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Agenda item 7. Draft of the Programme of Work 2022/2023 on Knowledge Management, Information and Communication.

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1. The preliminary draft Programme of Work (PoW) for the 2022-2023 biennium of INFO/RAC (hereinafter referred to as INFO/RAC draft 2022-2023 PoW) has been prepared following the guiding elements included in the Planning and Programming Paper for the preparation of the 2022-2023 PoW prepared by the Secretariat. Since this is the first biennium of the next MTS cycle (2022-2027), which is still under development, the INFO/RAC draft 2022-2023 PoW uses all the main elements included in the current draft of the new MTS, including key priorities, objectives and strategic outcomes.

2. In developing the INFO/RAC draft 2022-2023 PoW due consideration has been given to the contribution of its expected deliverables to the achievement of the anticipated MTS programmes and outcomes. Special emphasis was placed on outcomes which require a long-term timespan, especially those planned to be expanded over the entire six-year MTS cycle, as well as those being directly linked with or continuing ongoing work of the current biennium.

3. The activities proposed under the INFO/RAC draft 2022-2023 PoW aim to contribute to collecting and sharing information, raising public awareness and participation and enhancing decision-making processes at the regional, national and local levels. In this context, the activities proposed in the PoW will provide adequate and updated information and communication services and infrastructure technologies to Contracting Parties to implement Article 12 on public participation and Article 26 of the Barcelona Convention on reporting, as well as related to reporting requirements under the different Protocols, thus strengthening MAP information management and communication capabilities.

4. The INFO/RAC draft 2022-2023 PoW has been developed taking into account the priorities defined mainly in the Integrated Monitoring and Assessment Programme of the Mediterranean Sea and Coast and Related Assessment Criteria. Its deliverables aim at contributing, based on the available budget (MTF), to the implementation of the following Instruments and Decisions taken by the Contracting Parties to Barcelona Convention:

COP16 Decision UNEP/MED IG. 19/8 Annex II - Mandates of the MAP Components - Mandate of the Regional Activity Centre for Information and Communication

COP17 Decision UNEP/MED IG.20/13 Annex IV UNEP/MAP - Communication Strategy

COP19 Decision UNEP/MED IG.22/7 - Integrated Monitoring and Assessment Programme of the Mediterranean Sea and Coast and Related Assessment Criteria

COP21 Decision UNEP/MED IG.24/22 Annex II - Main elements and roadmap for the preparation of UNEP/MAP Data Management Policy

COP21 Decision UNEP/MED IG.24/22 Annex I - Operational Communication Strategy

5. The INFO/RAC draft 2022-2023 PoW also considers relevant current and emerging global and regional frameworks and processes, including SDG 4, SDG 5, SDG 6, SDG 13, SDG 14, SDG 17, relevant to the proposed activities as well as key regional and global instruments and processes to which the activities will contribute.

6. The INFO/RAC draft 2022-2023 PoW is developed mainly under 3 MTS Programmes, namely:

- **MTS Programme Foundational 5: Governance**
- **MTS Enabling Programme 6: Together towards a shared vision of the Mediterranean Sea and coast**

- **MTS Enabling Programme 7:** Towards a strong and united advocacy, awareness, education and communication of the Mediterranean Sea and coast

Particular attention will be paid to the collaboration with all other MAP Components, due also to the cross-cutting role and mandate of INFO/RAC within the UNEP/MAP system.

MTS Programme Foundational 5: Governance

7. The main objective of the INFO/RAC draft 2022-2023 PoW under this programme is to ensure the full MAP Data Policy implementation at regional and, as appropriate, at national level. More specifically the INFO/RAC draft 2022-2023 PoW envisages:

- The MAP Data Policy document is complemented with new elements
- The capacities of the Contracting Parties are strengthened to implement MAP data sharing Policy
- The MAP Data Policy principles are applied to monitoring data collection from countries

MTS Enabling Programme 6: Together towards a shared vision of the Mediterranean Sea and coast

8. The main objectives of the INFO/RAC draft 2022-2023 PoW under this programme are to ensure the InfoMap platform maintenance and evolution, the effective and full operation of the reporting systems, to ensure Data Centre evolution towards a standardization of the management of the data flows. Moreover, it is foreseen to complete and maintain the IMAF Info System with all IMAF Common Indicators fully implemented and to ensure full implementation of the InfoMAP Spatial Data Infrastructure for the geographical data and maps (InfoMAP Node). Copernicus data analysis/integration of Copernicus Service to support indicator, data collection and ingestion and the development of a Climate change adaptation platform will be performed. For the purposes of 2023 MED QSR delivery elaboration and spatial data analysis of monitoring data aggregated by MAP components will be developed.

9. More specifically the INFO/RAC draft 2022-2023 PoW envisages:

- InfoMap technological infrastructure and InfoMap System modules upgraded and feasibility study on migration towards a cloud infrastructure hosting and providing services and applications in line with the digital transformation and optimization.
- Vulnerabilities identified and systems configured to enhance existing security features to prevent cyber attacks
- MAP components databases and products integrated and/or interoperable with the InfoMAP Platform
- Reporting system maintained, tuned and upgraded
- System management: profiles, users, access rights managed and updated
- Component updated and modules for external data integration developed
- Dedicated assistance and training for access and filling of BCRS reporting modules provided
- Relationship with the PRTR and EU Registry component implemented and assessment functions strengthened at regional, sub regional, national and river basin scale
- Dataflows in the Data Centre implemented

- System management for Users Directory and Groupware performed and upgraded
- MAP components and regional organizations supported to collect metadata and data in the Metadata Catalogue
- IMAP Pilot Info System (hardware and software platform further developed and upgraded) expanded to include all mandatory IMAP CIs, fully operational enabling CPs to report their monitoring data in 2020, 2021, and 2022 (EcAp MED III)
- Data Standards (DSs) and Data Dictionaries (DDs) developed for IMAP Common Indicators (all the remaining ones, except Candidate Indicators: part of them with the support of the EcAp MED III Project)
- Quality control on data formats and data coherence upgraded and developed for IMAP CIs (all the remaining, except Candidate Indicators: part of them with the support of the EcAp MED III Project)
- Continuous and dedicated assistance and support to Contracting Parties to organize, upload, validate and release monitoring data in 2022 and 2023. Assistance/Training meeting to guide Contracting Parties in reporting phase. Creating and sharing tutorials on the IMAP site to help Contracting Parties in workflow processes.
- Coordination and collaboration with relevant Regional Organization (i.e. Accobams, GFCM, etc.) in order to facilitate the dialogue between IMAP and their Infosystems and databases as appropriate
- InfoMAPNode maintained, tuned and upgraded. Reconnaissance, collection and implementation in the InfoMAPNode of the available information layers provided. Interoperability with CPs information systems strengthened
- Dedicated assistance and support trainings to CPs to organize, upload and consult Spatial Data. Creation of user profiles and groups for InfoMAPNode ensured
- Geoviewer for the visualization of georeferenced data developed and implemented
- Basic and thematic layers collected, developed and visualized
- Spatial data and metadata from Regional organisations integrated in the InfoMapNode platform
- Data Analytics dashboard fully implemented
- Elaboration of pre-compiled data products as aggregation and integration of data for different targets
- Analysis of Copernicus Services products to promote fully exploitation for IMAP data collection
- Use of Copernicus Services products and integration in IMAP Contracting Parties' national programmes

- State of play and feasibility study on the possible development of an overall access point to Climate Change adaptation including best practices, case studies, lessons learnt, models or tools for the Mediterranean Sea Region
- Prototype Climate Change platform focusing on a "knowledge brokerage" system which provides access to selected and highly relevant scientific information in the Mediterranean Sea Region implemented
- Elaboration and spatial data analysis of monitoring data aggregated by MAP components for the purposes of 2023 MED QSR
- Dissemination of 2023 MED QSR products on monitoring and assessment elaborated by MAP Components through the production of web-Story Maps integrated with web-GIS maps, graphics diagrams for data analysis (pie and bar charts), multi-media contents, to enhance the fruition of Barcelona Convention achievements

MTS Enabling Programme 7: Towards a strong and united advocacy, awareness, education and communication of the Mediterranean Sea and coast

10. The main objectives of the INFO/RAC draft 2022-2023 PoW under this programme are to enhance the visibility of the MAP System, to disseminate the knowledge of the state of the Mediterranean Sea and Coast, to enhance MAP System institutional communication and to support MAP advocacy at COP23.

11. More specifically the INFO/RAC draft 2022-2023 PoW envisages:

- MAP Communication Strategy document updated for the period 2024-2029
- MAP Operational Communication Strategy document updated for the biennium 2024-2025
- MED News - The MAP Newsletters (periodic publication quarterly released)
- Short video capturing the main results achieved during the biennium (to be screened during COP 23)
- Special issue of the MAP Newsletter capturing the main achievements of the biennium
- COP23 website in close cooperation with the host Country
- COP23 Communication Pavilion in close cooperation with the host Country
- Communicative booklet highlighting the main results achieved in the current biennium
- Communicative booklet focusing on the key topic of the biennium
- Knowledge Management Strategy document for the Mediterranean Regional Sea
- Knowledge Hub for the harmonization of all the documental heritage of the MAP System (integrated in the Knowledge Platform)

- Knowledge Platform as data visualization public interface highlighting key data from MAP multiple databases.
- MED QSR 2023 integration in the Knowledge Platform for an interactive consultation
- Networking with Contracting Parties and engagement: communication products dedicated to provide an overview of Country activities (factsheets, interactive stories, etc.)
- Campaign for Istanbul Award including a promotional Video implemented
- Digital Campaign for enhancing knowledge of oceans on UN Oceans Day observance, UN Biodiversity Day (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- Digital Campaign for enhancing knowledge of Biodiversity on observance (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- Digital Campaign for enhancing knowledge of Coast on Mediterranean Coast Day observance (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- Digital Campaign for enhancing knowledge of Environment on UN Environment Day observance (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; MED News)
- Digital Campaign for enhancing knowledge of Pollution (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- Digital Campaign for enhancing knowledge of Greener Maritime transport (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- Digital Campaign for enhancing knowledge of Climate Change (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- Digital Campaign for enhancing knowledge of Circular economy (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News)
- MAP Partners contribution to Digital Campaigns, dissemination and social media participation promoted
- Web APP for Citizen Science developed and implemented specifically for different targets (citizens, scientists, students)
- Video Contest and Photo Contest on the key topics of the biennium
- Digital transformation strategy document developed: priorities, focus and adaptation to the MAP System

12. The INFO/RAC draft 2022-2023 PoW is built on and aims at strengthening the result-based management (RBM) approaches that have been already followed in the previous PoW cycles as well as the integration element.

13. Lessons learned from previous biennia have also been taken into consideration, particularly in terms of feasibility of planned deliverables, implementation flexibility to be considered when programming, the number and size of planned actions and how to consolidate activities of a similar nature.

12. Despite the fund rising activated process of integrated sources supporting the implementation of PoW 2022-23, INFO/RAC will count mainly on MTF funds for the related biennium. EcAp MED III funds will complement activities related to IMAP process completion. Nevertheless INFO/RAC will explore possible contributions from Contracting Parties in particular referring to the updated Operational Communication Strategy for the biennium, also taking into account their foreseen engagement in planned activities.

14. The INFO/RAC draft 2022-2023 PoW consists of the following elements: the first row of the table refers to MTS Programmes and only the programme sheets relevant to INFO/RAC have been included in the excel file for an easier consultation. The Main Activities and Expected deliverables are grouped under respective Outcomes rows with inputs on the Rational column referring to the core MAP mandate and COP decisions.

MTS Programme Foundational 5. Governance

Strategic objectives:
 The main objective of the INFO/RAC draft 2022-2023 PoW under this programme is to ensure the full MAP Data Policy implementation at regional and, as appropriate, at national levels.

Main Activities	Means of implementation	Lead: CU or Component	Other: CU and/or Components	Partners	Expected Deliverables	Remarks (link with the current PoW, legal basis for activity/deliverable)
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5.1. Effective Implementation and Enforcement by the Contracting Parties of the Barcelona Convention, its Protocols, MAP Policies, including Ecosystem Approach related COP decisions, the MSSD and Programmes of Measures achieved at regional and national levels

5.1.5. Ensure MAP Data Policy implementation at regional and as appropriate at national levels	In-house expertise, consultancy, national missions and workshops	INFO/RAC	CU	UNEP	a) MAP Data Policy document updated with operational annexes related to different data flows (BCRS, IMA, NBB etc.).	Supporting all SDG 14 targets and 17.14 Enhance policy coherence for sustainable development
		INFO/RAC	MAP Components	EEA	b) Capacities of the CPs strengthened to implement MAP data sharing Policy through missions to countries and national workshops.	
	INFO/RAC	MAP Components	UNEP/EEA	c) MAP Data Policy principles applied to monitoring data collection from countries (i.e by topic).		

MTS Programme Foundational 6. Together towards a shared vision of the Mediterranean Sea and coast

Strategic objectives:

The main objectives of the INFO/RAC draft 2022-2023 PoW under this programme are to ensure the InfoMap platform maintenance and evolution, the effective and full operation of the reporting systems, to ensure Data Centre evolution towards a standardization of the management of the data flows. Moreover, it is foreseen to complete and maintain the IMAP Info System with all IMAP Common Indicators fully implemented and to ensure full implementation of the InfoMAP Spatial Data Infrastructure for the geographical data and maps (InfoMAPNode). Copernicus data analysis/integration of Copernicus Service to support indicator, data collection and ingestion and the development of a Climate change adaptation platform will be performed. For the purposes of 2023 MED QSR delivery elaboration and spatial data analysis of monitoring data aggregated by MAP components will be developed.

Main Activities	Means of implementation	Lead: CU or Component	Other: CU and/or Components	Partners	Expected Deliverables	Remarks (link with the current PoW, legal basis for activity/deliverable)
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6.2. Science-based IMAP, foresight and other assessments and assessment tools for strengthened science-policy interface and decision making

6.2.4 Deliver 2023 MED Quality Status Report (QSR)	In house expertise, thematic assessments, consultations with partners, GIS maps, IMAP TF, CORMONs	INFO/RAC	CU, MAP Components	UNEP-GRID, UNIGE	e) Elaboration and spatial data analysis of monitoring data aggregated by MAP components for the purposes of 2023 MED QSR.	
		INFO/RAC	CU	UNEP-GRID, UNIGE	f) Dissemination of 2023 MED QSR products on monitoring and assessment elaborated by MAP Components through the production of web-Story Maps integrated with web-GIS maps, graphics diagrams for data analysis (pie and bar charts), multi-media contents, to enhance the fruition of Barcelona Convention achievements.	

6.3. [IMAP implementation and] Environment and Development Observation provide updated and quality assured data in support of decision-making by Contracting Parties and assessment of GES.

6.3.2. Ensure InfoMap platform maintenance and evolution towards a fully integration of available databases and integrated data consultation	in-house expertise, consultancy, contractual services	INFO/RAC	All MAP Components		a) InfoMap technological infrastructure and InfoMap System modules upgraded and feasibility study on migration towards a cloud infrastructure hosting and providing services and applications in line with the digital transformation and optimization.	
					b) Vulnerabilities identified and systems configured to enhance existing security features to prevent cyber attacks.	
					c) MAP components databases and products integrated and/or interoperable with the InfoMAP Platform.	
6.3.3. Ensure effective operation of the BCRS on-line reporting system.	in-house expertise, national technical assistance and trainings, IT services	INFO/RAC	CU		a) Reporting system maintained, tuned and upgraded.	
					b) System management: profiles, users, access rights managed and updated.	
					c) Component updated and modules for external data integration developed.	
					d) Dedicated assistance and training for access and filling of BCRS reporting modules provided.	
6.3.4. Ensure effective operation of the NBB reporting system	in-house expertise, national technical assistance and trainings	INFO/RAC			a) Reporting system maintained, tuned and upgraded.	
					b) System management: profiles, users, access rights managed and	

					updated.	
					c) Dedicated assistance and training for access and filling of NBB reporting modules.	
			MED POL	EEA	d) Relationship with the PRTR and EU Registry component implemented and assessment functions strengthened at regional, sub regional, national and river basin scale.	
6.3.5. Ensure Data Centre evolution towards a standardization of the management of the data flows	In-house expertise, national technical assistance and trainings	INFO/RAC			a) Dataflows in the Data Centre implemented.	
					b) System management for Users Directory and Groupware performed and upgraded.	
			CU, MAP Components		c) Dedicated assistance and training for access and use of Groupware and consultation of Data Dictionaries and Data Repository.	
			MAP Components		d) MAP components and regional organizations supported to collect metadata and data in the Metadata Catalogue.	
6.3.6. Complete and maintain IMAP Info System with all IMAP Common Indicators fully implemented for the CPs to upload their monitoring data	In-house expertise, consultancy, national technical assistance, and trainings, IMAP TF	INFO/RAC		EEA, MSFD WG DIKE	a) IMAP Info System (hardware and software platform further developed and upgraded) expanded to include all mandatory IMAP CIs, fully operational enabling CPs to report their monitoring data in 2020, 2021, and 2022.	

					<p>b) Data Standards (DSs) and Data Dictionaries (DDs) developed for IMAP Common Indicators (all the remaining ones: part of them with the support of the EcAp MED III Project).</p> <p>c) Quality control on data formats and data coherence upgraded and developed for IMAP Cis (all the remaining: part of them with the support of the EcAp MED III Project).</p> <p>d) Dedicated assistance and support trainings to CPs to organize, upload, validate and release monitoring data in 2022 and 2023. Creating and sharing tutorials on the IMAP site to help CPs in workflow processes.</p>
			MED POL, SPA/RAC, PAP/RAC		
			CU	ACCOBAMS, GFCM, etc.	e) Coordination and collaboration with relevant Regional Organization (i.e. Accobams, GFCM, etc.) in order to facilitate the dialogue between IMAP and their Infosystems and databases as appropriate.
6.3.7. Ensure full implementation of the InfoMAP Spatial Data Infrastructure for the geographical data and maps (InfoMAPNode)	In-house expertise, consultancy, national technical assistance, and trainings, platforms	INO/RAC			<p>a) InfoMAPNode maintained, tuned and upgraded. Reconnaissance, collection and implementation in the InfoMAPNode of the available information layers provided. Interoperability with CPs information systems strengthened.</p>

					b) Dedicated assistance and support trainings to CPs to organize, upload and consult Spatial Data. Creation of user profiles and groups for InfoMAPNode ensured.	
					c) Geoviewer for the visualization of georeferenced data developed and implemented.	
					d) Basic and thematic layers collected, developed and visualized.	
			MAP Components	ACCOBAMS, GFCM, etc.	e) Spatial data and metadata from Regional organisations integrated in the InfoMapNode platform.	
6.3.8. Enhance the use INFO/RAC Cloud tools for document repository and collaboration platform	In-house expertise, consultancy, working group meetings	INFO/RAC			a) System upgraded and maintained.	
			MAP Components		b) Creation and maintenance of on-line working groups.	
6.3.9. Ensure visualization of integrated data through a customized Dashboard (to be integrated in the Data Centre)	In-house expertise, consultancy	INFO/RAC			a) Data Analytics dashboard fully implemented.	
			MAP Components		b) Elaboration of pre-compiled data products as aggregation and integration of data for different targets.	

6.3.10. Undertake Copernicus data analysis/integration of Copernicus Service to support indicator and data collection and ingestion	In-house expertise, consultancy	INFO/RAC	MAP Components		a) Analysis of Copernicus Services products to promote fully exploitation for IMAP data collection.	
					b) Use of Copernicus Services products and integration in IMAP Contracting Parties' national programmes.	
6.3.11. Towards the Development of a Climate change adaptation platform	In-house expertise, consultancy, regional meeting	INFO/RAC	CU, Plan Bleu, PAP/RAC	MedECC	a) State of play and feasibility study on the possible development of an overall access point to Climate Change adaptation including best practices, case studies, lessons learnt, models or tools for the Mediterranean Sea Region	
					b) Prototype Climate Change platform focusing on a "knowledge brokerage" system which provides access to selected and highly relevant scientific information in the Mediterranean Sea Region implemented	

MTS Programme Foundational 7. For informed and consistent advocacy, awareness, education and communication

Strategic objectives:
 The main objectives of the INFO/RAC draft 2022-2023 PoW under this programme are to enhance the visibility of the MAP System, to disseminate the knowledge of the state of the Mediterranean Sea and Coast, to enhance MAP System institutional communication and to support MAP advocacy at COP23. Digital Campaign for enhancing knowledge of Climate Change (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News).

Main Activities	Means of implementation	Lead: CU or Component	Other: CU and/or Components	Partners	Expected Deliverables	Remarks (link with the current PoW, legal basis for activity/deliverable)
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7.1 Stakeholders and policy makers properly informed about the state of the Mediterranean Sea and coast and aware of the environmental priority issues

7.1.2. Upgrade and Implement MAP Communication Strategy	In-house expertise, Communication TF	INFO/RAC and CU	MAP Components		a) MAP Communication Strategy document updated for the period 2024-2029.	
					b) MAP Operational Communication Strategy document updated for the biennium 2024-2025.	
			c) UNEP/MAP Website updated regularly, new content created.			
		CU,MAP Components	d) MED News - The MAP Newsletters (periodic publication quarterly released).			
7.1.3. Develop and Implement COP 23 Communication Plan	In-house expertise, external expertise, Communication TF, COP Host Country	INFO/RAC	CU, MAP Components		a) Short video capturing the main results achieved during the biennium (to be screened during COP 23).	

	Agreement, publication, side event					
						b) Special issue of the MAP Newsletter capturing the main achievements of the biennium.
						c) COP23 website in close cooperation with the host Country.
						d) COP23 Communication Pavilion in close cooperation with the host Country.
						e) Communicative booklet highlighting the main results achieved in the current biennium.
						f) Communicative booklet focusing on the key topic of the biennium.
7.1.4. Towards a MAP Knowledge Management Strategy: develop the Regional Sea KM Platform of the MAP fully integrated in UNEP KM platform and in close dialogue with other initiative as MED Programme KM platform.	In-house expertise, consultancy, Communication TF, web platform, participation in events, knowledge sharing twinnings, regional meetings	INFO/RAC	CU, MAP Components			a) MAP Knowledge Management Strategy.
						b) Knowledge Hub for the harmonization of all the documental heritage of the MAP System (integrated in the Knowledge Platform).
						c) MAP Knowledge Platform as data visualization public interface highlighting key

					data from MAP multiple databases.	
					d) MED QSR 2023 integration in the Knowledge Platform for an interactive consultation.	
7.1.5. Promote Mediterranean awards	In-house expertise, Communication TF, award delivery events	INFO/RAC	CU		a) Campaign for Sustainable Cities Istanbul Award including a promotional Video implemented.	
7.1.6. Strengthen MAP Advocacy to promote enforcement of and compliance with Barcelona Convention and enlist support of key stakeholders and policymakers to a green renaissance underpinned by the circular economy and a sustainable Blue Economy.	In-house expertise, Communication TF, regional event	INFO/RAC and CU	MAP Components		c) Networking with Contracting Parties and engagement: communication products dedicated to provide an overview of Country activities (factsheets, interactive stories, etc.).	
7.2 Citizen and general public awareness and outreach raised through citizen science and digital campaigns						
7.2.2. Enhance public awareness and outreach on UN Days observance and their topics	In-house expertise, external expertise, Communication TF, digital campaigns, web platforms, outreach events, publication	INFO/RAC	CU,MAP Components		a) Digital Campaign for enhancing knowledge of oceans on UN Oceans Day observance (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News).	

		SPA/RAC, INFO/RAC	CU and other MAP components as relevant	Relevant partners/actors depending on events	c) Knowledge on Biodiversity enhanced through digital campaign on UN Biodiversity Day observance and other communication products (1 annual calendar (illustrated with messages), 48 website articles, publications, focus feature in MAP newsletter, Interactive brochure, outreach events); Relevant communication material and events to enhance knowledge on SPA/RAC mandate and action developed (1 agenda per year, at least 24 web articles per year, 2 webinars/events for the general public per year, at least 2 reports published per year)	
			PAP/RAC CU and MAP Components		d) Digital Campaign for enhancing knowledge of Coast on Mediterranean Coast Day observance (i.e web page; interactive story; burning issues; story map; infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News).	

		INFO/RAC	CU and MAP Components		e) Digital Campaign for enhancing knowledge of Environment on UN Environment Day observance (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; 28 MED News).	
		INFO/RAC	CU and MAP Components		f) Digital Campaign for enhancing knowledge of SPAMI Day observance (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; MED News).	
7.2.3. Enhance public awareness and outreach on key MAP topics	In-house expertise, external expertise, Communication TF, digital campaigns, web platforms, outreach events, publications, IT services	INFO/RAC	MED POL CU and MAP Components		a) Digital Campaign for enhancing knowledge of Pollution (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News).	
		INFO/RAC	REMPEC CU and MAP Components		d) Digital Campaign for enhancing knowledge of Greener Maritime transport (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in"	

					section in MED News).
		INFO/RAC	Plan Bleu, PAP/RAC CU and MAP Components		f) Digital Campaign for enhancing knowledge of Climate Change (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News).
		INFO/RAC	SCP/RAC		g) Digital Campaign for enhancing knowledge of Circular economy (i.e web page; interactive story; burning issues; story map; Infographics; Twitter cards; Video; articles and interviews; "focus in" section in MED News).
7.2.4. Enhance public awareness and outreach for specific targets (MAP Partners, Civil Society and students)	In-house expertise, external expertise, Communication TF	INFO/RAC	MAP Components		a) MAP Partners contribution to Digital Campaigns, dissemination and social media participation promoted. b) Web APP for Citizen Science developed and implemented specifically for different targets (citizens,

					scientists, students).
					c) Video Contest and Photo Contest on the key topics of the biennium.
7.3. Towards a digital transformation: use of digital technologies to improve networking and MAP visibility					
7.3.2. Towards a digital transformation	In-house expertise, external expertise, Communication TF	INFO/RAC	CU,MAP Components		a) Digital transformation strategy document developed: priorities, focus and adaptation to the MAP System.
					b) Digitalization of the MAP publication heritage - Catalogue developed for MAP Publication harmonized in Publication series layouts.
7.3.3. Promote MAP educational capacity through E-Learning	In-house expertise, external expertise, Communication TF, web platform, training	INFO/RAC		MAP Partners	
			CU		
			MAP Components	MAP Partners	

7.3.4. Enable effective MAP communication	In-house expertise, external expertise, Communication TF, web platform, online event)	INFO/RAC		a) INFO/RAC Cloud developed and maintained.
				b) Directory of all the MAP network maintenance and update (repository of NFPs designations).
				c) On-line Event Calendar of all the MAP network initiatives maintenance and update.
			MAP Components	d) MAP Communication Task Force on-line network enhanced.
				e) Survey tool further developed and maintained.
				f) Impulse to social media in the MAP system: Social media account followers increased.