



QUIETMED – Joint programme on noise (D11) for the implementation of the Second Cycle of the MSFD in the Mediterranean Sea.

quietMED

Deliverable

D5.1 Dissemination tools: Project webpage, media and communication material.

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No	Participant organization name	Participant short name	Country
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2	Instituto Español de Oceanografía	IEO	Spain
3	Universitat Politècnica de València	UPV	Spain
4	Service Hydrographique et Océanographique de la Marine	SHOM	France
5	Ispira Istituto Superiore per la Protezione e la Ricerca Ambientale	ISPRA	Italy
6	Inštitut za vode Republike Slovenije/Institute for water of the Republic of Slovenia	IZVRS	Slovenia
7	Permanent Secretariat of the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area	ACCOBAMS	Monaco

8	The Conservation Biology Research Group, the University of Malta	UoM	Malta
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Abstract

This document is the Deliverable “D5.1 Dissemination tools: Project webpage, media and communication material (March 2017)” of the QUIETMED project funded by the DG Environment of the European Commission within the call “DG ENV/MSFD Second Cycle/2016”. This call funds the next phase of MSFD implementation, in particular to achieve regionally coherent, coordinated and consistent updates of the determinations of GES, initial assessments and sets of environmental targets by July 2018, in accordance with Article 17(2a and 2b), Article 5(2) and Article 3(5) of the Marine Strategy Framework Directive (2008/56/EC). The QUIETMED project aims to enhance cooperation among Member States (MS) in the Mediterranean Sea to implement the Second Cycle of the Marine Directive and in particular to assist them in the preparation of their MSFD reports by 2018 through: i) promoting a common approach at Mediterranean level to update GES and Environmental targets related to Descriptor 11 in each MS marine strategies ii) development of methodological aspects for the implementation of ambient noise monitoring programs (indicator 11.2.1) iii) development of a joint monitoring programme of impulsive noise (Indicator 11.1.1) based on a common register, including gathering and processing of available data on underwater noise.

This public document is a report about the communication plan, resources and materials developed by quietMED project with the aim to develop an effective dissemination and communication strategy for the whole 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

CTN	Centro Tecnológico Naval y del Mar
IEO	Instituto Español de Oceanografía
UPV	Universitat Politècnica de València
SHOM	Service Hydrographique et Océanographique de la Marine
ISPRA	Ispira Istituto Superiore per la Protezione e la Ricerca Ambientale
IZVRS	Inštitut za vode Republike Slovenije
ACCOBAMS	Permanent Secretariat of the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area
UoM	The Conservation Biology Research Group, the University of Malta
IOF	Institute of Oceanography and Fisheries
FORTH	Foundation for Research and Technology - Hellas
MSFD	Marine Strategy Framework Directive
GES	Good Environmental Status

1 Introduction.

The QUITMED Project is funded by DG Environment of the European Commission within the call “DG ENV/MSFD Second Cycle/2016”. This call funds the next phase of MSFD implementation, in particular to achieve regionally coherent, coordinated and consistent updates of the determinations of GES, initial assessments and sets of environmental targets by July 2018, in accordance with Article 17(2a and 2b), Article 5(2) and Article 3(5) of the Marine Strategy Framework Directive (2008/56/EC).

The QUIETMED project aims to enhance cooperation among Member States (MS) in the Mediterranean Sea to implement the Second Cycle of the Marine Directive and in particular to assist them in the preparation of their MSFD reports by 2018 through: i) promoting a common approach at Mediterranean level to update GES and Environmental targets related to Descriptor 11 in each MS marine strategies ii) development of methodological aspects for the implementation of ambient noise monitoring programs (indicator 11.2.1) iii) development of a joint monitoring programme of impulsive noise (Indicator 11.1.1) based on a common register, including gathering and processing of available data on underwater noise. The Project has the following specific objectives:

- ✓ Achieve a common understanding and GES assessment (MSFD, Article 9) methodology (both impulsive and continuous noise) in the Mediterranean Sea .
- ✓ Develop a set of recommendations to the MSFD competent authorities for review of the national assessment made in 2012 (MSFD, Article 8) and the environmental targets (MSFD, Article 10) of Descriptor 11- Underwater Noise in a consistent manner taking into account the Mediterranean Sea Region approach.
- ✓ Develop a common approach to the definition of threshold at MED level (in link with TG Noise future work and revised decision requirements) and impact indicators.
- ✓ Coordinate with the Regional Sea Convention (the Barcelona Convention) to ensure the consistency of the project with the implementation of the EcAp process
- ✓ Promote and facilitate the coordination of underwater noise monitoring at the Mediterranean Sea level with third countries of the region (MSFD Article 6), in particular through building capacities of non-EU Countries and taking advantage of the ACCOBAMS-UNEP/MAP cooperation related to the implementation of the Ecosystem Approach Process (EcAp process) on underwater noise monitoring.
- ✓ Recommend methodology for assessments of noise indicators in the Mediterranean Sea basin taking into account the criteria and methodological standards defined for Descriptor 11 (Decision 2010/477/EU, its revision and Monitoring Guidelines of TG Noise).
- ✓ Establish guidelines on how to perform sensor calibration and mooring to avoid or reduce any possible mistakes for monitoring ambient noise (D 11.2.1). These common recommendations should allow traceability in case the sensor give unexpected results and help to obtain high quality and comparable data.
- ✓ Establish guidelines on the best signal processing algorithms for the preprocessing of the data and for obtaining the ambient noise indicators (D 11.2.1).
- ✓ Implement a Joint register of impulsive noise (D11.1.1) and hotspot map at Mediterranean Sea Region level by impulsive noise national data gathering and joint processing.

- ✓ 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 5 work packages which relationships are shown in Figure 1.

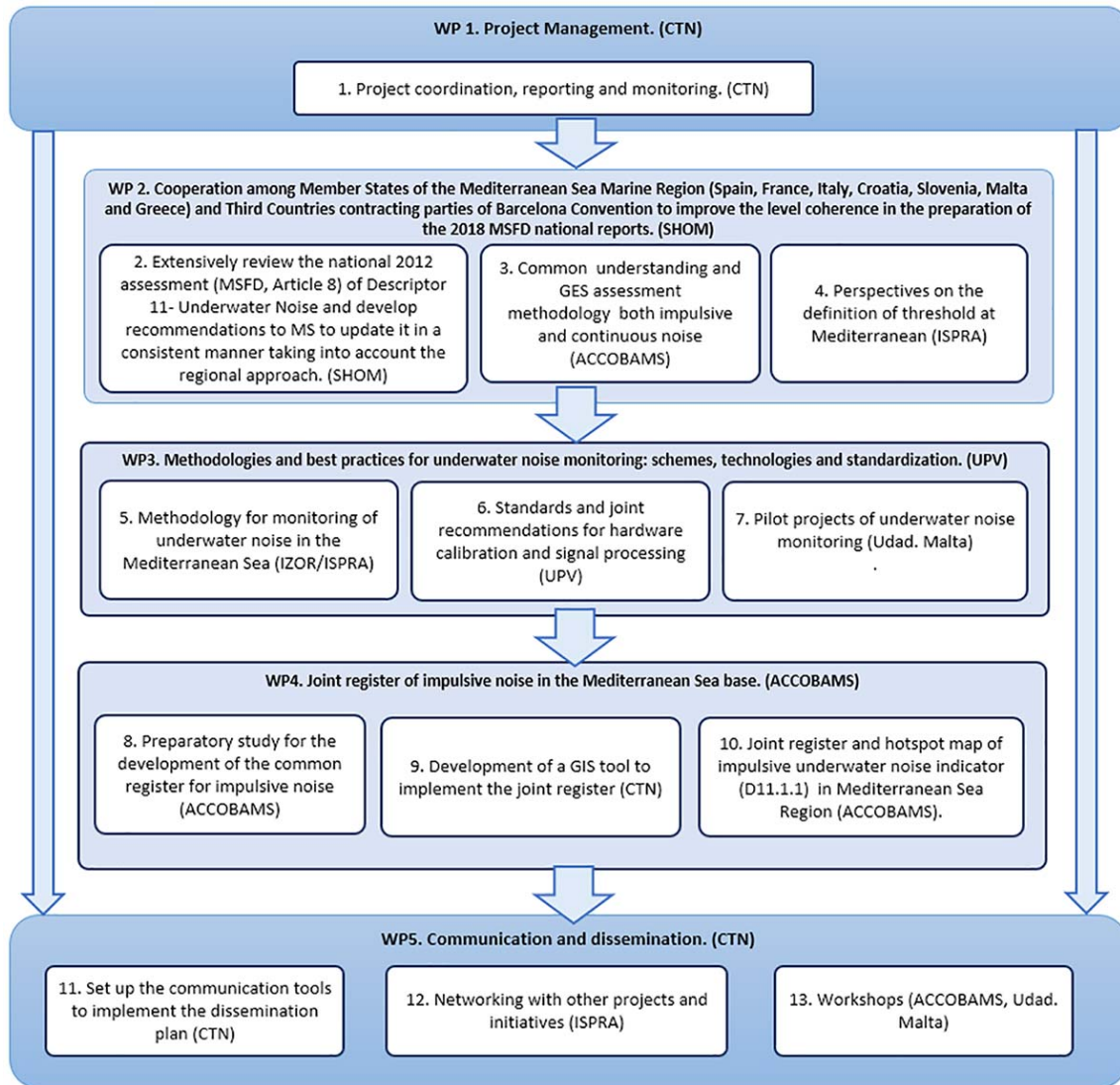


Image 1. Work Plan Structure

The project is developed by a consortium made up of 10 entities coordinated by CTN and it has a duration of 24 months starting on January 2017.

This document is a report about:

- the development of actions aimed to achieve the objectives of the project communication strategy.
- The advances made in the communication strategy
- the development of the resources and communication materials.

2 Project communication objectives.

QUIETMED Project has 4 specific communication objectives established in the Grant Application form.

- ✓ **Objective a) Raise awareness among public and private stakeholders, through the dissemination of the project results.**
- ✓ **Objective b) Capacity building with third parties non EU-countries of the Barcelona Regional Sea Convention.**
- ✓ **Objective c) Knowledge share/transfer among MS to ensure comparable approaches on noise monitoring.**
- ✓ **Objective d) 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 the
- 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.

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 have been performed:

The following actions have been performed:

Setting up **standard working document templates** as: Agenda, Minutes, Kick off 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 issues 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 audiences to which the communication actions are directed are the following:

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 assessment and Universities and Research Institutions of 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 Public Stakeholders as Port Authorities, ecc.

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

Target audience	Dissemination Objective
Authorities	<ul style="list-style-type: none"> Awareness on the project. Coherence implementation of the MSFD.
Non EU-countries Authorities	<ul style="list-style-type: none"> Capacity building in underwater noise issues. Awareness on the project results. Knowledge sharing.
Research community	<ul style="list-style-type: none"> Knowledge sharing. Share best practices and methodologies on noise monitoring.
Environmental Agents	<ul style="list-style-type: none"> Knowledge sharing.

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

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"> • Awareness on the project. • Get feedback and support to the diversification actions. • Increase their awareness and interest in the maritime sector. 	<ul style="list-style-type: none"> • Members of the Advisory Board. • Mailing. • European Maritime Day • Newsletters. • Web page.
Research Centres (universities, Technology Centres, Research Institutes)	<ul style="list-style-type: none"> • Knowledge share. • Identification of future needs for joint collaboration. 	<ul style="list-style-type: none"> • Advisory Board.* • Mailing Newsletters. • Articles in specialized media.

Table 2. Messages and channels for audience types.

4 Resources and communication materials

4.1 Project webpage

The platform Wodpress 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 and there are 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 visitors.

Usability: WordPress is easy to use, learn and manage, 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 experience across various devices and screen resolutions including desktop computers, tablets such as iPad, smartphones and other mobile devices.

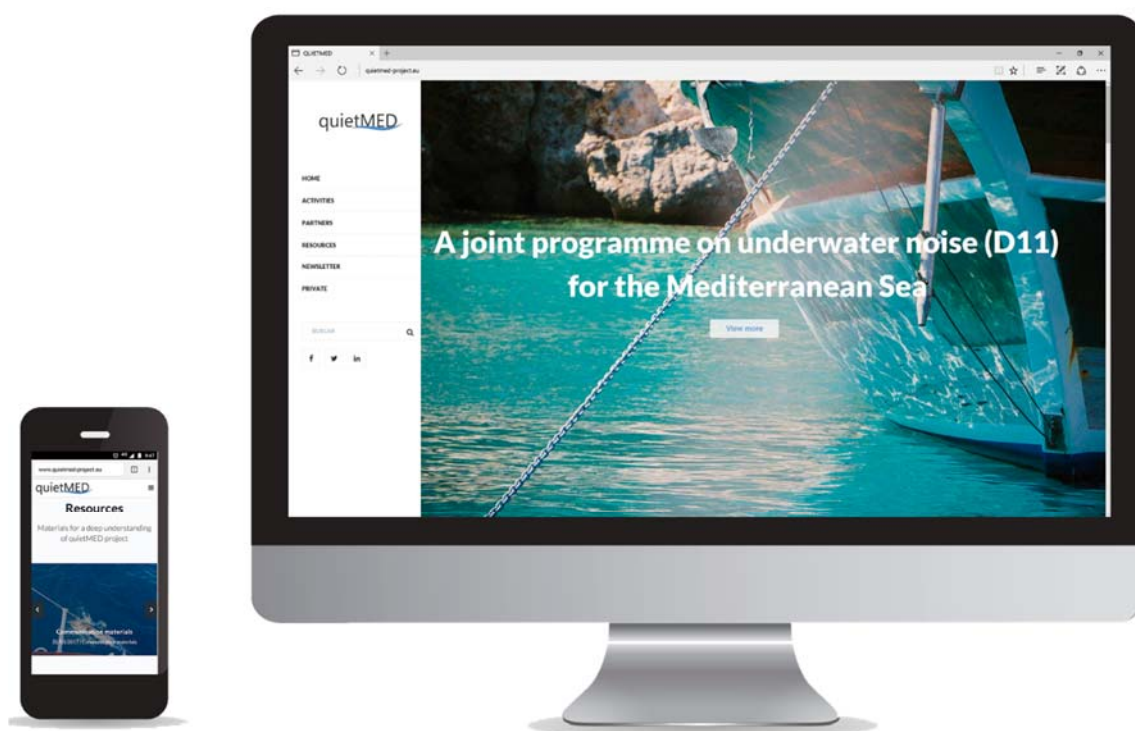


Image 2. Responsive web

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

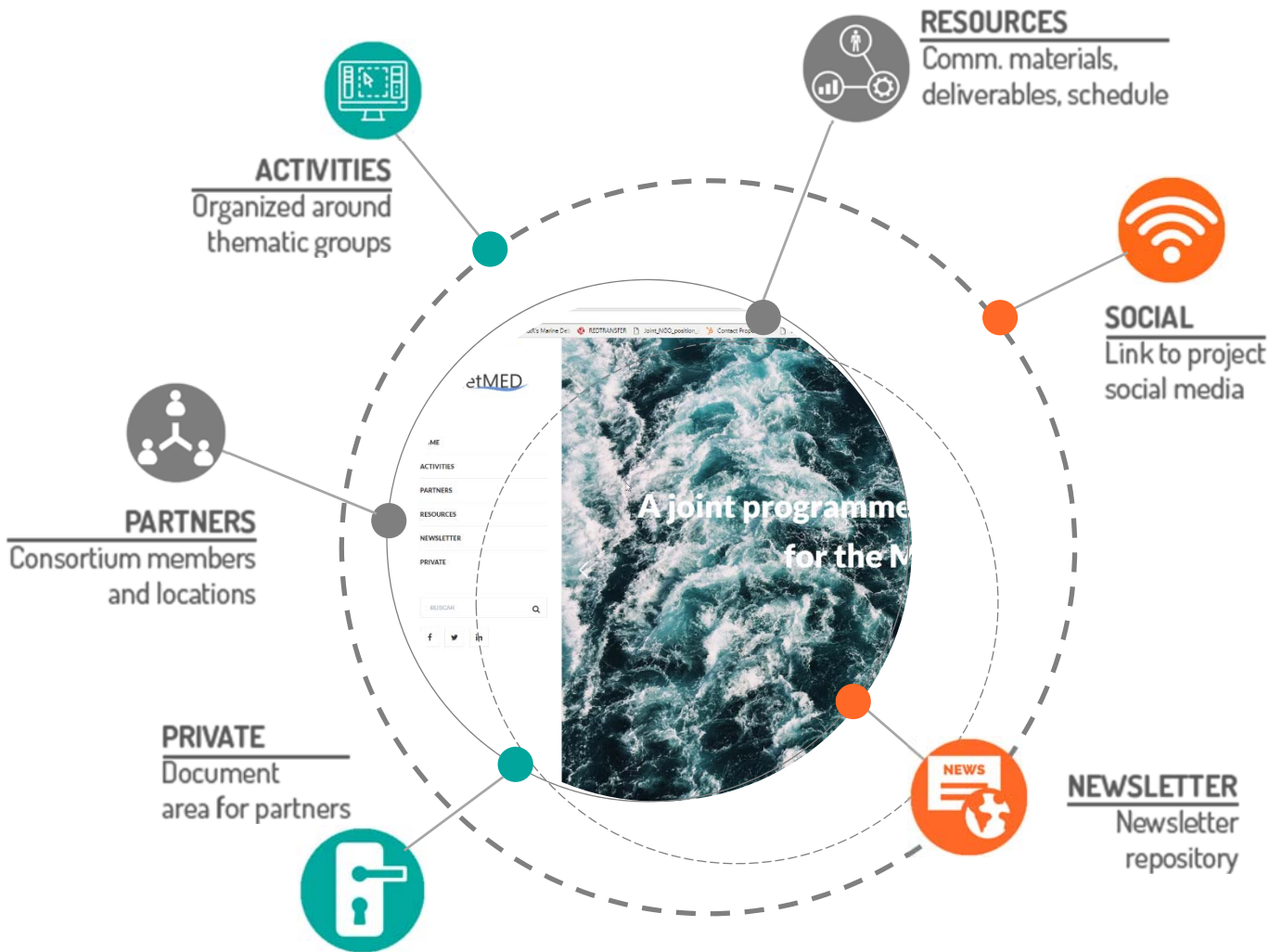


Image 3. Sections of the quietMED project website

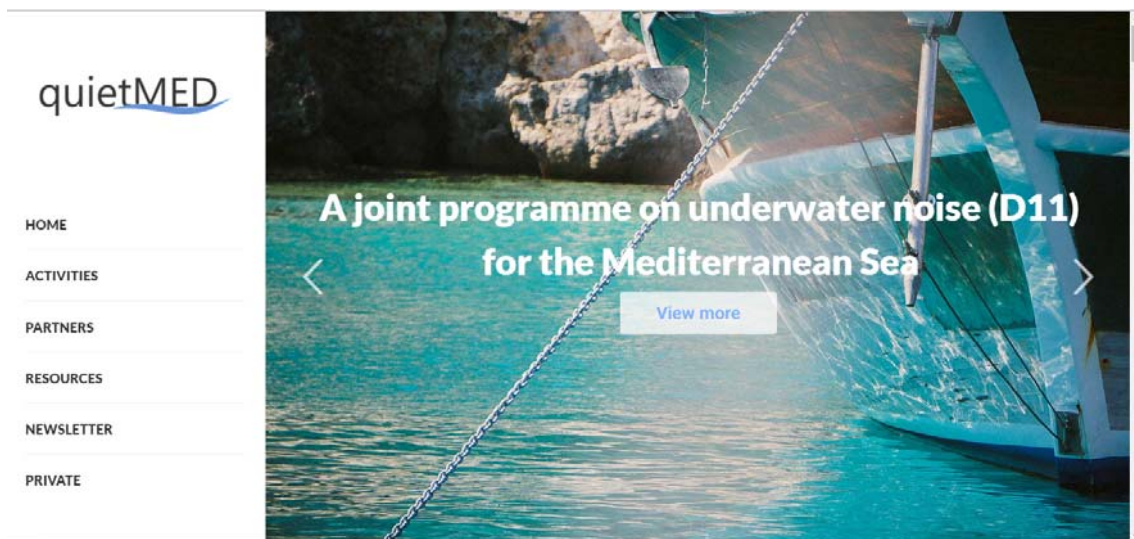


Image 4. QUIETMED Project website. Home

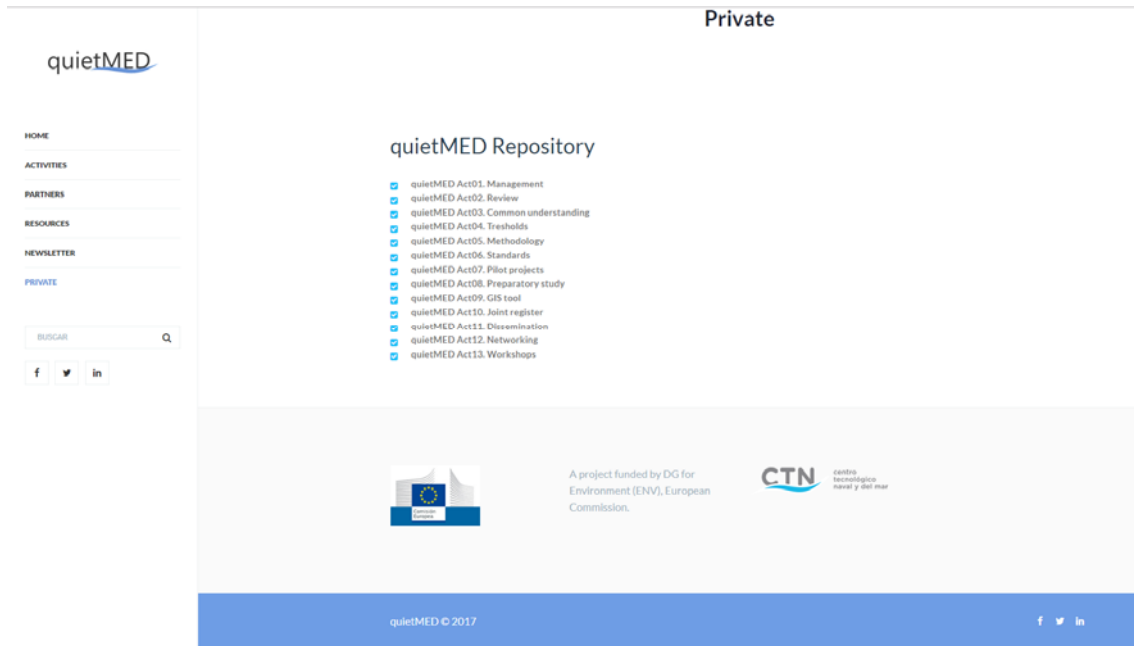


Image 5. QUIETMED Project website. Private area.

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, quietMED profiles have been created on the main 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 sections detail the profiles that have been created for quietMED.

4.2.1 Twitter

The Twitter of the Project is “@quietmed” and it will be used to advertise the main events related to the Project. This media is also being used to disseminate all the results of the project.

[https://twitter.com/](https://twitter.com/quietmed)



Image 6. QUIETMED project Twitter.

4.2.2 Facebook

The facebook profile of the project can be found on:

https://www.facebook.com/Quietmed-project-1205561072875640/?ref=aymt_homepage_panel

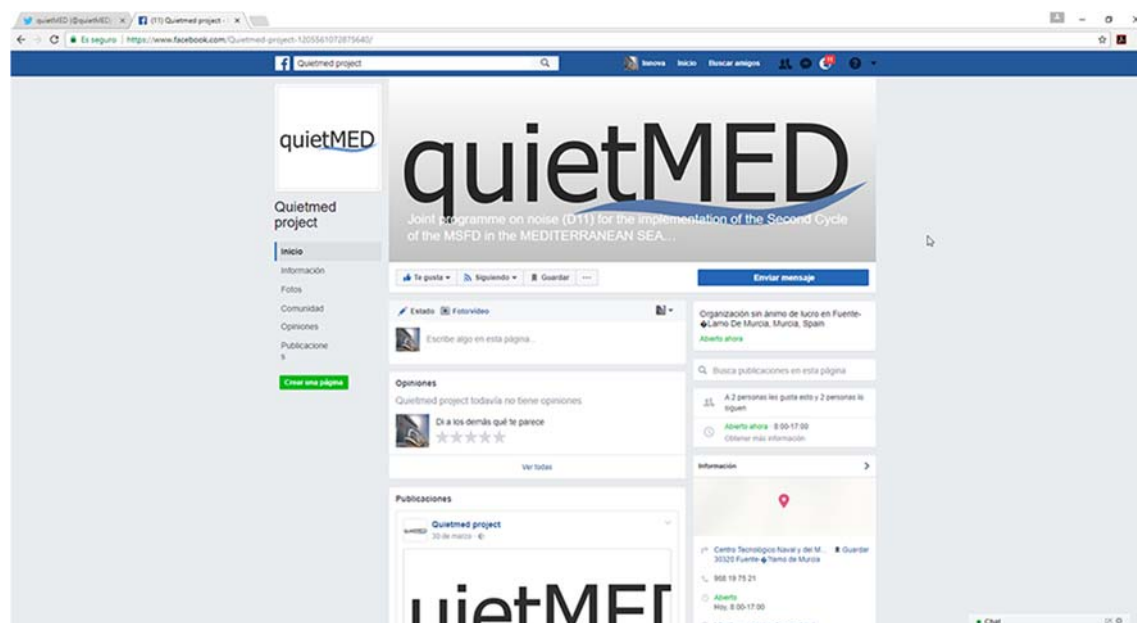


Image 7. QUIETMED project Facebook.

4.2.3 LinkedIn

A LinkedIn profile has been created which can be accessed at:

<https://www.linkedin.com/in/quietmed-ctn-b72413140/>



Image 8. QUIETMED project LinkedIn

4.3 Communication materials

At present, the promotional materials in following sections has been prepared.

4.3.1 Templates

The following templates have been developed:

Agenda

Format to systematize the agenda of the project events.

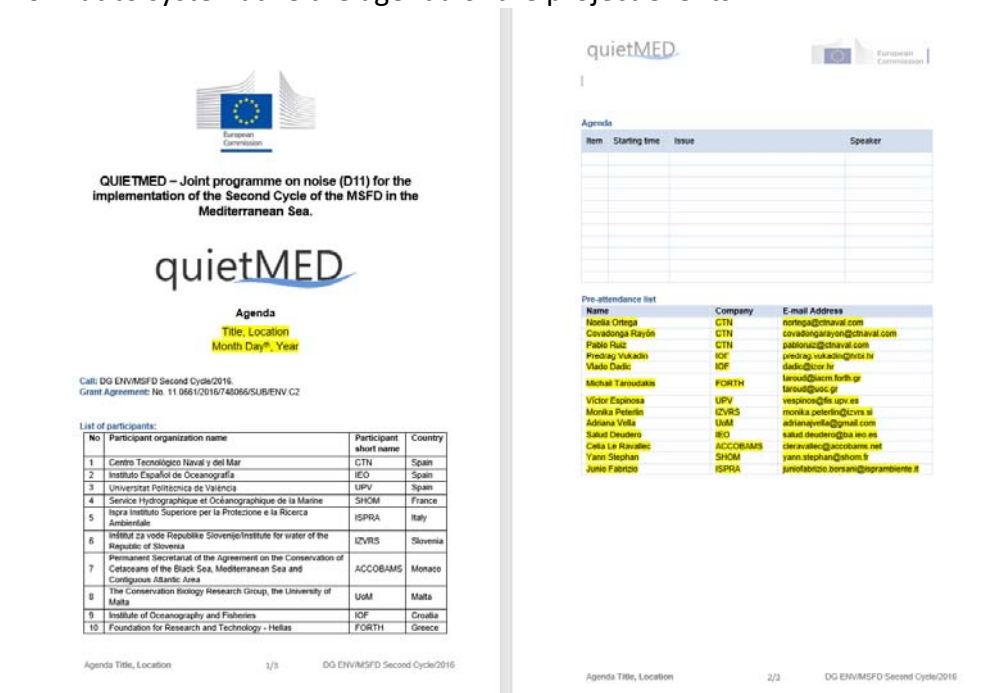



Image 9. Template for events agenda

Deliverable

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



QUIETMED – Joint programme on noise (D11) for the implementation of the Second Cycle of the MSFD in the Mediterranean Sea.

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Deliverable
DX.X Name of deliverable

Deliverable: DX.X Name of deliverable
Document Number: QUIETMED - DX.X
Delivery date: DDth Month YYYY
Call: DG ENV/MSFD Second Cycle/2016
Grant Agreement: No. 11.0661/2016/748066/SUB/ENV.C2

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DX.X Name of deliverable 1/27 DG ENV/MSFD Second Cycle/2016

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Image 10. Deliverable Template (I)

Acknowledgements
Support of the partners for the execution of this project is required, and also acknowledged.
xxx.

Abstract
This document is the Deliverable "DX.X. Name of deliverable (date of deliverable)" of the QUIETMED project funded by the DG Environment of the European Commission within the call "DG ENV/MSFD Second Cycle/2016". The QUIETMED project aims to enhance cooperation among Member States (MS) in the Mediterranean Sea to implement the Second Cycle of the Marine Directive and in particular to assist them in the preparation of their MSFD reports by 2018 through: i) promoting a common approach at Mediterranean level to update GES and Environmental targets related to Descriptor 11 in each MS marine strategies ii) development of methodological aspects for the implementation of ambient noise monitoring programs (indicator 11.2.1) iii) development of a joint monitoring programme of impulsive noise (indicator 11.1.1) based on a common register, including gathering and processing of available data on underwater noise. This confidential document reports xxx.

DX.X Name of deliverable 3/27 DG ENV/MSFD Second Cycle/2016






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Image 11. Deliverable Template (II)

Meeting invitation

Format available for partners to invite other agents to project meetings

INVITATION TO THE KICK-OFF MEETING OF THE QUIETMED PROJECT

You are cordially invited to attend the kick-off meeting of the QUIETMED - Joint programme on noise (D11) for the implementation of the Second Cycle of the MSFD in the Mediterranean Sea. The overall activities concerning QUIETMED 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.

The meeting will be held on **7th of March at 08:45**. Please see the attached agenda for further information.

Your interest and contribution to this important issue will be highly appreciated!

Please confirm your attendance by e-mail pabloruiz@ctnaval.com or on the following phone number +34968197521 no later than **DATE**. If you need further information of assistance do not hesitate to contact me.

We hope to see you there!

Kind regards,

XXXXXXXXXX

Image 12. Meeting invitation template

Minutes

Format to standardize meeting minutes

European Commission

QUIETMED – Joint programme on noise (D11) for the implementation of the Second Cycle of the MSFD in the Mediterranean Sea

quietMED

MINUTES
Title, Location
Month Dayth, Year

Title: **Title, Location on Date**
Document Number: **WPXX_MIN_LOCATION_D0MMYYYY**
Delivery date: **D0/MM/YYYY**
Call: **DG ENV/MSFD Second Cycle/2016**
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Title, Location 1/7 DG ENV/MSFD Second Cycle/2016

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DeKoning, R. T. (2014). *Monitoring Guidance for Underwater Noise in European Seas, Part II: Monitoring Guidance Specifications*. JRC Scientific and Policy Report EUR 26555 EN, Publications Office of the European Union, Luxembourg. doi: 10.2788/27158.

Image 13. Minutes template

Guide of use for the templates

European Commission

QUIETMED – Joint programme on noise (D11) for the implementation of the Second Cycle of the MSFD in the Mediterranean Sea.

quietMED

Guide of Use for templates

Document: **Guide of Use for templates**
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Guide of Use for templates 1/6 DG ENV/MSFD Second Cycle/2016

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Image 14. Guide of use for the templates

4.3.2 Presentations

A short prezi presentation has been created and it is available at the following link:
https://prezi.com/a-y_s56fwzsi/quietmed-project/?utm_campaign=share&utm_medium=copy

quietMED project

A common effort to assess the environmental impact of underwater noise

Where
Mediterranean Sea Basin

The Project
Joint programme on noise (D11) for the implementation of the Second Cycle of the MSFD in the MEDITERRANEAN SEA.
This project is included in the Implementation of the second cycle of the Marine Strategy Framework Directive: Achieving coherent, coordinated and consistent updates of the determinations of good environmental status, initial assessments and environmental targets.

More info
<http://www.quietmed-project.eu>

Who we are

What is
quietMED is a project funded by DG Environment of the European Commission.
This project aims to improve the level of coherence and the comparability as regards Descriptor 11- underwater noise by enhancing cooperation among Mediterranean Sea Basin countries.

Why
Human activities introduce anthropogenic energy into the marine environment and the most widespread and pervasive is underwater sound that produces adverse effects in marine environments.
Despite the efforts of the scientific community to assess the environmental impact of underwater noise, the first phase of implementation of the Marine Directive (MSFD) noted the Underwater Noise is not a mature descriptor and thus gaps in monitoring are apparent.

Expected Outputs

Cooperation
Common approaches to Good Environmental Status

Methodologies & Best Practices
Best practices guidelines on:
• Sensor calibration and mooring for underwater noise monitoring in the Mediterranean Sea.
• Signal processing algorithms for the preprocessing of the data and for obtaining the noise indicator.
• Acoustic modelling and mapping.
• Continuous underwater noise

Tools
Joint register on impulsive noise on the web with GIS and hotspot map

Image 15. Short prezi presentation

4.3.3 Newsletter

In April the first newsletter of the project announcing its launch was sent to the project's stakeholders and published on the project webpage.



Image 16. Newsletter

4.4 Other tools

4.4.1 Dropbox

A repository for quietMED documents has been created in Dropbox. This account is shared among the consortium partners so all of them can consult the documents that are there and can, also, upload the documents that they develop during the project.

A folder has been created for each activity and they contain the documentation related to the activity to which it refers:

- MSFD_regulation.
- quietMED_Act01_Management.
- quietMED_Act02_Review.
- quietMED_Act03_Common_understanding.
- quietMED_Act04_Treshold.
- quietMED_Act05_Methodology.
- quietMED_Act06_Standards.
- quietMED_Act07_Pilot_projects.
- quietMED_Act08_Preparatory_study.
- quietMED_Act09_GIS_tool.
- quietMED_Act010_Joint_register.
- quietMED_Act011_Dissemination.
- quietMED_Act012_Networking.
- quietMED_Act013_Workshops.

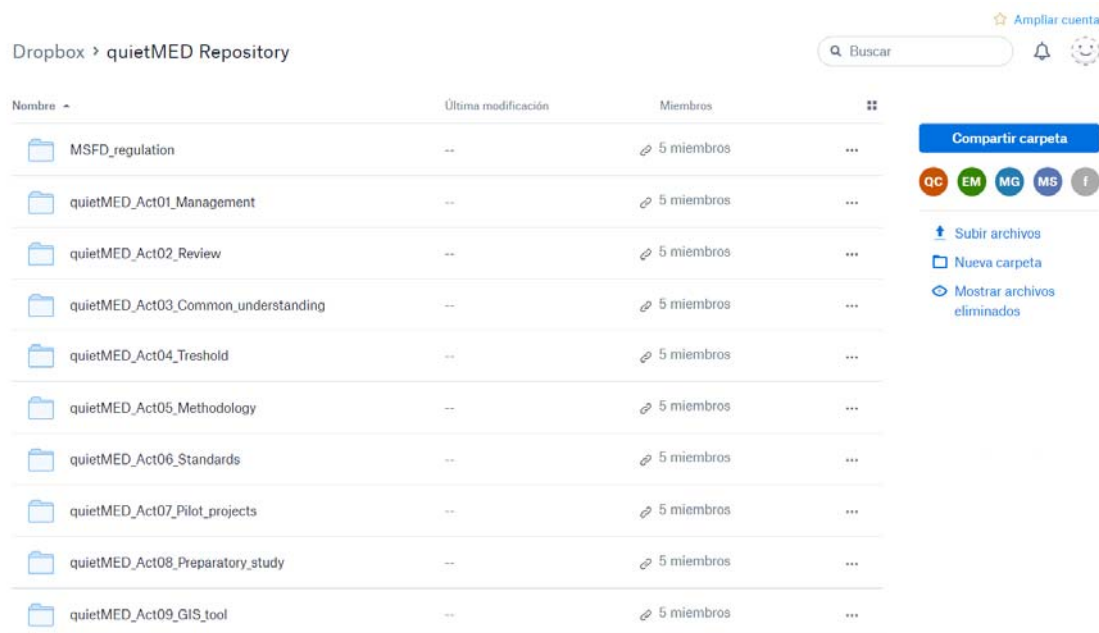


Image 17. QUIETMED project Dropbox.

4.4.2 Doodle

Doodle has been used as tool to plan the project meetings. It has been chosen because it is easy to use, efficient and easy to access.

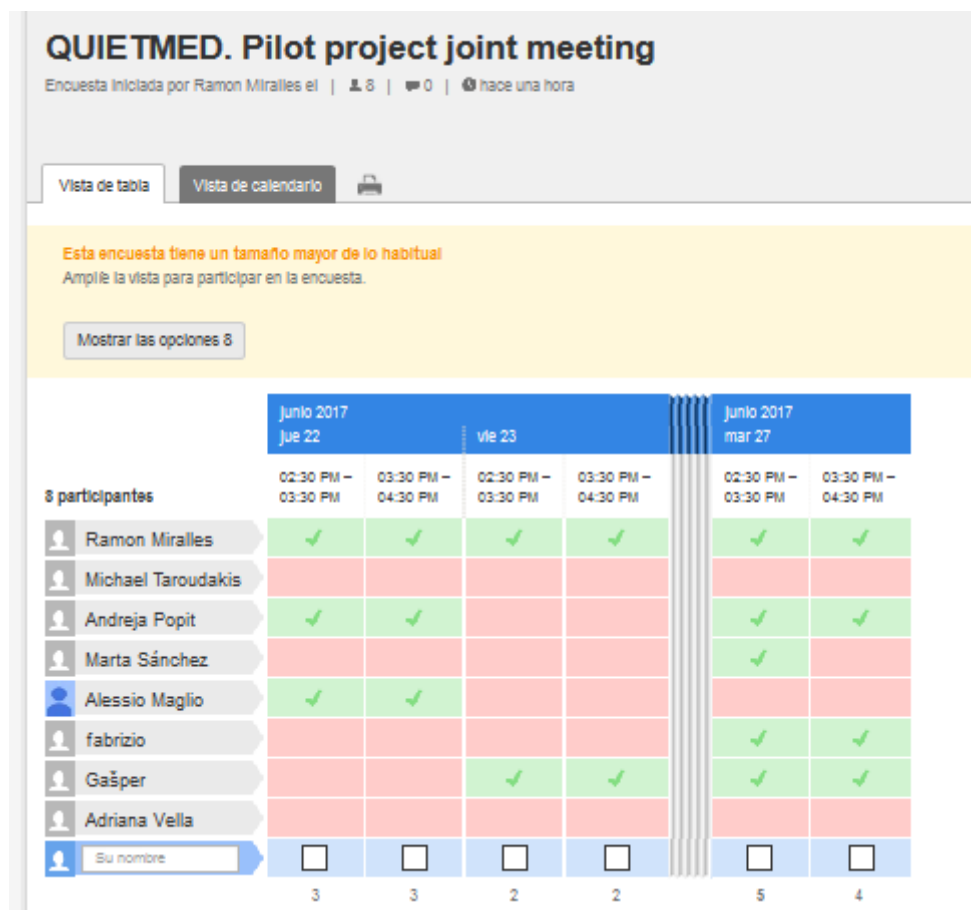


Image 18. Planing a meeting using Doodle