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DRAFT OUTLINE OF MAP'S INFORMATION STRATEGY

1. Objective of the MAP Information and Communication Strategy

The MAP revised information and communication strategy seeks to help MAP communicate its messages to the identified key MAP partners and sections of the public. In this regard the vision is “ A well informed and aware key partners and the general public about the Mediterranean Action Plan”.

As it was indicated in document UNEP/BUR/54/4/Corr.1 of 20th April 1999 (page 2), three core parts should be addressed in the overall communication strategy:

- Information for decision-making
- Public information, general awareness raising
- Public access and participation

At this stage, UNEP/MAP needs to review the existing situation and focus its resources on a communication strategy that takes into account the new challenges and opportunities arising at Mediterranean and global level in the environmental policy field.

Mission

Our mission is to make use of all the information and communication tools including electronic means in order to disseminate information and generate awareness about MAP. Apart from utilizing the traditional tools like television, radio and the print media, greater use will be made of the modern means of communication including the internet, in order to reach the widest possible audience especially at the Mediterranean regional and national levels

2. Specific Objectives

The specific objectives of the MAP Information and communication Strategy are to:

- Build better relationships with partners, stakeholders and sponsors;
- Build and sustain credibility of UNEP/MAP and its components through a unified approach highlighting replicable solutions to environmental challenges;
- Raise awareness and bring key environmental issues to the attention of leaders and stakeholders in an effort to leverage participation and promote /influence national policies and actions;
- Provide guidance to MAP components in developing communication strategies for individual projects and activities;
- Maximize on the scarce resources to achieve greater impact.

3. Target Groups

Target groups can be identified under 4 main general categories:

- **decision-makers** (COP; governmental institutions; FPs); intergovernmental institutions (UN agencies; other conventions; UfM)
- **stake-holders** (business community; private sector; scientific and academic community)
- **civil society** identified depending on the specific project to be communicated (youth; journalists; tourists; etc)

- **NGOs and pressure groups:** those with the means to help MAP implement its communication strategy and communicate and disseminate the messages that MAP would want to circulate.

An important way of making MAP communication strategy effective would be to develop media strategies related to specific projects.

Media strategies would be developed related to and focused on specific projects with a view to making the MAP communication strategy more effective. Specific target groups will vary accordingly to the issues tackled).

4. Messages

Choice of messages will be guided by specific needs of the target audience and the intended outcome/result of the communication. The aim is to providing information that can facilitate decision making or promote actions that enhance environmental sustainability.

Determining the relevance of messages will be guided by public interest in the subject area, the global environmental agenda, new and emerging issues and science, and replicability of experiences and lesson learned.

The utility value (including timelines) of the message will be its usefulness in promoting public awareness and participation about MAP and its activities for the promotion of sustainable development in the Mediterranean region..

5. Communication Channels/tools

The capabilities offered by new media such as the Internet provide immense opportunities for low cost, interactive channels of communication. MAP and its component have been increasingly exploiting electronic media for communication, especially as it also contributes to greening the communication process and hence reduce MAP environmental footprints.

Nevertheless the unreliability/lack of ICT in some countries, and the variety of target groups, necessitate continued publication of printed matter, and the use of traditional media such as radio and TV.

Innovative channels and tools should be explored and used whenever appropriate, such as partnership with airlines, environmental education networks, Ministries of Education, school-kits, interactive games, etc.

Exhibitions, fairs, press conferences, and key shows and events should continue to be used to disseminate UNEP/MAP messages. Other communication channels such as public lectures, symposia, round tables, etc should continue to be used to target specialized audiences.

All MAP projects in the programme of work should include clear communication objectives and target groups, with clearly articulated tasks/activities and a budget. This will ensure that related communication activities can be carried out and implemented.

Objectives and actions

1. Strategic partnerships and client relationship management established and maintained

- Networks of experts and professional/scientific groups is established and maintained
- Media outlets list maintained and monitored through MAP Secretariat and components
- Maintain up to date contact lists segmented by target audience categories

2. Efficient information flow process is established

- Clear roles and responsibilities on matters related to information and communication defined among MAP and its components
- Timely dissemination of information on current issues
- Comprehensive responses to user requests

3. Accuracy, clarity, relevance and consistency of information disseminated is ensured

- All MAP Staff including information officers and information focal points are well informed of the development of MAP Programme of Work and related communication activities
- Projects, activities, and events organized by MAP are processed into useable information packages.
- Information is accessible online in easy to retrieve, searchable format to allow remote reference.
- Project specific communication strategies are developed with active involvement of implementation partners
- Key messages related to specific projects are clearly identified and agreed upon by project owners/coordinators in cooperation with information officers

4. Coherent identity

- MAP communication is developed along the lines of overall DEPI and UNEP communication strategy
- Information identity throughout MAP and its components follow UNEP publishing guidelines
- MAP and its components promote projects/thematic areas as a common MAP image

5. Information is well managed and coordinated

- Lessons learned from projects are captured in a timely and cost efficient manner
- Tools are developed for information storage and retrieval utilizing information and communication technology (especially web-based)
- Information focal points are designated at national level (and within MAP components) to facilitate information flow, identification of best practices and lessons learned.

- Adequate resources (human and financial) are allocated to communication aspects of projects.
- Use of resources is maximized to achieve greater impact.
- Guidance and support is provided to project managers to facilitate information packaging and dissemination.
- Information needs are constantly monitored and used to design future communications.
- Information from projects, activities, and events organized by UNEP/MAP and its components is captured and stored systematically.