



**Mediterranean
Action Plan**
Barcelona
Convention



INFO/RAC
National Focal Points Meeting
Palermo, Italy 20-21 May 2025

INFO/RAC COMMUNICATION ACTIVITIES

Information, Initiatives and Tools

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INTRODUCTION

The Regional Activity Centre for Information and Communication (INFO/RAC) was established in 2005 by decision of COP 14.

INFO-RAC is mandated to create a common information management infrastructure to facilitate and support information and communication activities throughout the MAP system (Decision IG 19/08 - COP 16- Marrakech 2009).

MISSION:

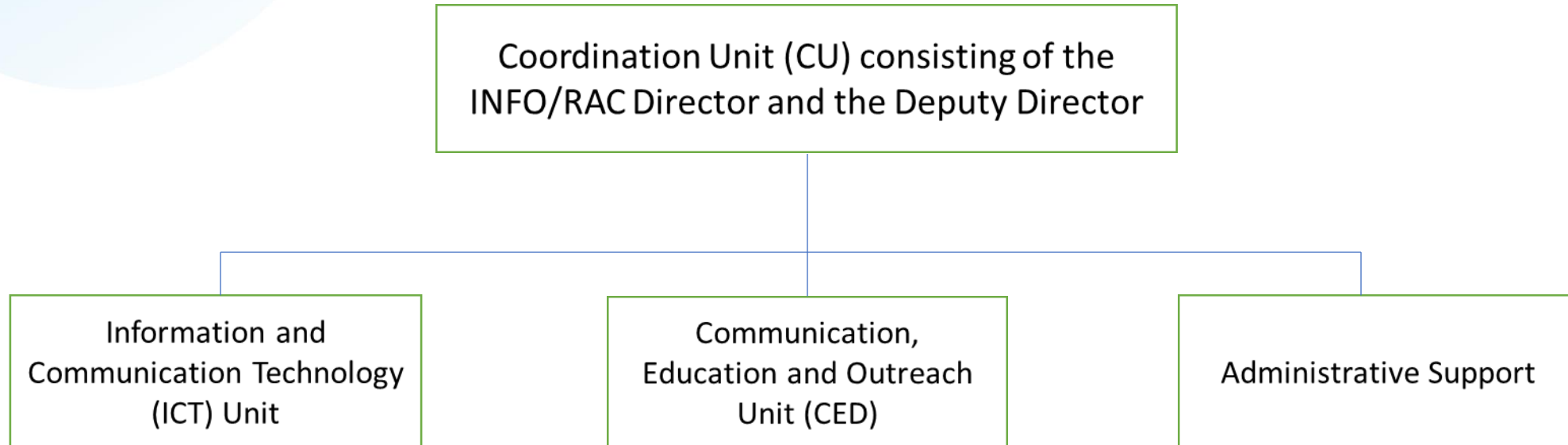
- to help gather and share information, increase public awareness and participation, and improve decision-making processes at regional, national and local levels;
- to provide adequate and up-to-date information and communication services and infrastructure technologies to support Contracting Parties in the implementation of Article 15 on public participation and Article 26 on reporting of the Barcelona Convention, as well as in relation to reporting obligations under the different Protocols, thus strengthening MAP's information management and communication capacity.

OBJECTIVES:

- to contribute to the collection and sharing of information;
- to contribute to public awareness and participation;
- to improve decision-making processes at regional, national and local level.

INTRODUCTION

STRUCTURE OF THE INFO/RAC CENTRE



Communication, Education and Outreach Unit

The main task of this unit is to manage and implement the operational communication strategy to support the implementation of the two-year Mid Term Strategy and also to contribute, through joint communication and advocacy, to the effective implementation of the Barcelona Convention and its Protocols.

In accordance with the communication strategy, the following activities were implemented:

- **Daily publication of news articles** to provide real-time information and share relevant news about the MAP community, events and job opportunities;
- **MEDNEWS, the MAP Newsletter**, was restyled with a new layout two years ago, and its publication frequency was increased to **monthly**. The aims of MEDNEWS is to summarize the month's news and encourage member involvement. The articles highlight interviews, current projects, future prospects, initiatives, events, and key issues involving members of the MAP community. It also serves as a hub for sharing job opportunities and institutional announcements across the MAP network;

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- **Social Media;** INFO/RAC has three accounts that are LinkedIn, X (formerly Twitter) and Youtube, in order to reinforce the MAP Community visibility. On Youtube channel, we can find out a series of specific videos implemented for promote events, initiatives and digital campaigns. On LinkedIn and X digital cards, videos, and scheduled posts both English and French. The followers primarily include researchers, professionals in the environmental and development sectors, and institutional stakeholders. The Social accounts are been revitalized, with the introduction of new cards specifically created to promote MAP initiatives, including updates on events and strategic priorities. Looking ahead, and in line with a communication strategy rooted in consistency, inclusivity, and innovation, INFO/RAC plans to expand MAP's digital presence to new platforms. Particular focus will be placed on Bluesky, which offers a structured, non-polarized environment for sharing relevant content and is expected to drive higher-quality engagement than the current X platform.
- **IEFCA;** The Istanbul Environment Friendly City Award is an initiative that recognizes and rewards local authorities' efforts to improve the environment, enhance quality of life, and promote sustainable development in Mediterranean coastal cities. INFO/RAC has developed a dedicated webpage and a user-friendly application survey, has also INFO/RAC produced a promotional videos providing key information for prospective candidates

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MedLearn platform; is the virtual space exclusively dedicated to training on Mediterranean environmental issues. It is an e-learning platform where you can participate in online courses, use and transfer data and information from the main training offers of the UNEP/MAP Regional Activity Centres (RAC). The aim of MedLearn platform is to implement knowledge and strategies in the economic, cultural, environmental and political spheres, both local and national in the Mediterranean Region. The INFO/RAC MedLearn platform is currently undergoing a graphic restyling.

Odyssey Reloaded initiative aims to raise awareness, promote dialogue with officials and policymakers, strengthen the involvement of young people, and catalyze the intersection of ideas and initiatives in the framework of celebrations for the 50th anniversary of UNEP/MAP, and also to disseminate all the initiatives planned by UNEP/MAP, Contracting Parties, MAP Partners and other stakeholders within the Mediterranean region. The initiative would highlight the great number of actions and actors contributing every year to improve the protection and sustainability of Mare Nostrum representing the whole collective effort made in 2025 on an interactive map.

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Digital campaigns; relative to the UN and UNEP/MAP Observance Days. They aim to promote initiatives to raise awareness and stimulate commitment. INFO/RAC develops, for each digital campaign, a web page accessible through our website. Example of digital campaigns: Coast Day; SPAMI day; World Ocean Day.....ecc



The Pathways for Transversal Competences and Orientation (PCTO); is an INFO/RAC educational initiative. In particular, INFO/RAC has promoted the training course entitled "A lesson in environmental governance: discovering actions for the Mediterranean Sea and its coasts".

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PCTO OBJECTIVES:

To provide students with an overview of the role and tasks of the main national and international institutions in environmental matters, with particular reference to the United Nations Environment Programme's Mediterranean Action Plan (UNEP/MAP);

To promote the Italian version of "The Young Person's Guide to the Mediterranean Action plan and the Barcelona Convention";

To transfer the experiences gained in the framework of the communication and information activities of INFO/RAC.



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HOW DID THE PCTO WORK?

The training course involved third- and fourth-year high school students in Rome.

The training course was organized in 7 theoretical lessons and 2 practical activities aimed at the active involvement of the students with the production of dissemination material on the topics dealt with. The teaching activities are held by INFO/RAC Centre and Ministry of the Environment and Energy Security (MASE) representatives. The programme engaged students from two secondary schools in Rome: Liceo Classico Torquato Tasso (February–April 2023 & April–June 2024) and Liceo Scientifico Statale Louis Pasteur (January–April 2025). Each course consisted of 22 hours of training.

The training course addressed the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean (Barcelona Convention), its governance mechanisms and decision-making processes, as well as the role of the Convention's Regional Centres, with particular reference to the Information and Communication Centre (INFO/RAC);

The last day of the PCTO was marked by the organization of "Environmental Info-Day" event at school, during which the students, with material produced and presentations made during the practical activities, illustrated to their classmates, teachers, parents and guests about what they had learnt during the training course.



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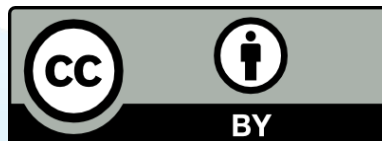
THANK YOU FOR YOUR ATTENTION

MERCI POUR VOTRE ATTENTION

For more information / Pour plus d'informations: CommTeam@info-rac.org



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