

On the way to a Communications Campaign

Day 1

An Introduction



Introduction

Why a kick-off meeting?

- *Context*
- *Objectives*
- *Workshop agenda*

Context of the project

One year already!

How did we get there ?

- First meeting of MAVA for M3 in October 2017
 - Selection of the demonstrations sites DS
 - Introduction of the Overarching Initiatives OI
- Draft proposal submitted in December 2017
- Final proposal submitted mid April 2017 with ALL 12 partners involved
- Contract signed in September 2017
- Next steps: sub contract with partner

Why this workshop

- A better understanding of the project and its overall goal.
- A shared vision on each partner's specific activities and potential contributions to the common activities.
- Policy and comms team working together.
- A clear partners' commitment to engage in the Task Forces.
- An initial roadmap for the communications and policy strategies.
- A real synergy between the partners... a community working together for a win-win.
- More than the documents: a set up of a good spirit among us!

Workshop agenda

28th September - Setting the Scene

8:30-8:45	Welcome to Bizerte! (Plenary)
9:00-9:45	Getting to knowing each other – Moderated by Angela/Consultant (Plenary)
9:45-10:05	Ice Breaker – Led by Corinne/Consultant (Plenary)
10:05-10:45	Session 1: An Overarching Initiative (OI) you said? – Presented by Maïlis/MedWet
10:45-11:15	Need already a break?
11:15-13:00	Session 2: How does my organisation contribute to this OI? – Moderated by Lourdes
13:00-14:00	Time to feed the body!
14:00-14:15	Session 3: Where are we so far? Led by Maïlis/MedWet (Plenary)
14:15-16:45	Session 4: By the way, who are our key audiences? – Moderated by Corinne & Angela/Consultants
16:45-17:45	Session 4 cont'd: How do we best approach our target audiences? – Moderated by Corinne & Angela/Consultants
17.45- 18.30	Session 5: Stepping back and zooming out – by Cy Griffin, Wetlands International
18:30-18:45...	Happy End of the working day

Workshop agenda

29th September - Consolidating the ideas & Agreeing on the way forward

8:00-8:30	Session 6: Are we on track? – Presented by Mailis/MedWet (Plenary)
8:30-9:30	Session 7: A wetlands fund you said? – Presented by Luis / MAVA (Plenary)
9:30-10:45	Session 8: Planning carefully! I – Moderated by Corinne & Angela/Consultants
10:45-11:00	Need a short break again?
11:00-12:00	Session 8: Planning carefully! II – Moderated by Corinne & Angela/Consultants
12:00-13:00	Session 9: Key elements for an innovative campaign concept – Moderated by Corinne & Angela/Consultants
13:00-14:00	Lunch is ready! Don't be late!
14:00-14:20	Need some joint exercise...
14:20-15:40	Session 10: How do we work together with pleasure? - Moderated by Corinne & Angela/Consultants (Plenary)
15:40-16:00	Last chance to have a quick look at the sea!
16.00-16.30	Session 11: What additional capacities do we need? – Moderated by Corinne & Angela/Consultants (Plenary)
16:30-17:00	Session 12: Money, money, money... – by Mailis/MedWet (Plenary)
17:00-17:30	Next steps... better be prepared!