

Communication Planning in support of MSP Implementation

- Help effectively reach out different stakeholders and management authorities
- Promote stakeholders to share a common vision for sustainable ocean development
- Facilitate awareness building on the value of MSP as a tool for integrated planning
- Engage key decision makers and actors



Strategic focus of communication planning

- 1) To identify relevant stakeholders/actors
- 2) To develop key messages
- 3) To develop communication tools and methodologies that will create a sense of ownership of the MSP process



Identify relevant stakeholders/actors

Mapping out stakeholders with regard to their potential influence to/ contribution to /relevance to (e.g. benefits or negative impacts from the process) the MSP Process

- Citizens and general public
- Authorities / decision makers
- Technical experts/Researchers /Universities
- Tourism /Fishing /Port/Other sectors
- Indigenous Peoples and Local Communities
- Others

Increasing Sense of Ownership

- **Institutional logo**
- **Website**
- **Social media**
- **Expert networks**

Messages and formats

Format to transmute information

- text, tables, graphs, video, animation, maps, other
- The formats are not mutually exclusive and can be used in combination.
- It is recommended to reduce the text to a minimum.
- Tables and graphs are more suitable for technicians, researchers, associations and decision makers
- Videos and animations are more appropriate for the general public.



Format and messages

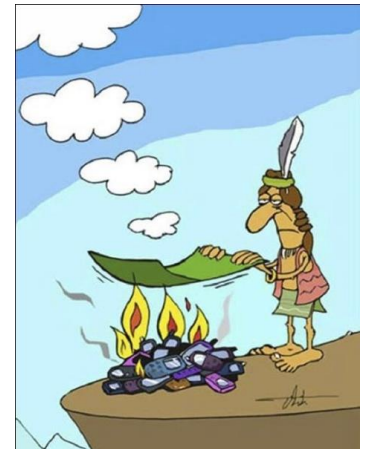
Format to transmute information

- Type of information to be disseminated
 - Disclosure of objectives and scope of the process.
 - The importance of the participation of stakeholders in the process since the beginning.
 - Activities: interagency coordination, training opportunities, events on MSP, etc.
 - Using web portals, including hyperlinks for easy access.

Format and messages

Use of communication tools

- Depending on users (identified above) and the scope of communication (local, national or regional) should choose the tools currently available for greater outreach and impact. These tools include:
 - websites
 - Printed publications (magazines, book, atlas)
 - National / International Conferences
 - social Networking/person to person contact
 - Video
 - multimedia
- To the general public websites and social networking sites is recommended. For decision makers and researchers / technical websites, conferences and publications are recommended. For associations and publications web pages is recommended.



Format and messages

Updating information

- Social Networks: Daily
- Website: Weekly
- Publications: Monthly / semester
- Conferences: semester / year
- Multimedia: semester

