkit: (Invitation letter, Agenda, Name badges, Participants list and Meeting Minutes template).

It is a responsibility of all project partners to apply the common visual identity on all the documents with instructions given within this document. Creation of the project Visual identity is related to the activity 5 of the project proposal with the tangible result of project logo identity being used in project documents.

## 5.2. Internal communication

During the preparation of project the collaboration in creation of application form the e-mail communication was as an internal communication tool, about 100 messages was exchanged among the project partners, assuring tight and cohesive collaboration





streaming into one direction: delivery of quality project proposal in due time. Since this communication tool is not an adequate tool for exchange of larger scientific documents it has been agreed that the *Google Drive* will serve as a tool for internal communication and project management will be used.

Communication platform for internal communication will be established by the lead partner, who is the leader of WP0 (Management and coordination) . All the other WP leads are responsible for the continuous and duly updating a micro-management and monitoring of all project activities. All the other partners are obliged to take active participation in order to give their contribution in planning, realization and improvement of the project activities.

### 5.3. Project web-page

Project web-page is an information and communication tool of outmost importance for the entire project. It has to give a clear and cohesive overview of all information about the project, partners involved, activities planned and results expected from the project. The information given on the web-page has to be detailed, updated and comprehensive to target audience, assuring active involvement the key stakeholders.

In order to gather stakeholders on all levels around the MANTIS agenda, graphical design of the same should be clearly connected with the project visual identity, and provide information on activities. It should serve for exchange and distribution of project results to stakeholders and as a platform for informing the stakeholders about ongoing project activities.

The web-page will include this content:

- Project general and specific goals,
- Expected results,
- Description of project Work Packages and activities related to each,
- Partnership involved in the project realization of the project,
- General information about the project and





- Present news related to realization of important milestones of the project.

WP5 leader (Institute of Oceanography and Fisheries) is responsible for the establishment and maintenance of the project web-page, and carries all the costs associated with this task. It is responsibility of all other project partners to contribute in continuous updating of the web-page by providing content for the same. This would ensure the realization of the planned outreach goals, which include awareness rising of the key stakeholders and wider public.

#### 5.4. Project brochures

These dissemination materials will serve as an informational, educational and promotional tool. They will have a high importance for the effective channelling of the key project messages, project goals and expected results.

Unlike the project web-page, which gives detailed information on project background, partners involved, planned activities and expected results, project brochure boils down the project to its most important elements. Thus, the information about the project should be presented in a clear and organized manner in the brochure, while accompanied with attractive pictures related to the topic addressed in the same.

The content of the project brochures and posters should include the following components in order to assure smooth outreach to the target audience:

- Project name and key motto,
- Short description of the project,
- Brief outline of the main project activities,
- Overview of the expected results, and
- Contact details.

The target audiences of the brochures are all levels and groups of stakeholders and people interested to sustainable fisheries. Design of the project brochure in English and national language will be prepared by WP5 leader (IOF), who will provide three versions of the project brochure for other partners to vote for. The final design of the brochure







will be distributed to all project partners. Other partners will contribute by giving their proposals for the improvement. Once both final design and textual content in English language of the brochure have been agreed upon, the final template of the same will be distributed to all project partners. Each partner is responsible for translation of the brochure in their respective language and printing of the same in their respective country.

## 5.5. Appearances in the media

A press release is an information notice prepared by the project team to announce, inform or promote specific project events or outputs. Press release should contain specific project information presented in a concise and intelligible form, such as date and place of the event, short summary of the project objectives, achievements and future enterprises. In addition to the aforesaid, press release should contain project website address and contact details of person(s) in the project team that can provide additional information. Press release is not only distributed during specific events, its purpose is to periodically remind both media and interested parties of its course and content.

Each appearance in the media (TV/radio broadcasts, newspapers, professional magazines, etc.) should be well planned and prepared by project partners and team members, depending on the project needs: For example, newspapers/radio are a good option for announcing future project activities, but in terms of specific project results and dissemination of achievements in particular area of expertise within the project, channelling information towards a specialized magazine or website might be a better option.

The target audiences of these activities are media on national and local level. Partners are encouraged to prepare press releases in case they would like to highlight any specific activity, output or added value of the project. The tangible result of this activity is at least 2 press releases/appearances on local and 1 appearance on national level by the end of the project in each country involved in the project.

Project partners pertaining to the same country will contribute with their human resources and budget reserved in WP 5. Press releases should be prepared by project





staff and the costs are therefore mostly planned under Staff costs (or External expertise and services where relevant).

## 5.6. Project promotion on external events

External events are an opportunity to present and disseminate relevant project information outside the project internal meetings and events. Apart from the promotion component, their aim is to raise awareness among different target groups about the focal problems that project focuses on. Reaching different audiences is essential to the project promotion and dissemination of project key messages, which is why different external events are tailored to different audiences. Following external events have been planned within the MANTIS project:

- Thematic workshop in Split and Mazara del Vallo,
- Final conference in Rome.

The whole WP 1 is designed as participatory approach where the stakeholders (fishing sector on institutional and local level) in cooperation with researchers need to identify possible technical/governance scenarios to achieve MSY and EAF targets in main stocks and fisheries in the study areas. The results of these activities will be shared among fishing sector and stakeholders who participated in the participatory process. Even overlapping with WP 1 this activity has a dissemination character and it will be considered as part of WP 5.

The final project results will be disseminated on the final conference in Rome and the results of the project will be shared among project partners and other relevant stakeholders (fisheries sector).

The target audiences of the events are stakeholders on all levels, general public, fishermen, and scientific community and experts on national and international level.

MANTIS partners are responsible for the organization of mentioned events with the proposed frequency:

Project partners pertaining to the same country will contribute with their human resources and budget reserved in WP5 and WP1 for the activities 5.3





External events should be prepared by project staff and the costs are therefore mostly planned under Staff costs (or External expertise and services where relevant).

When it comes to the involvement of stakeholders in the project events planned within MANTIS agenda, it is responsibility of each project partner to continuously update stakeholder list in their respective countries and involve stakeholders on various levels in different stages of the project life time.

## 5.7. Social networks

On the already established Facebook profile of the Institute of Oceanography and Fisheries MANTIS project will be promoted. It will mainly serve to update stakeholders with monthly activities, and to encourage the same to use other information and promotion material.

The target audience of this activities are stakeholders on all levels, people whose life depend from the sea (fisherman and population that lives in the coastal areas), scientific community, and general public, especially children and youth.

WP5 leader is responsible for updating the Facebook page. All other partners are obliged to provide updated textual and visual material for the Facebook page to lead partner and WP5 leader.

Budget for this is reserved in WP5 under the budget line Staff costs.





## 6. TIME PLAN

In the scheme below there is a general time plan for MANTIS communication events and outputs. However, these are minimum requirements according to project application form. All partners are encouraged to possibly repeat the same event (if that event proved to be effective), organize additional events or modify planned events depending on the needs of different stakeholders.

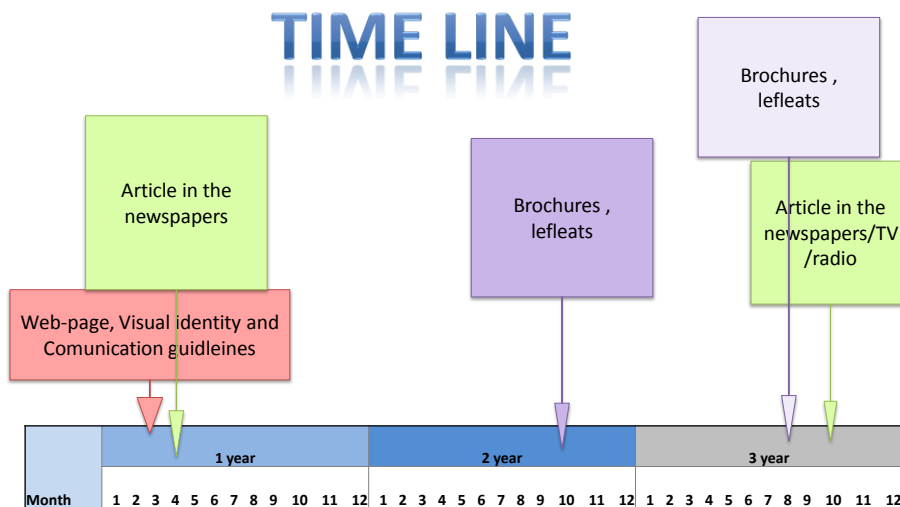


Figure 2: MANTIS outputs timeline





## 7. MONITORING AND EVALUATION

### 7.1. Monitoring of indicators

Monitoring and evaluation of communication activities and outputs is important process for the entire project, where all the partners should give their contribution in order to have a clear picture about how the project is proceeding. In the Application Form, MANTIS project partners planned a certain number of different outputs and results to be achieved till the end of the project.

Certain indicators were planned also in of the WP 5 (e.g. number of brochures, number of organized conferences, and number of press releases). In order to monitor their achievement, WP5 leader will use special monitoring tools in which achieved outputs will be easily visible (quantitative monitoring).

In the next table the expected outputs are quantified and the task of each partners described.

Output	Coordinator	CoNISMa	OGS	WWF Italia	Nisea	IOF	OCEANA	DFA, MSDEC	TOTAL
Communication Guidelines						1			1
Common visual identity						1			1
Project website						1			1
Project brochures	1			1		1	1	1	5
Facebook						1			1
Events	2					1			3
Appearance in media	1		1	1		3	3	3	12

Table 2 Overview of the communication outputs

