

On the way to a Communications Campaign

Day 1 – Session 2

How does my organization contribute
to this OI?



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- *Contribution to **common activities***
 - **The basis: Common tools** for sharing info among all partners?
 - **State of the art assessment of available knowledge** about coastal wetlands and marine-related habitats
 - What basis of a future "**Mediterranean Wetlands Fund**"? (*brief intro for the next day discussion*)
- *Contribution with specific **communications activities**:*
 - An **innovative and creative tool** - A Sand Art Story by DiversEarth
 - **Thematic videos** depicting the importance of wetlands through human activities and practices by MedINA & Birdlife
 - **Yearly Local Coast Day events** by PAP/RAC
 - Mediterranean wetlands **event for Mediterranean Environmental Journalists** by IUCN Med
- *Contribution with specific **policy activities**:*
 - Policy work during a relevant major event of the **worldwide water agenda** and the Regional conference with the **Circle of Mediterranean Parliamentarians in 2019** by GWP Med
 - Specific communications during the **2018 CBD COP in Egypt and the 2019 UNFCCC COP and also during 2018 Ramsar COP13** by Tour du Valat

Quick look on the budget

- TOTAL budget for activities: 384,000 euros
- Programmatic partners: 100,000 euros
- MAVA: 284,000 euros (70% total budget - 74% budget activities)
 - 56,000 euros for 3 workshops
 - 108,000 euros for specific activities
 - 120,000 euros for common activities ie small grants

Contribution to common activities

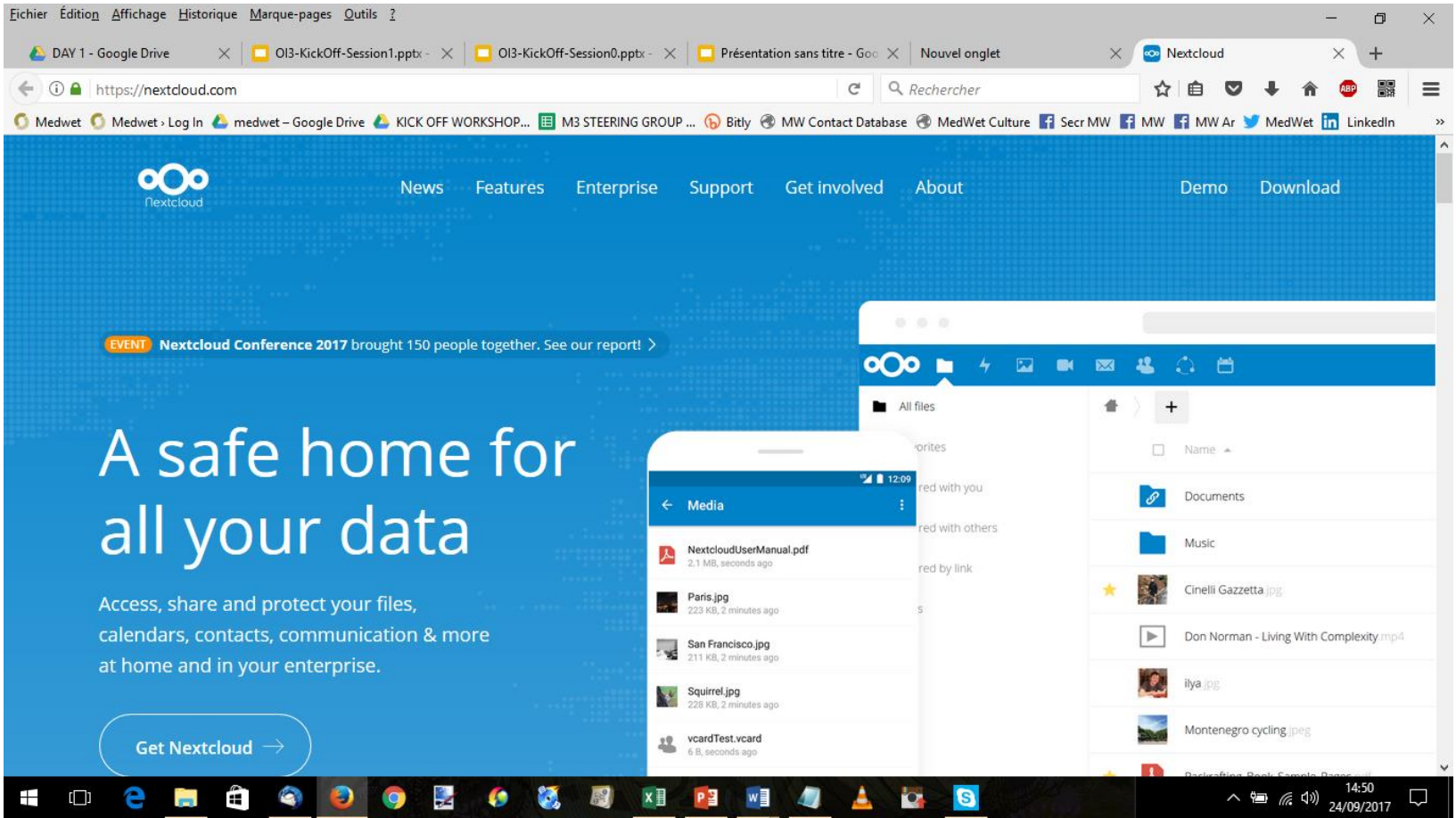
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The basis: Common tools for sharing info among all partners?

- Why: 1/need to share coms products that are often heavy (Word, Excel, video, pictures, infographics, etc...) 2/ need to share info quickly 3/ interactive tool to keep alive exchanges
- What: a web platform like a database to host different products (“big dropbox”>2GB) + other tools developed by partners (“journalist platform”) + WhatsApp group?
- Who: all partners involved + possibly DS and OIs project managers?
- When: duration of the project and more (HR + hosting costs?)– common ownership – example of Word Press Platform for journalists (fund on projects based?)
- Where: a specific web address + login - hosted
- How : a free tool? A yearly fee for a tailor made database? Any other idea?

Open source software: NextCloud

<https://nextcloud.com/>



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- a service, built upon the open source software, Nextcloud (<https://nextcloud.com/>).
- It is a Dropbox-clone with more features and support for additional functionality using add-ons
- The project has desktop clients for Windows, Mac and Linux, as well as mobile for Android and iPhone.
- budget: approx. **1400 euros/year** for 300 GB (25 GB per partner)
 - entry-level server for Nextcloud (should be fine for 25 users) costs **760e + VAT** / year for 100GB disk space
 - add as much storage as you want (up to 400TB), in increments of 100GB, for **120e per 100GB** / year.

State of the art assessment of available knowledge

- Content: Knowledge for the campaign
 - **WHY:** a need to gather and collect all results to transform them on specific messages
 - **WHAT:** knowledge: science based, project based, other?
 - Which themes:
 - Communications: key facts, themes oriented: key messages
 - Policy: key audiences, themes oriented: key advocacy
 - Funders: key audiences, themes oriented: key fundraising strat
 - **WHERE:** all demo sites + all OI results + OTHER projects?
 - **HOW:** to assess all results (scientific publications, projects lessons learnt, brief reports/position papers, other)? Which final product? Document? Report? A non fix document – continuous process / **any existing tools via a partner???**
 - **WHO** can contribute? Who can edit the document?
 - **WHEN:** September 17 – March 2018 max

A "Mediterranean Wetlands Fund"?

- How to introduce a fundraising strategy in this project?
- The role of MAVA in this fund?
- How to use the campaign in looking for more funds?
- A common fundraising strategy instead of each project's fundraising on its own
- Any ideas, previous experience?
 - Structure
 - strategy