

Communication Activities

Summary of activities in 2002

Communication programme 2003

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The main activities can be summarised as follow:

- creating a media database
- develop the Med website
- supporting the Centre's overall media relations
- implementing an internal communication system to inform IUCN Mediterranean members on the Centre's activities.
- supporting IUCN's global activities

1. CREATING A MEDIA DATABASE

We have already identified and contacted 42 journalists throughout the Med region. 60% of them are Spanish media and 40% are from the rest of the Mediterranean countries (France, Greece, Malta, Morocco, Lebanon and Tunisia).

2. DEVELOPING A MED WEBSITE

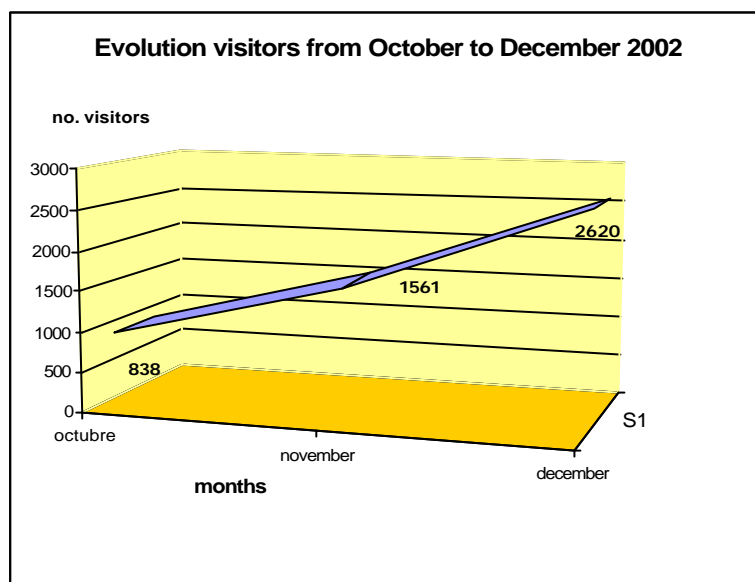
We have been working on the development of the med website in three languages according the IUCN guidelines.

The front page allows us to provide update information about activities and events related to the Med centre. So far, we have elaborated 15 news in three languages (setp-dec 02)



The centre has produced 18 web-stories in Spanish, French and English. Some statistics of internet visitors from October to December 2002:

<p>Visitors: 5,019 Average per day: 54 Visits: 35,395</p>	<p>Pages more visited: 0. Main page 1. Jobs 2. About us 3. Events.</p>	<p>More downloaded files: 1.vacancy_announcement_water31july2002.doc 2.areas_protegidas_en_el_mediterraneo.pdf 3.Aires_protegees_en_mediterranee.pdf</p>
<p>Geographic region: 1.Noth America: 44% 2. Western Europe: 40%</p>	<p>Main countries: 1. USA. 44% 2. Spain 26% 3.France 4% 4. United Kingdom 3% and 80 different countries such as Japan,Bosnia y Herzegobina, El Salvador,etc,etc...</p>	<p>Main Cities: 1.MountainView,California 25% 2.Madrid 22% 3.San Jose,California 3% 4.San Mateo,California 5.Paris 6.Milano</p>



3. SUPPORTING THE CENTRE'S OVERALL MEDIA RELATIONS

Media coverage 2002: split-up (see annex 1)

Firstly, given the limited resources and the communication officer started the 1st July alike, media efforts targeted primarily:

- Newswires and local/regional dailies;
- Spanish-speaking media;
- Institutional magazines
- Electronic Media

Secondly, the media coverage is difficult to follow up due to limited resources and time. The summary is the following:

■ Newswires and local/regional dailies in the Spanish context

On overall, we launched five press releases and one media kit on wetlands, we arranged two TV interviews with regional TV Broadcasting Station and organised two press conferences (one in Malaga and other in Murcia)

The focus on newswires helped achieve the multiplier effect for IUCN's media outreach. *Agencia EFE* and *Europa Press*, in particular, storified on merit on IUCN's activities. From EFE, we have recorded 7 quotations of UICN.

Regarding Spanish newspapers (national and regional), IUCN has been quoted 17 times. We have also records from electronic bulletin such as Canal Medioambiental from Fundacion Entorno and Sevicios Ambientales from Junta de Andalucia.

■ Media in the Mediterranean context

We have already contacted with three media: Daily Star (Lebanon), Agence de France, Canal 2 TV (Tunisia)

4. IMPLEMENTING MEMBERS COMMUNICATIONS

As communication tool we launched an electronic bulletin, also available on the website. The e-bulletin consists of short news about past and new activities and coming events; it is sent by e-mail to our med members. This initiative does not require special funding and we are still waiting for answers from our members in order to see the effectiveness of this tool.



5. SUPPORTING IUCN'S GLOBAL ACTIVITIES

Among the main activities that we have supported from the communication side have been:

- Supporting the IUCN Communication Team at the World Summit on Sustainable Development (20 Aug.-04 Sept.04)
- Coordinating the Reuters awards in the European region (setp-oct.02) (See Annex)
- Coordination of media relation for GBF and Ramsar (17-25 nov.02). See annex)
- Dissemination general info from HG through website

2003 COMMUNICATION PROGRAM

A Communication Program (CP) provides a framework whereby information about the aims of the IUCN Centre for Mediterranean Cooperation may be spread between members, donors, media and people in general. Moreover, it provides opportunities to involve the target-groups in the whole development of our work programme.

In particular, this CP distinguishes between several clear target-groups: members with special attention on our two main donors (Regional Government of Andalucia and Spanish Ministry of Environment), relevant institutions, donors and media.

The aims of this strategy are:

- a) developing a mechanism for two-way communication that facilitates member input and professional knowledge to implement the right projects and work programme for the Mediterranean region through informed decision-making.
- b) serving as the guideline for all short and long term communication strategies in relation to goals and objectives.
- c) ensuring co-ordination, consistency and staff awareness.

There is no magic formula, but this CP would be considered as a useful tool to explain the importance of the IUCN' role in the Mediterranean and to raise general awareness of environmental and sustainable issues of this region. Therefore, the CP should be consistent with, and support the overall strategy of the programme.

Background

Several issues have been identified that need to be overcome for an efficient communication:

- ? poor relations with members due to the youth of this office (one year old), lack of familiarity with team staff and the centre,
- ? lack of communication and information dissemination,
- ? confusion about who we are, relationship between projects and others regional institutions, purposes of individual projects...

Objectives

✍ To support the IUCN Mediterranean Programme

- Building and strengthening relations: members, donors, media
- Promoting understanding and raising awareness (who we are, what we are doing)
- Optimising channels for communication through regular consultation or creating new channels

✍ To Support Action Plans and general projects

- Encourage participation through consultation exercises on policy documents
- Diffuse/Publicise projects, keeping the framework of the IUCN's Centre (corporate image).

✍ To Provide information, guidance and advice about specialised issues

- Clarifying and affirming the team's role in the area.
- Communicating how we can help in taking care of the environment by provision of expertise and resources.

✍ To identify and provide information on best practices and new ways of working

- Researching and provision of best practice and specialist knowledge and setting precedence for future sustainable development.
- Disseminating best practice among members

Communication tools

To assess whether a particular means of communication is suitable for a particular target group, we have to know where they normally get their information and determine the best methods of communicating with the target groups.

- Utilising existing mechanisms: web-site, publications.
- Media: radio broadcasting, newspapers, local TV-broadcasting (through press releases, interviews, media kits...). To build a list of journalists and business press.
- Direct mail: advertising personal touch through identifying relevant individuals from different organisations, association, and institutions...
- Information technologies: electronic bulletin to disseminate information, knowledge and experiences, cd-roms, etc.
- Others: visits, workshops, round-table meetings etc.

Work plan for 2003

Publication / Printed Materials

We are planning to publish two documents/books (islands and water catchment) and edit 2 CD-roms (climate change and wetlands and protected areas).

As for the printed materials, we want to get ready new leaflets in three languages (Spanish, French and English. Arabic if possibly) for Durban (sept. 2003).

Both are within our budget 2003.

Event & Exhibition

Unfortunately, we don't have any exhibition material, just one poster made for Ramsar in Valencia by Elroy Bos (HQ Communication Officer for Wetlands). We would like to develop this aspect. We are planning to do something for the Murcia Conference with the idea of using them for other purposes (eg. Bring that material to Durban as corporate image for the Mediterranean).

Media Relations / Press work

Our main aim this year is to be known by the Spanish press (Our main donors are very interested in seeing IUCN on the press). To achieve it we are doing the following:

- To support with press releases every event that our centre is involved in. That would help us to build a media database from the main Mediterranean regions in Spain (Andalucia, Murcia, Valencia y Cataluña)
- To write articles for magazine specialized in environment.
- To participate in forums, conferences, seminars in order to explain our main work and role.
- To prepare media kits on some flag issues within the Mediterranean region (eg: wetlands (already done), sharks, turtles...). The media kits will target regional press, national press and magazines such as National Geographic, Spanish edition. We are selecting key media at all level to distribute this first media kits. Furthermore, they will be posted on the website.

Website Communications

We will complete the whole content of our website in three languages as the programme is further developed. For the time being, we are updating the website with news and information on relevant events and documents. Moreover, we have already developed (two issues) a monthly electronic bulletin to maintain communication flow with regular updates on current and future work, news and events.

Other projects

A seminar for journalists. This is still a teething idea. We are planning to organise a seminar for journalists from both side of the Mediterranean in order to raise awareness on IUCN's work and to work on capacity building amongst journalists, mainly from the Southern countries. It would be interesting to produce at the end of the seminar a CD-rom with relevant information on definitions, environmental concepts, legislation such as climate change Protocol, Barcelona Convention, classification of Protected Areas in four languages...

It's an idea that might help to identify the main environmental journalists in the region. So far, we are designing the project in order to know the costs and then we will start to raise funds for it.

annex