



*Empowered lives.
Resilient nations.*

COMMUNICATION STRATEGY AND DISSEMINATION PLAN

FOR 2017

**GEORGIA, RUSSIAN FEDERATION
AND UKRAINE**

DRAFT

February 2017

This document has been prepared in the frame of the EU/UNDP Project: Improving Environmental Monitoring in the Black Sea – Phase II (EMBLAS-II) ENPI/2013/313-169

Draft version 3: 8 February 2017

Compiled by: Olena Marushevska

Disclaimer: This report has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of authors and can be in no way taken to reflect the views of the European Union.

Contents

Abbreviations ii

Executive Summary 1

1. General approach: key components of the strategy 2

2. Actions and tools per component..... 3

 2.1 *Joint Black Sea surveys results promotion* 3

 2.2 *Youth monitoring of the Black Sea* 5

 2.3 *Wide public involvement* 8

 2.4 *Marine Strategy Framework Directive implementation* 11

3. Ensuring the EU and UNDP visibility 12

4. Timetable..... 13

Abbreviations

JOSS	Joint Open Sea Survey
IMB	Institute of Marine Biology
MENR	Ministry of Ecology and Natural Resources of Ukraine
MENRP	Ministry of Environment and Natural Resources Protection of Georgia
MSFD	Marine Strategy Framework Directive
NEA	National Environmental Agency “Black Sea Monitoring Center”, Georgia
NPMS	National Pilot Monitoring Studies
ONU	Odessa National I.I.Mechnikov University, Ukraine
SIO-RAS	P.P.Shirshov Institute of Oceanology Russian Academy of Sciences
SOI	State Oceanographic Institute - Russian Federation
SRC Gelendzhik	Scientific Research Centre “Dynamics of the Nearshore zone”, Russian Federation
TSU	Iv.Javakhishvili Tbilisi State University, Georgia
UkrSCES	Ukrainian Scientific Center of Ecology of the Sea, Ukraine

Executive Summary

The present document describes Communication strategy and dissemination plan for 2017 for the three countries (Georgia, Russian Federation and Ukraine) in frame of EU-UNDP funded project 'Improving Environmental Monitoring in the Black Sea' (EMBLAS-II).

The following key goals of the public campaign are identified:

- To share the obtained scientific results;
- To stimulate interest of youth in the Black Sea monitoring;
- To reinforce public interest to the Black Sea and its inhabitants;
- To promote implementation of the MSFD using project results.

The following actions are identified per components:

1. Joint Black Sea surveys results promotion (t-shirts and caps production, press-conferences about the results of the surveys, brochure "Main secrets / news, found out by the JOSS 2016", short movie about the results of the JOSS (second part)
2. Youth monitoring of the Black Sea (the Black Sea Savebook game, trainings for teachers on the game, the Black Sea Clean Beach Days)
3. Wide public involvement (updating the web-site of the EMBLAS project and Facebook group, installation of the sculpture "Angel's wings", brochure "Secrets of the Black Sea", stamps with Ukrainian post, brochure about the marine mammals' life in the Black Sea and painting book, and fish diversity, calendar with Black Sea inhabitants)
4. Marine Strategy Framework Directive implementation (glossary of the terms from MSFD, brochure with layout of the Marine Strategy)

Out of the above listed the key events include press-conferences on the results of JOSS 2016, the Black Sea Savebook game and its dissemination and the Black Sea Clean Beach days.

A mixture of scientific, educational, political and emotional involvement of the different target groups into the Black Sea issues should raise further the interest of these groups and at the end to increase the importance of the Black Sea at their agenda.

1. General approach: key components of the strategy

The Project ‘Improving Environmental Monitoring in the Black Sea’ (EMBLAS-II) is dedicated to the protection of the Black Sea environment. The project supports the development of partner countries’ marine environmental policies and strategies and contributes to implementation of concrete field activities in the area of monitoring and assessment of Black Sea marine environment.

Taking into account the experience of conducted public awareness events in 2016, the key components identifying goals and target groups for communication strategy for all three beneficiary countries are specified (see Figure 1).

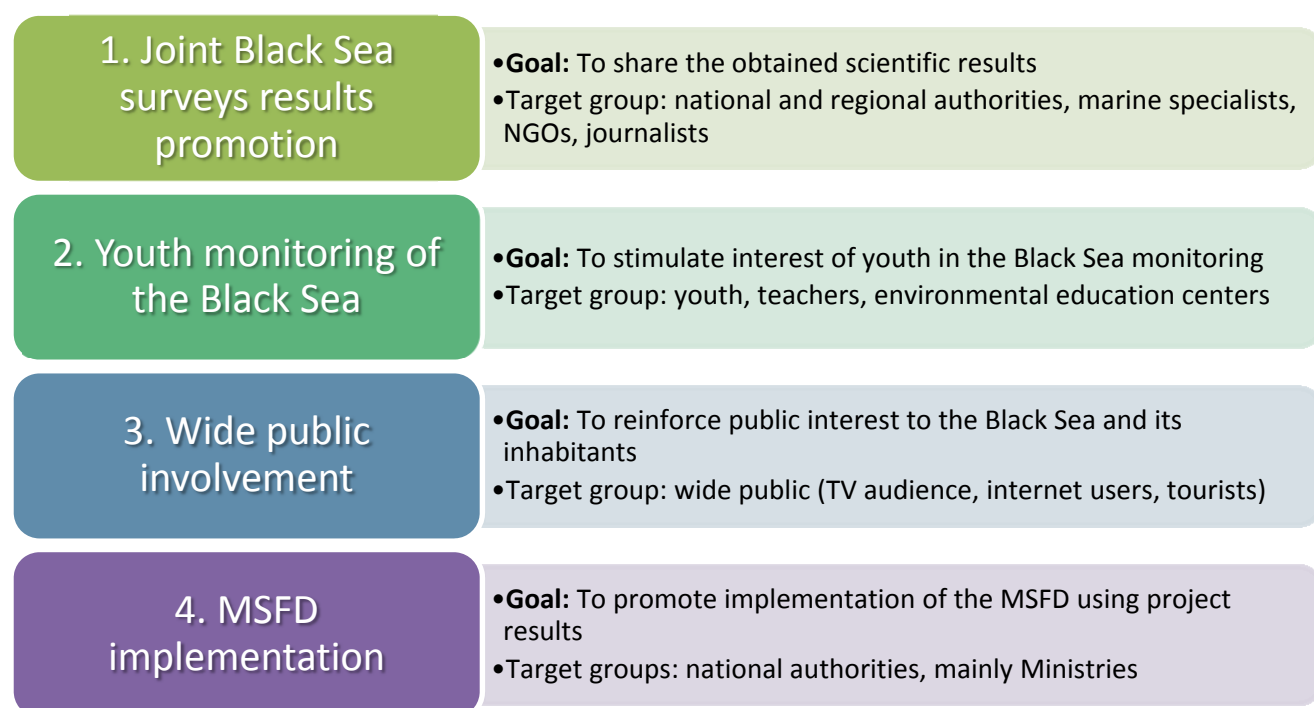


Figure 1. Main components of the communication strategy in 2017.

Please see below the detailed description of each component, including actions and deliverables. It is worth to mention that the above description is preliminary. In communication plan, it is very important to stay flexible and react to the stakeholders’ requests and to adjust to other events to create synergy.

2. Actions and tools per component

2.1 Joint Black Sea surveys results promotion

Background:

In 2016 the following actions and tools were used for promotion of the Joint Black Sea surveys:

- 1) The visual identity for Joint Black Sea surveys is developed. It includes the most common inhabitants of the Black Sea and the research vessel. The colour scheme corresponds to the colour scheme of the EMBLAS logo. The following means for the visibility of the research teams are identified: T-shirts, caps, (Figure 2), durable bags and bracelets.



Figure 2. Design of the visibility items

- 2) Two press-conferences were held (in Odesa at the start of the JOSS and Batumi in the end of JOSS) with large involvement of the journalists.
- 3) Brochure “Joint Ukrainian-Georgian Black Sea Surveys as a unique opportunity to learn more about environmental status of the Black Sea (in Georgian and Ukrainian)”.
- 4) Press-announces and press-releases developed.
- 5) A short movie on Black Sea surveys prepared in Russian and English with Georgian subtitles, including the current description of the Black Sea problems and main tasks of the surveys. The movie was widely shared through Facebook and got more than 2000 views in Georgia.

For the details see <http://emblasproject.org/activity-4>

Plans for 2017

Plans for 2017 continue with the above mentioned items:

- 1) **Visibility of the teams:** To continue with the developed visual identity for Joint Black Sea surveys, because it is already recognizable, but to change the colour scheme. Out of 5 products of the last year, it is proposed to keep T-shirts and caps to ensure visibility for the teams in the same quantities as last year (200 T-shirts and 200 caps).

Proposed deadline: August 2017.

- 2) **Press-conferences about the results of the surveys:** if last year the main highlight of the JOSS for wide public was its uniqueness, this year the main focus is on the results achieved, gaps left to be covered by JOSS 2017 and political and practical implications of the results. It is important to assure high political level of the discussion of the results. The press-conferences should be arranged prior to JOSS 2017 (August-September 2017) to create interest for the further filling of gaps by JOSS 2017. Ideally they could be connected with activities of the Component 4. MSFD implementation, e.g. signing of Memorandum of Understanding on cooperation within EU association process among Georgia and Ukraine.

Proposed deadline: April (Ukraine), May (Georgia).

- 3) **Brochure “Main secrets / news, found out by JOSS 2016”:** short summary in the national languages in simple terminology about the main results of JOSS and their implications. It should be disseminated at the press-conferences and be used by journalists as a draft material for articles.

Proposed deadline: April (Ukraine), May (Georgia).

- 4) **A short movie about the results of the JOSS (second part):** deepening the knowledge of the public about the Black Sea problems, illustrating the main findings of the JOSS (main pollutants and their origin, environmental status of the Black Sea, changes in behaviour of the marine inhabitants observed etc.)

Proposed deadline: October.

2.2 Youth monitoring of the Black Sea

Background

In 2016 the following actions and tools were used for involving youth into monitoring of the Black Sea:

- 1) Brochure “Environmental sentinels of the Black Sea” was printed in Georgian, Russian and Ukrainian
- 2) Relevant trainings for teachers on environmental sentinels were conducted in Ukraine and Russian Federation
- 3) Black Sea Clean Beach days were conducted in all three countries. The motto of the campaign was “No waste – just fish”. The campaign included educational activities: monitoring of marine litter and biological indication of the Black Sea environmental status (so called environmental sentinels) and conservational ones: cleaning up activities at the beaches and fish stocking.
- 4) Quest on environment and history of the Black Sea was developed in the Russian Federation and widely disseminated.

For the details see <http://emblasproject.org/activity-6>.

There was a high interest raised to the public involvement into environmental monitoring of the Black Sea.

Plans for 2017

The plans include continuation of the same items from last year as well as new products:

- 1) **Black Sea Savebook game**: is considered a key element of the public involvement into environmental monitoring. Using the examples of the EEA Marine litter watch mobile application http://www.eea.europa.eu/themes/coast_sea/marine-litterwatch and the Black Sea watch mobile application <http://blackseawatch.org/> (which are more scientific tools) and current games, it combines in it the tools for public monitoring of the following elements:



- a. Protocol for Ecological sentinels;
- b. Procotol for dolphins observed;
- c. Physical removal of beach litter.

All data with GPS reference will be collected in one database for all the countries. The game is planned to be in the national languages. There is a rewarding mechanism for the participants of the game (through magic shells collecting, which could be further exchanged for real life bonuses).

The title “Savebook” comes from the main purpose of the game – to save the virtual marine animal, which either stuck in the marine waste or lost its habitat. To save the animal one needs to complete the tasks in reality, related to the above mentioned protocols and in the end to collect all marine litter to make relevant photos. The photos together with protocols are checked by the administrator and shells (as virtual money)

are sent to the user's account. The shells will be exchanged for the different goodies within the project (see Figure 3).

The game has different levels and the main goal is to save as many marine animals as possible. The saved animals appear in the Black Sea Savebook with the interesting facts and figures (direct link to the "Secrets of the Black Sea" to be prepared by Dr. Alexandrov and conclusions of JOSS 2016). The same book will contain in the beginning the description of the sentinels, marine litter (time of decomposition) and description of the dolphins.

Sustainability:

- The sustainability of the use of the game by children / youth will be ensured by two ways:
 - o Trainings for teachers, presenting this game and its scientific and environmental importance (See below in more details) and if widely accepted official inclusion it into the educational process of secondary school (e.g. "Environment", "Geography" lessons), which is the subject of approval by the Ministry of Education;
 - o Ensuring continuation of the rewarding mechanism for the most active uses (prizes), using bussiness partnership (e.g. Coca-Cola) or current technical assistance projects (e.g. Water Initiative) or possible support from the side of the Black Sea Commission (TBD)
- The sustainability of the use of the results collected by game will be assured as following:
 - o Ecological sentinels: there is preliminary agreement with IMB that it will administrate all obtained data on ecological sentinels, including the checking of protocols and obtained photos, sending shells for completed tasks and scientific processing of the obtained results;
 - o Doplhins: there is a preliminary agreement with UkrCSES, that they will administrate the data on dolphins and ensure their scientific use.

Proposed deadline:

- The game plans to be tested in Ukraine, during the public event in Danube delta in May 2017 with involvement of the Russian and Georgian colleagues.
- Thea awarding procedure will be in September 2017, united with Black Sea Clean Beach days and informational campaign for the JOSS 2017.

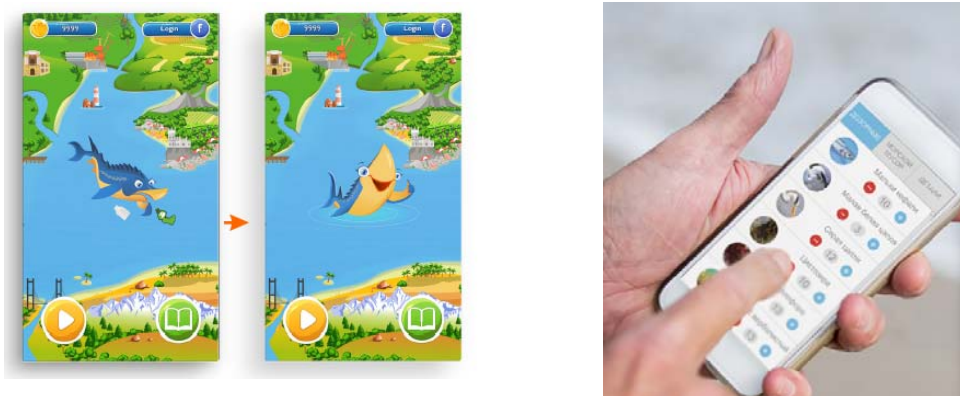


Figure 3. Screenshots of the game

- 2) **Trainings for teachers on “Black Sea Savebook” in all three countries:** They are planned prior the children holidays to ensure dissemination and implementation of the game during the summer 2017. Results will be collected during summer 2017. It is proposed to agree with one acting children camp (like “Moloda Gvardia” in Odesa) to ensure that the game will be presented to all shifts of children. Preliminary there was an interest from this camp to be a pilot for the EMBLAS educational activities

Proposed deadline: May in all three countries.

- 3) **Black Sea Clean Beach Days:** to be combined with presentation of the JOSS 2017 and the results of the Black Sea Savebook game with the awarding of the winners (people, who were the most active)

Proposed deadline: August (Ukraine), September (Russian Federation, Georgia).

Such an approach hopefully will ensure the significant participation of the youth in the public monitoring (indicator ‘general public involved in the monitoring of beach marine litter and sentinels’: the target figure “number of involved people” is 1,600).

2.3 Wide public involvement

Background

The following actions were done in 2017 in this relation:

- 1) Updating the web-site of the EMBLAS project <http://emblasproject.org/>;
- 2) Establishment of the Facebook group “Fans of the Black Sea” and TSU led Facebook group.
- 3) Conduction of the competition about the children regarding the “Angel’s wings” and their origin in the Black Sea. Read more at <http://emblasproject.org/archives/1719>;
- 4) Reaching an agreement about the joint installation of the sculpture of an environmental sentinel sculpture - “Angel’s wings” in Ukraine and Georgia. <http://emblasproject.org/gallery/georgia-black-sea-clean-beach-day-and-black-sea-international-action-day-october-30-31-2016>.

Plans for 2017

The plans include continuation of the some items from last year as well as new products:

- 1) **Web-site of the EMBLAS project and Facebook group:** permanent updating.
- 2) **Sculpture “Angel’s wings”:** official installation in Odesa and Batumi as the side event to the presentation of the results of JOSS in 2017 (Figure 4). The mollusc is one of the ecological sentinels as it reacts rapidly on the pollution of the Black Sea, mostly by nutrients. This sculpture is made of two shells / “wings”, which were presented to the city of Batumi; the identical sculpture is to be placed in Odesa. Its installation symbolizes joint efforts of Ukraine and Georgia to protect the Black Sea.
Proposed deadline: April-May.
- 3) **Brochure “Secrets of the Black Sea”:** presentation of the unique and not well known facts about the Black Sea and its inhabitants together winner fairytales about “Angel’s wings”.

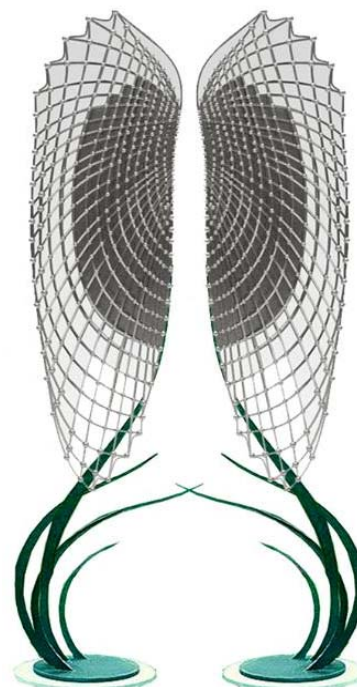


Figure 4. Sculpture “Angel’s wings”

Proposed deadline: April (prior the public monitoring with youth in Danube delta in May).

Marine animal of the year – a new tradition to be applied

In order to attract attention to the marine animals and their problems, it is proposed at the level of the Black Sea Commission to select each year one marine inhabitant as a marine animal / plant of the year.

According to the communication between UkrSCES and the Black Sea Commission Secretariat, there is no such activity so far.

This year, common dolphin is proposed to be a marine animal of the year. From the three dolphin species living in the Black Sea, the common dolphin has the largest population in the Black Sea and at the same time is the least studied.



Figure 5. Common dolphin

The idea is to present the Black Sea issues through the life of the common dolphin, highlight it using different means (in our case, through Black Sea Savebook, facebook, special brochure etc.

4) Stamps with Ukrainian post

Ukrainian post has cooperation with Bulgarian post in 2017 on production of the stamps of the common interest <http://ukrposhta.ua/ukrposhta-zdijsnit-spilnij-vipusk-poshtovix-marok-bolgariya-ukra%D1%97na>

The two stamps are proposed to be devoted to the Black Sea. UkrSCES was contacted to provide the suggestions about this.

The following marine creatures were selected:

- Common dolphin (as far as it is marine animal of the year 2017 and to reinforce its public monitoring);
- Mollusc “Angel’s wings” *Barnea candida* (as far as it is one of the environmental sentinels – to reinforce this concept and efforts devoted to advertise the sculpture as well);

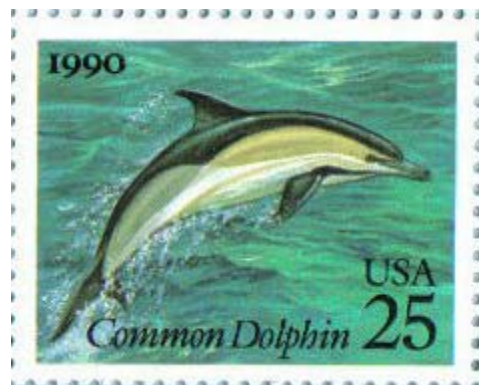


Figure 6. Example of the stamp

5) Brochure about the marine mammals' life in the Black Sea and painting book.

It could include the following materials:

- General description of the marine mammals, including cetaceans and pinnipeds;
- Description of the three dolphins species;
- Story about the monk seal;
- Short instruction how to act if you find alive or dead mammal on the coast;
- Description of monitoring of mammals (photoidentification, genetic sampling, satellite tagging etc.) with possibility of involvement (through Black Sea Savebook).

The target groups include all ages. The brochure could go together with painting book / quizz and could be one of the prizes for winners in the Black Sea Savebook.

Proposed deadline: September 2017 (to be disseminated during Black Sea Clean Beach days).

6) Brochure on fish diversity in the Black Sea

Following the proposals of NEA, the relevant brochure will be prepared in Georgian. If needed, it can be adopted to Ukrainian and Russian conditions and printed in national languages.

7) Calendar with the Black Sea inhabitants

In order to raise public awareness about the Black Sea inhabitants and their life, it is proposed to arrange the calendar using the macrophotos of the photographer from SOI and Georgian photos; to be done during NPMS/JOSS 2017 (for an example, see Figure 7). The calendar would also describe the peculiarities of the life in the Black Sea and in the same time disseminate the information collected during NPMS/JOSS 2016 and 2017.

Proposed deadline: December 2017



Figure 7. Example of the macrophoto

2.4 Marine Strategy Framework Directive implementation

Background

MSFD implementation is included in the EU-Ukraine and EU-Georgia Association Agreements. At present in Ukraine, there is a Working Group under the MENR on implementation of the MSFD. The EMBLAS project is expected to support its activities as a part of PA 1 Support at the implementation of countries' obligations under the Bucharest and other related Conventions and Agreements. The WG includes all project partners' representatives and is led by UkrSCES.

Plans for 2017

1) Glossary of the terms from MSFD

In view of the development of the amendments to the Decree of the CMU # 815 to "Order of State Monitoring of Waters" dated 20.07.1996 № 815, it is proposed to clarify the current translation of the descriptors of MSFD with relation with legal terms in Ukrainian environmental law in order to prepare this list for the official approval in form of the Order of the MENR. The relevant request for this action is reflected in the Minutes of Meeting of the WG on MSFD dated 17.01.2017."

This glossary should have an official legal status (approved by the Order of MENR; to have ISBN) and be published in an electronic form as well as in printed version. It would be an important step towards practical implementation of the Directive. The similar glossary will be prepared and published in Georgia.

Proposed deadline: April 2017.

2) Brochure with layout of the Marine Strategy

"Development of a Marine Strategy in cooperation with EU Member states" and "initial assessment of marine waters, determination of good environmental status and establishment of environmental targets and indicators" ¹ is one of the main provisions of the MSFD stated in the EU-Ukraine and EU-Georgia Association Agreements. The deadline is for the development of the Marine Strategy is November 2018 for Ukraine and 2022 for Georgia; the deadline for initial assessment for Ukraine is the same as for Marine Strategy, and for Georgia it is 2019. Taking this into account, the WG on MSFD in Ukraine decided to start developing the annotated structure of the future Marine Strategy in 2017 (see MoM dated 17.01.2017). The structure and content will reflect the findings and recommendations of the EMBLAS project (JOSS 2016 and 2017). The planned deadline for the very first draft of the Strategy is September 2017. At the same time, it is important to start the process of the public (intergovernmental) informing about the future strategy in order to ensure its coordination with other strategies (Marine Doctrine, National Environmental Action Plan etc.) and its smooth approval in 2018. In this relation, it is planned to make a short brochure (A5) about the main purpose and chapters of the Strategy.

The similar brochure adopted to national conditions of MSFD implementation will be prepared in Georgia.

Proposed deadline: October 2017.

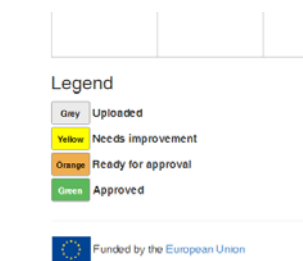
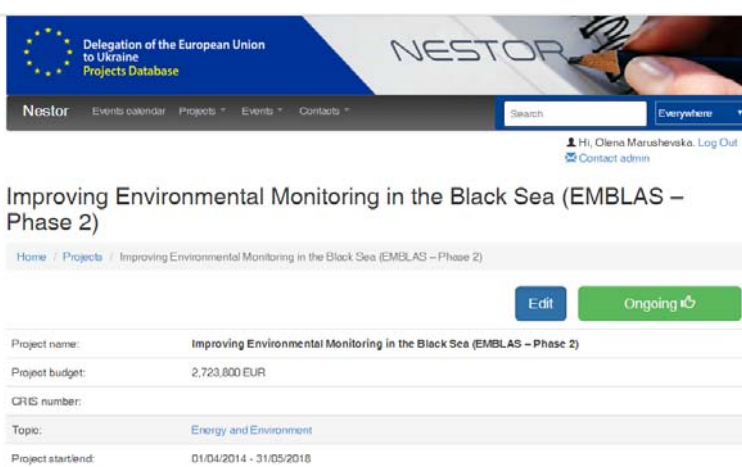
¹ EU-UA Association Agreement, Annex XXX
http://eeas.europa.eu/archives/docs/ukraine/pdf/10_ua_annexes_to_title_v_economic_and_sector_cooperation_en.pdf
EU-Georgia Association Agreement http://eeas.europa.eu/sites/eeas/files/association_agreement.pdf

3. Ensuring the EU and UNDP visibility

In all communication and visibility items, the EU and UNDP visibility rules shall be followed as defined by the following documents:

- Communication and Visibility Manual for EU External Actions
http://ec.europa.eu/europeaid/work/visibility/index_en.htm_en
- Joint Visibility Guidelines for EC-UN Actions in the Field.

In order to share the best practices and simplify the approval of the visibility items, an online database NESTOR has been launched by EU Delegation of Ukraine <http://eunestor.org/> in December 2016. EMBLAS project is registered there.



Each event, which has public importance (press-announce, project communication materials) should be uploaded to NESTOR in advance and further approved following the legend provided. This process should ensure that the visibility items are following the EC requirements

In the same time, close contacts with the relevant communication officers of EU delegation and UNDP country offices will be continued.

4. Timetable

#	Action	2	3	4	5	6	7	8	9	10	11	12
1. Joint Black Sea surveys results promotion												
1.1	T-shirts and caps production							X				
1.2	Press-conferences about the results of the surveys			UA X	GE X			UA X	GE X			
1.3	Brochure "Main secrets / news, found out by JOSS 2016"			UA X	GE X							
1.4	A short movie about the results of the JOSS (second part)									X		
2. Youth monitoring of the Black Sea												
2.1	The Black Sea Save book game: pilot testing in the Danube delta				X							
2.2	Trainings for teachers on "Black Sea Savebook"				X							
2.3	Public monitoring data collection											
2.4	The Black Sea Clean Beach Days								X			
3. Wide public involvement												
3.1	Updating the web-site of the EMBLAS project and Facebook group											
3.2	Installation of the sculpture "Angel's wings"			UA X	GE X							
3.3	Brochure "Secrets of the Black Sea"			X								
3.4	Stamps with Ukrainian post					X						
3.5	Brochure about the marine mammals' life in the Black Sea and painting book								X			
3.6	Brochure on the fish diversity in the Black Sea			X								
3.7	Calendar with the Black Sea inhabitants											X
4. Marine Strategy Framework Directive implementation												
4.1	Glossary of the terms from MSFD			X								
4.2	Brochure with layout of the Marine Strategy								X			
	preparatory actions											
	delivery of results											
	Public event											