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## QUIETMED2 – Joint programme for GES assessment on D11- noise in the Mediterranean Marine Region.

# quietMED2

### DELIVERABLE

#### D 2.1. Dissemination tools and communication strategy

**Deliverable:** Dissemination tools and communication strategy  
**Document Number:** QUIETMED2 – D2.1  
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#### List of participants:

No	Participant organization name	Participant short name	Country
1	Centro Tecnológico Naval y del Mar	CTN	Spain
2	Permanent Secretariat of the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area	ACCOBAMS	Monaco
3	Department of Fisheries and Marine Research	DFMR	Cyprus
4	Inštitut za vode Republike Slovenije/Institute for water of the Republic of Slovenia	IZVRS	Slovenia
5	Hellenic Centre for Marine Research	HCMR	Greece
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7	University of Malta -The Conservation Biology Research Group	UM	Malta
8	Politecnico di Milano-Department of Civil and Environmental Engineering	POLIMI-DICA	Italy
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10	Specially Protected Areas Regional Activity Centre	SPA/RAC	Tunisia
11	International Council for the Exploration of the Sea	ICES	Denmark

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## Abstract

This document is the Deliverable “D2.1. Dissemination tools: Project webpage, media and communication material (30th April 2019)” of the QUIETMED2 project funded by the DG Environment of the European Commission within the call “DG ENV/MSFD 2018 call”. This call funds projects to support the implementation of the second cycle of the Marine Strategy Framework Directive (2008/56/EC) (hereinafter referred to as MSFD), in particular to implement the new GES Decision (Commission Decision (EU) 2017/848 of 17 May 2017 laying down criteria and methodological standards on good environmental status of marine waters and specifications and standardised methods for monitoring and assessment, and repealing Decision 2010/477/EU) and Programmes of Measures according Article 13 of the MSFD. The QUIETMED2 project aims to support Member States Competent Authorities in the Assessment of the extent to which GES on Descriptor 11-Underwater noise has been achieved in the Mediterranean Region by providing practical outcomes to implement the new GES Decision through: i) a joint proposal of a candidate for an impulsive noise indicator in the Mediterranean Region ii) a common methodology for Competent Authorities to establish thresholds values, together with associated lists of elements and integration rules, iii) a data and information tool to support the implementation of the monitoring programmes of impact of impulsive noise based on the current ACCOBAMS joint register which will be demonstrated on iv) an operational pilot of the tool and v) several activities to boost current regional cooperation efforts of Barcelona Convention developing new Mediterranean Region cooperation measures.

This document is a public report about the communication plan, tools and materials developed by QUIETMED2 project with the aim to develop an effective dissemination and communication strategy for the duration of the project.

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<https://europamedia.blogactiv.eu/2017/03/27/social-media-an-inevitable-part-of-communication-in-european-projects/>

## List of Abbreviations

<b>CTN</b>	Centro Tecnológico Naval y del Mar
<b>ACCOBAMS</b>	Permanent Secretariat of the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area
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<b>SSW</b>	Special Secretariat for Water-Hellenic Ministry of Environment and Energy
<b>SPA/RAC</b>	Specially Protected Areas Regional Activity Centre
<b>ICES</b>	International Council for the Exploration of the Sea
<b>MSFD</b>	Marine Strategy Framework Directive
<b>GES</b>	Good Environmental Status
<b>MS</b>	Member States
<b>MED</b>	Mediterranean Sea Region
<b>DG ENV</b>	Directorate-General - Environment -
<b>EU</b>	European Commission
<b>D11</b>	Descriptor 11 (Introduction of energy, including underwater noise, is at levels that do not adversely affect the marine environment)
<b>D11C1</b>	Descriptor 11 Criteria 1 (Anthropogenic impulsive sound in water)
<b>NGO</b>	Non-Governmental Organizations

## 1. Introduction

The QUIETMED2 Project is funded by DG Environment of the European Commission within the call “DG ENV/MSFD Second Cycle/2018”. This call funds the next phase of MSFD implementation, in particular, to implement the new GES Decision (Commission Decision (EU) 2017/848 of 17 May 2017 laying down criteria and methodological standards on good environmental status of marine waters and specifications and standardised methods for monitoring and assessment, and repealing Decision 2010/477/EU) and Programmes of Measures according Article 13 of the MSFD.

The QUIETMED2 project aims to enhance cooperation among Member States (MS) in the Mediterranean Sea Region (MED) to implement the Second Cycle of the Marine Directive and in particular to assist them in the preparation of their MSFD reports through the following specific objectives:

- Develop and implement a candidate impact indicator in the Mediterranean Region for D11C1 Criteria.
- Make a joint proposal of a methodology to establish threshold values, list of elements and integration rules to implement the GES decision in reference to D11 in the Mediterranean Region.
- Build an efficient data and information tool to support the implementation of the D11C1 Criteria and the update of the monitoring programmes of Impulsive Noise according the new GES Decision.
- Perform an operational pilot of an impulsive noise impact monitoring programme implemented with the updated Joint register to demonstrate its feasibility.
- Promote Mediterranean Region Coordination by i) boosting current regional cooperation efforts of Barcelona Convention and others and ii) developing new cooperation measures.
- Enhance collaboration among a wide network of stakeholders through the dissemination of the project results, knowledge share and networking.

To achieve its objectives, the project is divided in 3 work packages around 3 priorities and 10 activities whose relationships are shown in Figure 1.

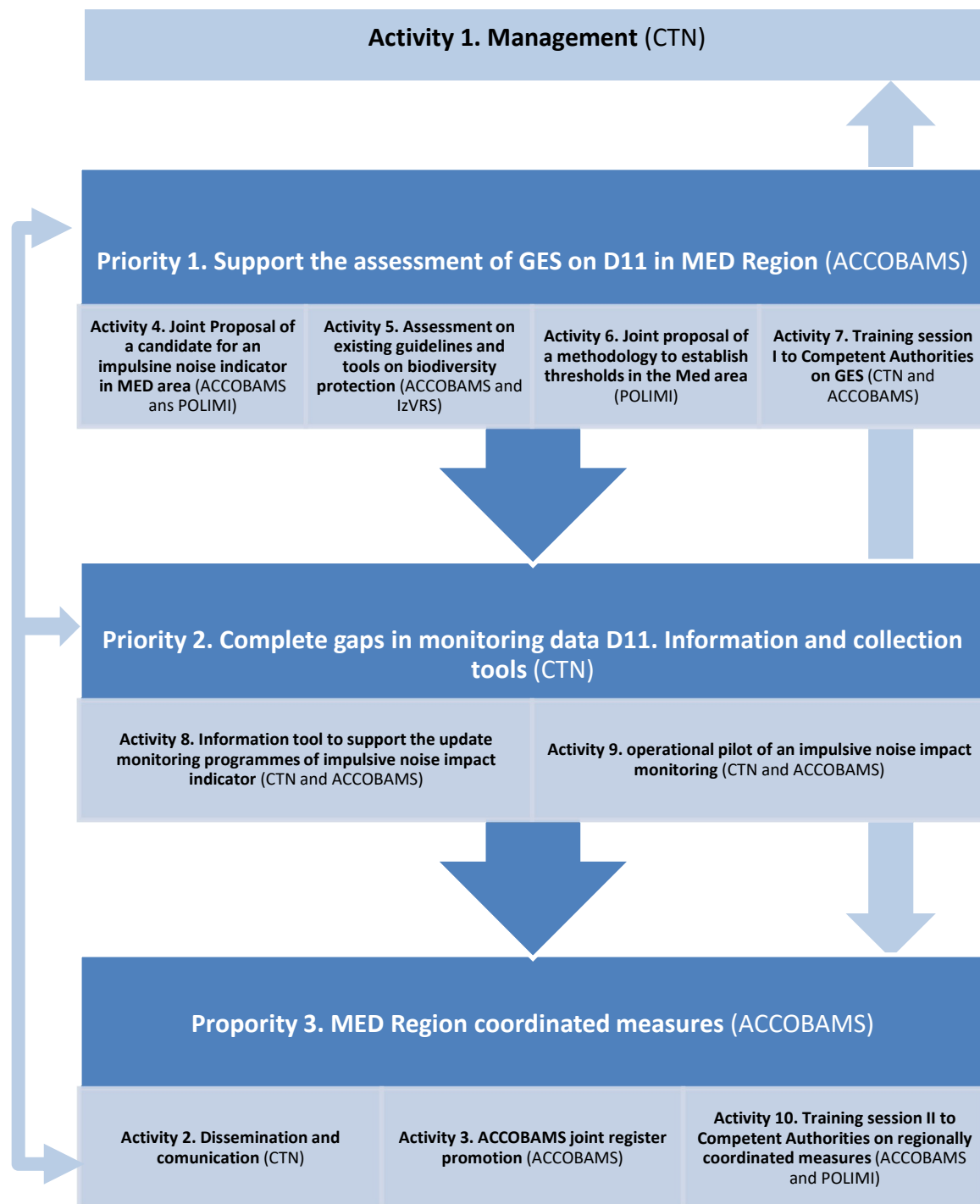


Figure 1. Work Plan Structure

The project is developed by a consortium made up of 11 entities coordinated by CTN and it has a duration of 24 months starting on February 2019.

In terms of this document, the communication plan includes:

- the development of actions with the aim of achieving the objectives of the project communication strategy
- the development of the resources and communication materials

## 2. Project communication objectives

QUIETMED2 Project has 4 specific communication objectives established in the Grant Application form:

- **Raise awareness** among public and private stakeholders on noise issue
- **Disseminate the recommendations** to Member States to set up national registers of impulsive noise developed under QUIETMED project<sup>1</sup>
- **Promote the use of the project results** by Competent Authorities
- **Networking and collaboration** with other initiatives

The accomplishment of these objectives is conditioned to the development of the upcoming phases of the project. This is the reason why during this first stage the efforts have been focused on the:

- **Design of the communication strategy and,**
- **Development of the communication tools**

Both, the strategy and the communication tools are essential for the success of the dissemination activities.

The methodology and degree of development are presented in the following sections.

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<sup>1</sup> Project funded by DG Environment, European Commission (January 2017-December 2018). More information: <http://www.quietmed-project.eu/>



### 3. Communication strategy

#### 3.1. Internal communication

In order to achieve a smooth exchange of information, ensure efficiency, simplify procedures and reduce the time of elaboration and control of the documents, the following actions are being performed:

- **Setting up standard working document templates as:** agenda, minutes, meeting invitation and deliverable documents. In addition, a template guide of use has been developed and sent to all the partners.
- **Design of two distribution lists based on the project management needs:** the project execution contact list and the administrative contact list.

#### 3.2. External communication

With the aim to maximize the impact of the project dissemination activities, different audiences of interest have been identified. For each of them a set of communication objectives have been determined. As it was already explained in the Inception report, the targeted audiences are, as follows:

- **Authorities:** EU/National/Regional Policy makers and National/Regional Authorities related to implementation of MSFD.
- **Non EU-countries Authorities**
- **Research community:** Scientists with interest in marine monitoring, biodiversity and impact assessment; Universities and Research Institutions specialized in underwater noise technologies.
- **Environmental Agents:** Agencies, Environmental associations and other environmental institutions operating at national and regional levels.
- **Other Private Stakeholders:** Underwater noise technologies' distributors, Underwater noise technologies' users, Maritime Transport Associations, NGOs, other stakeholders using the marine space (sports, tourism, etc.)
- **Other Public Stakeholders:** Port Authorities, regional tourist offices.
- **General Public:** Media, society.

The correlation between different audience categories and dissemination objectives is summarized in the following table.

Target audience	Dissemination Objective
National Authorities	<ul style="list-style-type: none"> <li>• Increase awareness on the project</li> <li>• Endorsement and use of results from the project</li> <li>• Coherent implementation of the MSFD</li> <li>• Identification of future needs for implementation of the MSFD</li> </ul>
Non EU-countries Authorities	<ul style="list-style-type: none"> <li>• Capacity building in underwater noise issues</li> <li>• Increase awareness on the project results</li> <li>• Knowledge transfer</li> </ul>
Research community	<ul style="list-style-type: none"> <li>• Knowledge transfer</li> <li>• Increase awareness on the project results</li> </ul>
Environmental Agents	<ul style="list-style-type: none"> <li>• Knowledge transfer</li> </ul>

	<ul style="list-style-type: none"> <li>• Increase awareness on the project results</li> </ul>
Other Public and Private Stakeholders	<ul style="list-style-type: none"> <li>• Networking and collaboration with other initiatives</li> <li>• Identification of future needs for joint collaboration</li> </ul>
General Public	<ul style="list-style-type: none"> <li>• Increase awareness on the benefits of the project</li> </ul>

Table 1. Audiences and Dissemination Objectives

As it is shown in the table below, for each group of audience and objective, a tailored message has been defined as well as the best channel to transmit it.

Target audience	Message	Channel
Local, regional, national and European authorities	<ul style="list-style-type: none"> <li>• Awareness on the project</li> <li>• Get feedback and support to the diversification actions</li> <li>• Increase their awareness and interest in the maritime sector</li> </ul>	<ul style="list-style-type: none"> <li>• Training sessions</li> <li>• Members of the Advisory Board</li> <li>• Mailing</li> <li>• European Maritime Day</li> <li>• Newsletters</li> <li>• Webpage</li> </ul>
Research Centres (universities, Technology Centres, Research Institutes)	<ul style="list-style-type: none"> <li>• Knowledge transfer</li> <li>• Identification of future needs for collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Advisory Board</li> <li>• Mailing</li> <li>• Newsletters</li> <li>• Articles in specialized media</li> <li>• Social Media</li> </ul>
General Public	<ul style="list-style-type: none"> <li>• Benefits of the project to the society and the marine environment</li> </ul>	<ul style="list-style-type: none"> <li>• Webpage</li> <li>• Social Media</li> <li>• Mass Media</li> </ul>

Table 2. Messages and channels for audience types

## 4. Communication and dissemination tools

### 4.1. Project webpage

The platform WordPress has been chosen for the development of the project webpage. The choice has been made according to the following criteria:

- **Flexibility:** Due to the open source nature, WordPress is a community software that includes plugins to add almost any desired features to the sites so they can be easily customized and scaled.
- **Robustness:** Many plugins can make WordPress' sites safer and help reduce server loads, making it a safer, faster site and a better experience for the users.
- **Usability:** WordPress is easy to use, learn and manage. It is one of the most used and popular systems for the development of websites.
- **Safety:** WordPress itself is considered safe and secure to run any website, in addition there are specific plugins to reinforce websites security.
- **Responsive design:** Responsive themes follow the responsive web design approach which aims to create websites that offer optimal user's experience across various devices and screen resolutions including desktop computers, tablets such as iPad, smartphones and other mobile devices.

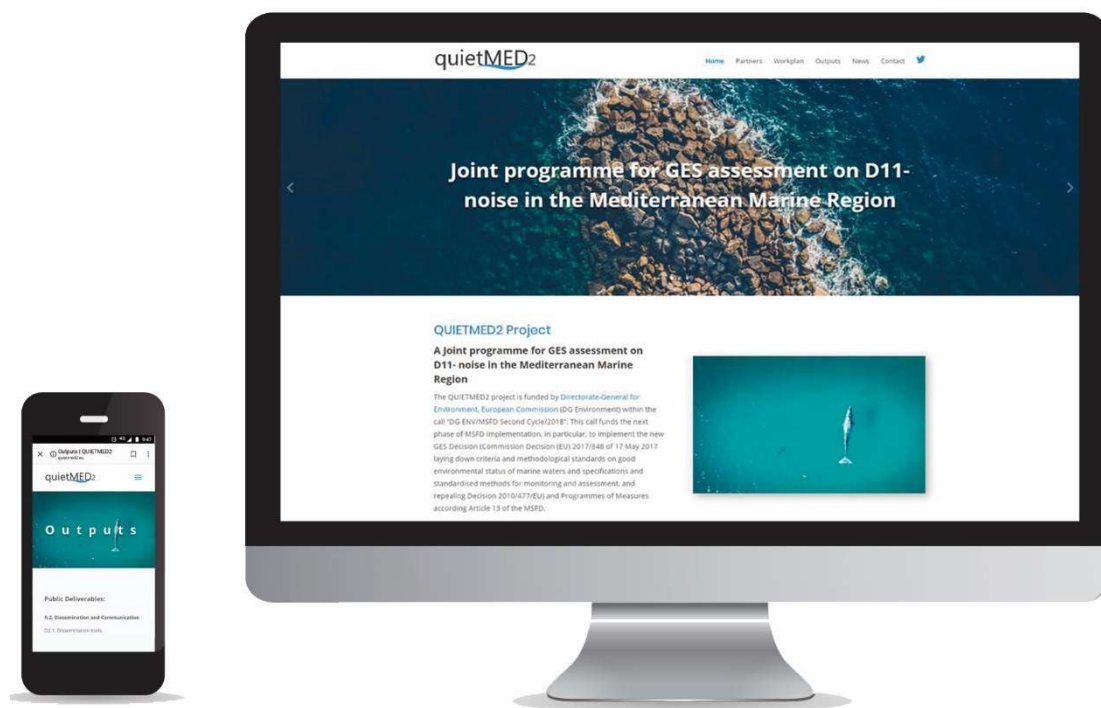


Figure 2. Responsive web

The project website is hosted on the domain: <http://www.quietmed2.eu> and has been structured as follows:



Figure 3. Sections of the QUIETMED2 project website

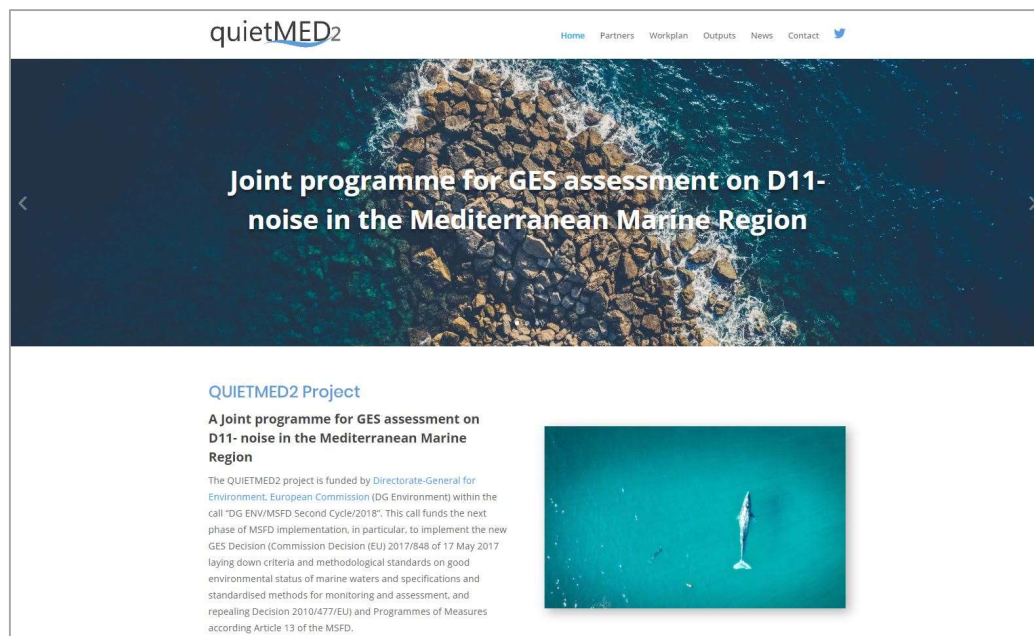


Figure 4. QUIETMED2 Project web site. Home

## 4.2. Social Media

*“..the website is a one-way communication channel that gives you information when you open it [...] This is why there is a need of understanding web 2.0, a not-so-new concept of Internet where the audience is not only a passive consumer, but prosumers, given that we are now both consumers and producers of content [...] With social networks, you can not only reach your target in a quicker and easier way, but you can also broaden it. [...] Opening a new profile or page is free on most popular social networks. This doesn't mean that it's easy to drive people to your new profile and get visibility immediately.” (Cosmina, 2017).*

In this first stage the project, QUIETMED2 profile has been created on one the most relevant social media. As explained in the previous quotations, profiles are not enough, so henceforth the implementation of the communication strategy in social networks begins.

The following section details the profile that has been created for QUIETMED2.

### 4.2.1. Twitter

The username of the QUIETMED2 project Twitter profile is “@quietMED” and the link is: <https://twitter.com/quietMED>

This profile was open for the QUIETMED Project and now it will be used for the QUIETMED2 Project due to its high popularity and interest shown in underwater noise.

It will be used to disseminate all the information related to the project as well as its progress and the events organized during the project. This media is also being used to disseminate the main results of the project.

The publications of this social network will include mentions to partners and to the DG Environment to increase the impact of the dissemination activities. Some Hashtags have been created to add them in the publications. These are: #underwaternoise #D11 #Descriptor11 #MSFD #MediterraneanSea #GIS #calibration #noisemonitoring #GES #MarineStrategies #noisepollution #cetaceans #underwaternoisepollution #MemberStates





Figure 5. QUIETMED2 Project Twitter

### 4.3. Email Marketing

#### 4.3.1. Newsletter

During the development of the project, 4 newsletters will be sent to the users included in the distribution list to spread the latest news about the QUIETMED2 project. These newsletters will be also published on the project webpage.

Nº of Newsletter	Date	Topic
<b>Newsletter 1</b>	June-July 2019	Project summary and Workshop I-Joint CMS/ACCOBAMS/ASCOBANS Noise Working Group 24-25 June (Monaco)
<b>Newsletter 2</b>	January-February 2020	Training session I with National Authorities to better implement the new GES decision
<b>Newsletter 3</b>	June-July 2020	Training session II with National Authorities to establish new coordinated measures
<b>Newsletter 4</b>	January-February 2021	Final meeting (Brussels) Presentations of the main results.

Table 3. Newsletter planning

## 4.4. Mass Media

During next two years, the QUIETMED2 project will appear in different Mass Media as Press, Radio and Television. The objective of this action is to spread the main results of the project and the benefits for the marine environment.

The project will be present in local TV and Radio, local and national press and the results will be published on scientific communications.

In summary, QUIETMED2 will become a very interesting project for media and society. Through these channels, the issue of underwater marine noise pollution will be spread to a large audience.

## 4.5. Live streaming

If necessary, the possibility to arrange live streaming may be considered. This could allow the participation of external attendees with difficulties to attend to face-to-face events. This option will be considered exclusively if the budget, Gran Agreement and technical capacity allow the arrangement of this service.

## 4.6. Internal tools

### 4.6.1. Sharepoint

A repository for QUIETMED2 documents has been created in Sharepoint. This account is shared among the consortium partners, so they have free access to documents uploaded in the site. A specific folder has been created for each activity that contains the documentation related to the activity to which it refers:

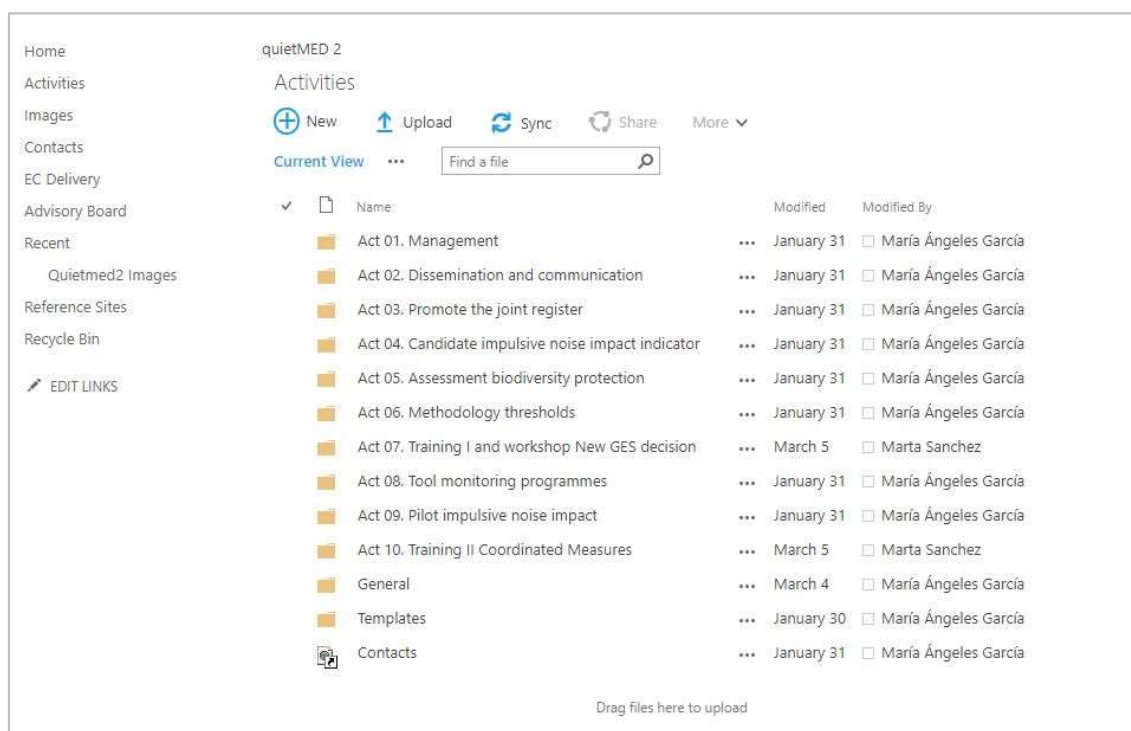


Figure 6. QUIETMED2 Project Sharepoint

#### 4.6.2. Doodle

Doodle has been selected as tool to plan the project meetings as it is easy to use, efficient and easy to access.

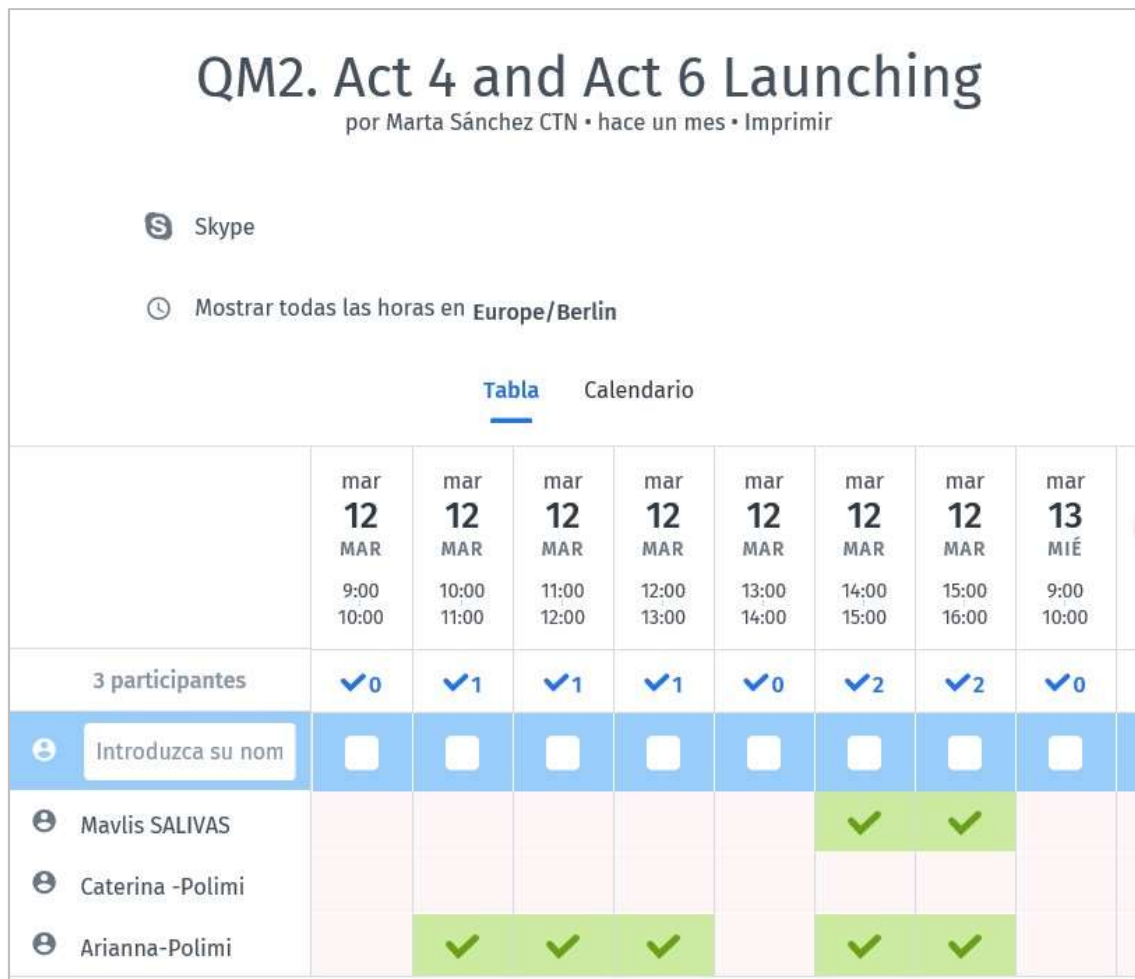


Figure 7. Planing a meeting using Doodle

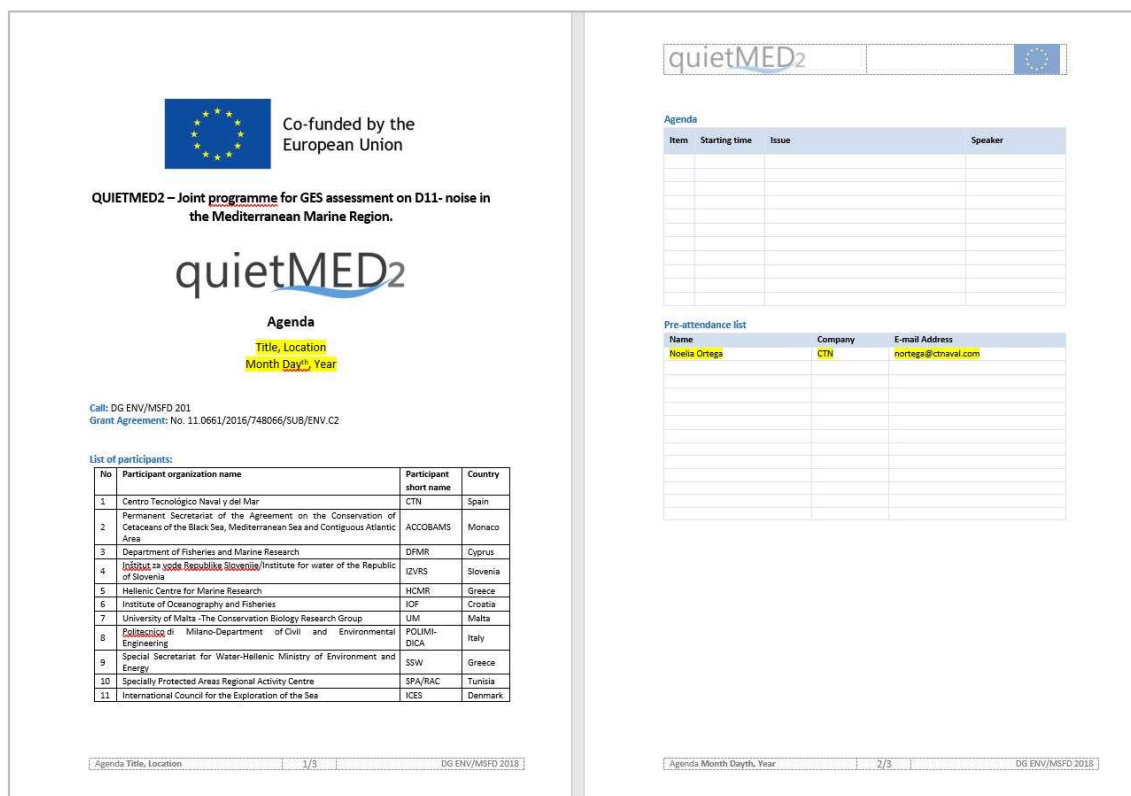


## 5. Communication and dissemination materials

### 5.1. Templates

The templates that have been prepared to disseminate the results of the project are listed in the following sections:

- **Agenda:** Format to systematize the agenda of the project events.



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quietMED<sub>2</sub>

Agenda

Title, Location  
Month Day\*, Year

Call: DG ENV/MSFD 201  
Grant Agreement: No. 11.0661/2016/748066/SUB/ENV.C2

List of participants:

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10	Specialty Protected Areas Regional Activity Centre	SPA/RAC	Tunisia
11	International Council for the Exploration of the Sea	ICES	Denmark

Agenda Title, Location 1/3 DG ENV/MSFD 2018

Agenda Month Day\*, Year 2/3 DG ENV/MSFD 2018

Figure 8. Template for events agenda

- **Deliverable:** In addition to the standardized format, it includes the usual sections that are part of this type of documents.

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**DELIVERABLE**

**D X.X. Name of deliverable**

Deliverable:	Name of deliverable
Document Number:	QUIETMED2 – D X.X
Delivery date:	DDth Month YYYY
Call:	DG ENV/MSFD 2018
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CO Confidential, only for members of the consortium (including the Commission Services) x

Date	Revision version	Company/Organization	Name and Surname
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	Draft0	CTN	Marta Sánchez

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Figure 9. Deliverable Template (I)

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**Abstract**

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This confidential document reports XXX.

D X.X. Name of deliverable ..... 3/8 ..... DG ENV/MSFD 2018

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D X.X. Name of deliverable ..... 4/8 ..... DG ENV/MSFD 2018

Figure 10. Deliverable Template (II)

- **Minutes:** Format to standardize meeting minutes.



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**QUIETMED2 – Joint programme for GES assessment on D11-  
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**MINUTES**

Title, Location

Month , Day , Year

**Title:**

**Document Number:**

**Delivery date:**

**Call:**


**Grant Agreement:**

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Title, Location:  X/Y/Z DG ENV/MSFD 2018

quietMED2



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Figure 11. Minutes template

- **Meeting invitation:** Available template for partners to invite other agents to project meetings.



			
<hr style="border: 0.5px solid black;"/> <p><b>INVITATION TO THE MEETINGS OF THE QUIETMED2 PROJECT</b></p> <hr style="border: 0.5px solid black;"/>			
<p>You are cordially invited to attend the meeting of the QUIETMED2 - Joint programme for GES assessment on D11- noise in the Mediterranean Marine Region. The overall activities concerning QUIETMED2 will be discussed and outlined. This meeting will also be a good opportunity to get to know each other and to engage in deeper conversation with the team.</p> <p>The meeting will be held on Xth of X at XX:XX. Please see the attached agenda for further information.</p> <p>Your interest and contribution to this important issue will be highly appreciated!</p> <p>Please confirm your attendance by e-mail <a href="mailto:celiamurcia@ctnaval.com">celiamurcia@ctnaval.com</a> or on the following phone number +34968197521 no later than <u>DATE</u>. If you need further information of assistance do not hesitate to contact me.</p> <p>We hope to see you there!</p> <p>Kind regards, XXXXXXXXXX</p>			
<table style="width: 100%; border-top: 1px dashed black;"> <tr> <td style="width: 50%; border-right: 1px dashed black; padding-top: 5px;">MEETING INVITATION</td> <td style="padding-top: 5px;">DG ENV/MSFD 2018</td> </tr> </table>		MEETING INVITATION	DG ENV/MSFD 2018
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Figure 12. Meeting invitation template

- **Guide of use for the templates**



Figure 13. Guide of use for the templates

## 5.2. Promotional materials

The promotional materials prepared to disseminate the project will be:

- **Roll-up**

A roll-up with the project summary will be prepared to be used during internal and external events (project meetings, workshops, participation in conferences, etc.). This roll-up will be available for the partners to be used in their local events.

- **Leaflet**

The leaflet with key information about the QUIETMED2 project will be prepared to be distributed during partners' participation in external events. Also, it will be published on the project website.

## 6. Indicators

Communication tools provide statistics to evaluate the progress of the communication plan so improvements can be done in order to improve the dissemination strategy of the project.

For the evaluation of the communication activities, the statistics described below are taken as minimum indicators:

Statistics of the webpage	Number
<b>Visits</b>	2.000
<b>Users</b>	1.000
<b>Pages viewed</b>	1.6
<b>Sessions</b>	900
<b>Session duration</b>	00:01:30

Table 4. Statistics of the webpage

Statistics of the Social Media (Twitter)	Number
<b>Followers</b>	900
<b>Tweets</b>	800
<b>Mentions</b>	100
<b>Profile visits</b>	1000
<b>Likes</b>	950

Table 5. Statistics of the Social Media

Statistics of other tools	Number
<b>Mass Media</b>	8
<b>Newsletter</b>	4
<b>Events</b>	10

Table 6. Statistics of other tools