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blueMed

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Communication to foster the building of relations and support knowledge circulation around the Mediterranean

BlueMed Communication Report

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INTRODUCTION

The Coordination and Support Action (CSA) BlueMed is a project funded with €3 million by the European Commission (EC) within the European Framework Programme Horizon2020 (H2020), under the call BG-13-2016-1 (contract number 727453). Launched in October 2016 for a duration of 4 years, the BlueMed CSA is coordinated by the National Research Council (CNR) under a mandate from the Ministry of University and Research, leading a consortium of 11 partners from 9 European countries: Cyprus, Croatia, France, Greece, Italy, Malta, Portugal, Slovenia and Spain. The partners represent research organisations, research funding agencies and ministries.

The main objective of the project is to develop and operationally support the homonymous intergovernmental **BlueMed Initiative** for the promotion of Blue Growth and job creation in the marine and maritime sectors, launched in 2014 under the aegis of the Italian Presidency of the Council of the European Union as a regional declination of the broader EU Blue Growth Strategy (COM(2012)494; COM(2014)254/2; https://ec.europa.eu/maritimeaffairs/policy/blue_growth_en).

The reference tool from which all the work started is the **Strategic agenda for Research and Innovation, the BlueMed SRIA**, which illustrates the shared objectives and actions needed to address the societal challenges posed by the blue economy and related to knowledge, economy and technology as well as cross-cutting issues. Its scope is **to achieve the resilience of the Mediterranean Sea ecosystem, in order to continue supporting the socio-economic activities it guarantees, the initiative aims at triggering a virtuous process of trans-national and trans-sectoral cooperation, according to the principles of scientific diplomacy.**

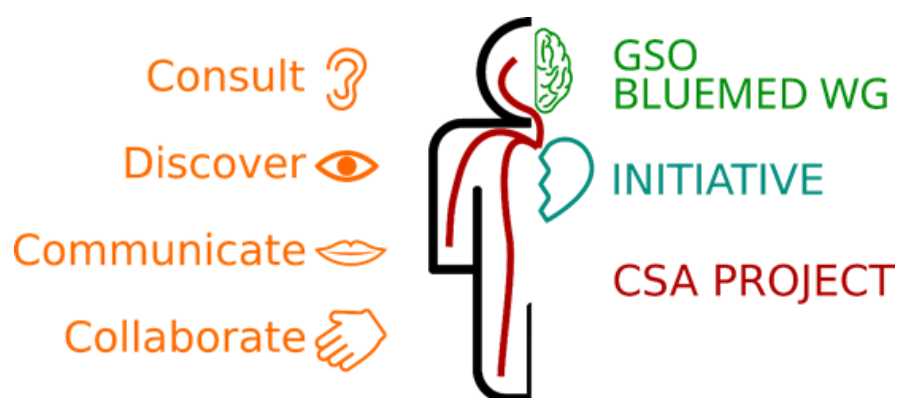


Figure 1: Representation of the BlueMed initiative and project. Communication is at the core of all actions (Credits: Luigi Mazari Villanova, CNR-DSSSTA in: Cappelletto, M. et al. "Codevelop research and innovation for blue jobs and growth in the Mediterranean", EEMJ 17(10):2313-2327).

The project is therefore the operational arm of a markedly political initiative, a peculiar aspect that reverberates in all communication practices; on the one hand, these must take into account the **highly institutional context**, on the other hand, they cannot fail to adhere to the increasingly encouraged approach aimed at **consolidating processes of interaction and participation of all the actors** concerned with and by public research policies, from scientists to decision-makers, private sector representatives and civil society.

BlueMed's communication, in other words, was not conceived as a final aesthetic touch to be given to the project's achievements, in order to be better presented to the outside world, but as a structural element of the BlueMed effort itself, especially for what concerns **internal communication, network building, knowledge circulation and the engagement of stakeholders and the public**, thus supporting project coordination and management. Moreover, since the project targets international cooperation and science diplomacy, attention was paid to culture/languages' differences.

The communication of the project was aimed, above all, at **highlighting the chorus of actors active at various levels in the project**, and at **enhancing the engagement** of old and new stakeholders and of the public with the BlueMed's vision. To this end, feedback has been always gathered from different targets of activities.

As a first step to reach this objective, the BlueMed's vision, contents and structure was better clarified and a portfolio of visual communication products and texts was prepared and published. A thorough reflection on the traditional communication tools was carried out, in order to employ them to match the objectives of coordination support, knowledge circulation and stakeholders'/public engagement. The website, the newsletter, the social channels, the videos, the design and production of infographics represented the principal employed tools by BlueMed communication activities. Great attention was paid to rethinking the tools, through the reorganisation of the contents and their re-proposition, gearing to a more effective, clear and in-depth communication of the project's contents and structure. In particular, a large part of the work was focused on visual communication, via the creation of impactful graphic elements added to the BlueMed portfolio, in particular the numerous infographics, as well through the creation of videos.

Communication products and tools were then oriented to enhance knowledge circulation and network-building: website, social channels, newsletters added to the planning and participation to events that would enhance the most original aspects of the BlueMed Initiative and of the CSA's work, such as the promotion of research at the service of sustainable development, the training of researchers with the BlueMed interdisciplinary approach, the networking effort oriented to draft coordinated agendas and implementation actions at basin level, the involvement of non-EU young people as Ambassadors of the project in their countries.

In this perspective took shape activities related for instance to a number of dissemination activities under Work Package 1, as well as the networking, training and coordination work carried out with the Young Communication Ambassadors of BlueMed (Work Package 5), structured through several in presence and then virtual meetings. The same approach was followed in designing the e-training on marine litter (Work Package 3), targeted in the first instance to an audience of people already trained at a higher level, looking for an enrichment of their baggage with integrated and interdisciplinary skills, including those related to public engagement, in a circular economy and democratic inclusion perspective.

However, the pandemic emergency impacted on the BlueMed agenda as well as on the communication activities. All the planned in-presence events needed to be either rescheduled or carefully rethought for the digital environment, including the final conference. Although this challenge limited some actions' development, it stimulated adaptive thinking, leading in many cases to successful realisations. The role of digital

communication was naturally enhanced, proving once more necessary to focus on circulating clear and concise messages about the BlueMed vision and initiatives, while supporting the involvement of all the actors of the Blue economy and society.

MAPPING OF COMMUNICATION ACTIVITIES ON THE PROJECT'S STRUCTURE, A MATCHMAKING EXERCISE

Work Package 1 – Project coordination, management and communication

The WP1 objectives encompass day by day management and Consortium animation; Governing the project; Communication and dissemination activities; implement the Community Portal for data and information sharing; support the activities of the Euro-Mediterranean Group of Senior Officials BlueMed Working Group (GSO BlueMed WG) steering the BlueMed Initiative. The typology of activities requires a strong management of communication techniques, both at internal level, towards the Consortium and the policy bodies, the European Commission at first, and externally, towards the broad variety of stakeholders.

Internal communication

Communicate internally implies managing interactions, interrelationships and communications between the consortium partners and within the coordination group itself (Project Management Team); timely organizing live and remote formal and informal meetings as well as internal operational meetings; timely and continuously distribute information, including technical and opportunities related from external stakeholders; dialoguing with the Project and Financial Officers and the European Commission authorities.

To this end diversifying the style of communication according to the target/objective and integrating different supporting tools can be helpful:

- email was extensively used. The account/distribution list of the coordination team bluemed@cnr.it was set-up including a standard signature:

Project Management Team
www.bluemed-initiative.eu
@BlueMedEU
- a videoconference system was made available, at first via Adobe Connect and then via GoToMeeting software;
- phone calls were used from time to time;
- quick communications were often performed via Skype-chat;
- different clouds/file transfer system were used to share documents, including internal server, 'We Transfer', Google Drive, etc.;
- a repository of BlueMed community contacts was organized in different categories according to the role created: project's beneficiaries, including admin contacts, GSO BlueMed WG, National Pivots, the Young Ambassadors, participants to relevant meeting, stakeholders of the Pilot Action on Healthy Plastic free Mediterranean Sea;
- a 'to do list' of key communication activities was shared and constantly updated with the COMM Team as internal tool to manage the compelling schedule.

English was the main language used within the project, switching to national languages when engaging the national communities. French was also used quite extensively to facilitate interaction with some non-EU Mediterranean countries.

A particular attention was posed on handling the communication towards the Co-Chairs and national delegates members of the GSO BlueMed WG steering the BlueMed Initiative. Key contents were agreed in advance with the Co-Chairs from the EC and the style was usually more formal, aligned with the objective of the support task of this policy body. As far as regards the knowledge circulation, during the regular meetings of the GSO BlueMed WG, the BlueMed CSA project had always a slot reserved for presenting and updating the group on relevant activities.

Impacts of COVID-19 Measures

The pandemic caused a definite shift of internal meetings to remote modality, with a slight increase in number: although losing some effectiveness, this contingency did not impact the smooth running of the activities, the main reason being the typology of the project as well as the former consolidation of the Consortium, since the lock-down started in the fourth year of the project. Correspondingly to the spreading of the pandemic, the availability of dedicated informatic suites to best manage internal communication and project's activities increased. These should have been used since the beginning as tools to rationalize the work.

Knowledge enhancement and visual communication

Graphic identity

The first bunch of documents produced included documents and presentations' templates and were crafted as standards model to make recognizable the belonging to the project while enabling due flexibility for their use. Indeed, based on the same model, a template for certifying the participation to BlueMed events was also drafted. The PPT was also updated when a decision on homogenization with the color of the website was taken. As fonts, Cambria and DINLight were chosen. Examples are reported in the figures below.



Figure 2: BlueMed presentations' templates.



Figure 3: Templates for the BlueMed deliverables (on the left) and for the invitation letters (on the right, an example of invitation to the BlueMed Final Conference).



Figure 4: Template for the BlueMed events attendance certificates (in this case an example from the BlueMed e-training course on marine litter).

The BlueMed Website

The BlueMed website, first drafted at the beginning of the project around the idea of presenting the project and the connected initiative, was completely rethought and renovated in 2019.

The restyling did not only touch the aesthetic appeal, but it was oriented to enhance the visitors' usability and the effectiveness of the communication of BlueMed identity, core concepts and activities, also by means of ad-hoc infographics and visuals.

The contents' structure was completely rethought, and the website menu was streamlined, choosing to retain only the entries, which proved meaningful and relevant for the diversity of visitors and BlueMed stakeholders, and renaming them accordingly

to improve immediateness of access. Moreover, new spaces were devoted to ongoing and new activities, like the Pilot Initiative for a Healthy Plastic free Mediterranean Sea, the Ambassadors Programme or the process leading from the SRIA, through the prioritization of issues, to the elaboration of the shared Implementation Plan.

In addition to this, the home page was carefully restyled, in order for visitors to grasp immediately the main dimensions of the BlueMed identity, the activities and the contents available.

Figure 5 reports the BlueMed website views per month, and Table 1 details the statistics of website pages and posts.

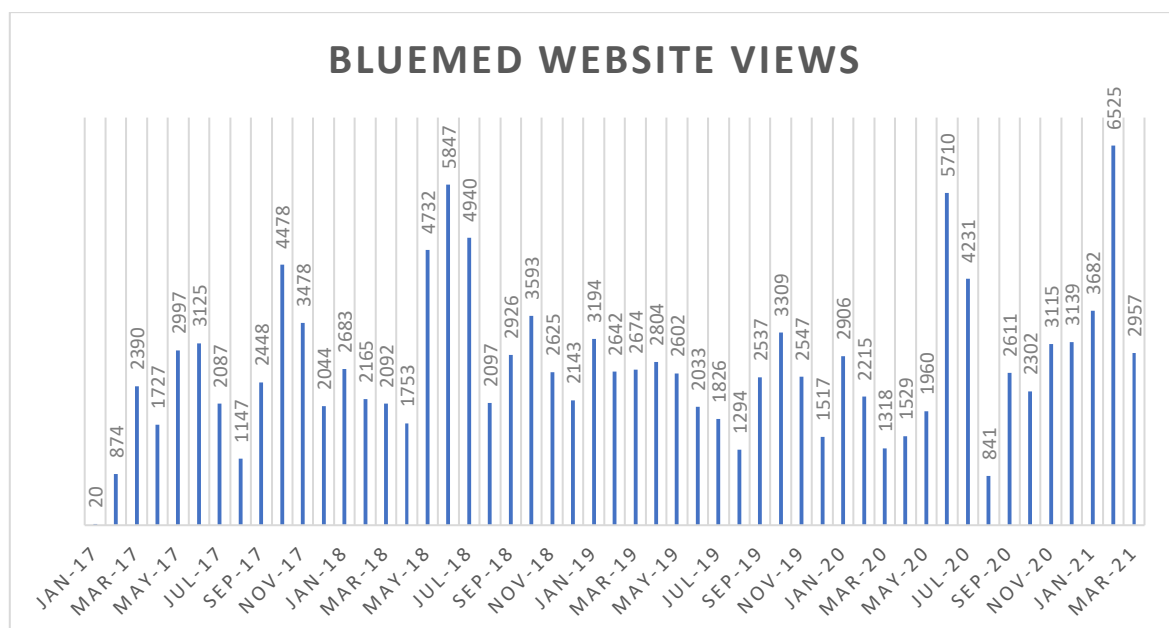


Figure 5: BlueMed website views per month.

Title	Views
Home	23601
Home-new	12755
Strategic Research and Innovation Agenda	6009
The Project	5410
BlueMed Final Conference: "One Mediterranean: practices, results and strategies for a common Sea" (Feb. 22-24, 2021) – Info and registrations	4689
Start-up Actions	4416
The BlueMed Initiative	4082
E-Training Course	3659
BlueMed Platforms	3007
About – The BlueMed Initiative	2755
Home page / Archives	2372
Pilot action on a Healthy Plastic-free Mediterranean Sea	2353
Funding Opportunities	2253
Relevant Documents	2227
News	2020
Conferences	1911
The Partnership	1895
BLUEMED COMMUNITY PORTAL	1659
GSO Bluemed Working Group	1638
BlueMed Communication Toolkit	1598

Title	Views
Publications	1596
National Pivots	1569
Reports	1540
Projects and Actions	1372
Log In	1272
Events	1218
Partners	1131
BLUEMED Week 23 – 25 October 2018 Barcelona, Spain	1127
Strategic Board	1030
Start-up Actions submission form	970
Training course on blue biotechnologies, jointly organised by BlueMed CSA and the BlueBio ERANET COFUND, open for applications	947
The StartUp Actions	898
Contact Us	825
Virtual Knowledge Centre	823
BLUEMED Survey, share your view on the Research and Innovation agenda for the Med!	816
Start-up Actions Call Results	811
BlueMed E-Training : 1.Introduction to Plastics and Microplastics	800
BLUEMED A Basin of Research and Innovation for Sustainable Growth – Final Report April 18-19 Malta	788
Organisations	775
«Science-Policy-Society interactions in ecosystem-based marine resources management and planning» – course in Venice, 22-24-26 March 2021	726
Achievements	726
The Young Communication Ambassadors	713
A Plastic-free healthy Mediterranean Sea: operationalizing the BLUEMED R&I Pilot Action Venice, January 20, 2020	711
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The BlueMed e-training on “Understanding and acting for a healthy plastic-free Mediterranean Sea” launched and open for registrations!	201
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Meeting Report Knowledge and efforts for sustainable growth in the marine and maritime sectors of Slovenia in the Northern Adriatic March 2017	198
Conference BLUEMED meets Italian stakeholders 5 June Rome, Italy	189
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Building a shared research and innovation agenda for blue jobs and growth across the Mediterranean 30th November 2017 Naples, Italy	85
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ATHENS DECLARATION Of the INTERREG-MED Sustainable Tourism Community 4-5 October 2017 Athens	27
Stakeholder Engagement	26
News Archive	25
BLUEMED Coordination and Support Action Horizon 2020 – BG-13-2016 Grant Agreement 727453 “Platforms Functioning” D 2.1	23
BLUEMED 2nd Project Coordinators Meeting Report	23
LabMAF first meeting – Building the picture of the small-scale fishers’ markets in the Mediterranean	20
Publication BlueMed Initiative Vision Document December 2014	15
BLUEMED Strategic Research and Innovation Agenda – SRIA First Draft	15
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BLUEMED Survey, share your view on the Research and Innovation agenda for the Med!	8
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Thank You!	2
2nd LabMAF meeting – October 16-18 at Balamand University, Lebanon	2
What is BlueMed about? Infographics	2
Determining the AS-IS state	2
Mediterranean Sea Challenges	2

Table 1: The BlueMed website page and posts detailed statistics (during the whole duration of the project).

In the following we explain the rationale of the choices realized for some pages, which we bring as an example of the website rethinking effort.


The BlueMed Website home page

The BlueMed home page (www.bluemed-initiative.eu/) was redesigned in order to enhance the immediate grasping of the main features and contents of the project.

Figure 6 presents a screenshot of the page (during the drafting of this report).

The top space was devoted to the introductory video (see *The BlueMed introductory video* section below), automatically playing at page loading, complemented by an infographic highlighting the numbers about Mediterranean that form the core motivation for the BlueMed initiative (see *infographics* section below). Immediately below, a slider showing the most recent news from the network and the box reporting the BlueMed Twitter channel feed were designed to convey the perception of the life of the project and streamline the access to the most important events and deadlines. Then, two boxes show the contents and links to the pages devoted to the Pilot Initiative and to the StartUp Actions pages, followed by two infographics showing the identity of BlueMed (“What is BlueMed about?”) and how it was shaped (“What is BlueMed like?”).

In both cases, we chose to convey the messages by means of graphical representations, in order to favor readability and quick understanding of BlueMed core concepts. At the bottom of the page, the various ways to contact the project are grouped: newsletter, social networks and mail address.




Research and Innovation
for blue jobs and growth
in the Mediterranean Area

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[TOOLS & ACTIONS](#)
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[OUTREACH](#)










NEWS

"Science–Policy–Society interactions in ecosystem-based marine resources management and planning" course ready to start! March 22,24,26, online



The Mediterranean Sea has no match as regards biodiversity

WHY BLUEMED?

	28% of endemic species, a biodiversity hotspot		30% of global sea-borne trade by volume		450 ports and terminals
	25% of worldwide sea-borne oil traffic		400 UNESCO sites		236 Marine Protected Areas
	WORLD'S SECOND largest market for cruise ships		150mtn people living on coasts, doubling during the tourist season		CULTURE OF FOOD and environmental healthy life

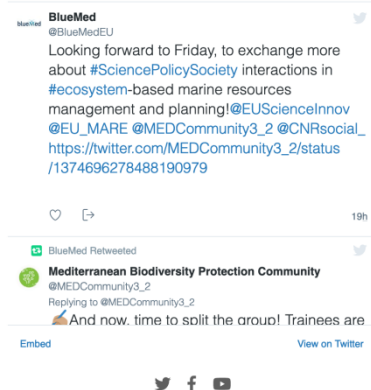
NEWS FROM THE BLUEMED COMMUNITY

LATEST NEWS AND EVENTS



RECENT TWEETS

Tweets by @BlueMedEU



THE BLUEMED PILOT ACTION FOR A HEALTHY, PLASTIC-FREE, MEDITERRANEAN SEA



A coordinated initiative to **map** and **assess** the actions on place regarding **marine plastic pollution** in the EU and non EU countries of the Mediterranean area.

- [Read more on the Pilot Action.](#)

THE BLUEMED STARTUP ACTIONS

BlueMed is supporting the shaping of partnerships composed by at least four entities from EU and non-EU countries to conduct multi-disciplinary meetings leading up to a **feasibility or foresight study** or a **demonstration or pilot project**:

SEALINES: Mediterranean Safety Network:

ECOMEDPORT: Feasibility study of an ecosystem-oriented plant for sediments management in Mediterranean ports and marinas:

LabMAF: Developing a Labelling Scheme for Mediterranean Small-scale and Artisanal Fish Products:

BlueBoatsMed: Foresight on cruise and recreational boating, their potential for transition towards a blue economy in the Mediterranean and associated environmental challenges

- More info on the StartUp Actions.

Mediterranean Blue Economy Stakeholder Platform

Find us in the Blue Economy Community on the [Mediterranean Blue Economy Stakeholder Platform](#).



WHAT IS BLUEMED ABOUT?

The BLUEMED Initiative aims to advance a **shared vision for a more healthy, productive, resilient, better known and valued Mediterranean Sea**, promoting the citizens' **social well-being and prosperity**, now and for future generations, and boosting **economic growth and jobs**.

supporting and coordinating Research & Innovation

The BlueMed initiative addresses **research and innovation** through a **multidisciplinary** approach, linking **economy, environment and humans**.

to build sustainable Blue Growth

by means of intensive national **networking of actors** and international **science diplomacy** efforts

blueMed



WHAT IS BLUEMED LIKE?

Platforms: thematic dialogue groups where national representatives from different sectors meet to discuss the BlueMed agendas updates and implementation. They work as multidisciplinary observatories, trans-national interaction fora, and laboratories to get the Mediterranean blue growth concept across.

National Pivots: representatives from the countries on each of the platforms' themes. They bring their knowledge and experiences, and gather the national actors' instances to the platforms.



• [More info on BlueMed organization and functioning](#)

BLUEMED TOOLS AND KEY ACTIONS

- The Strategic Research & Innovation Agenda (SRIA)
- The SRIA priorities
- The BlueMed Implementation Plan
- The Pilot Action for a Healthy, Plastic-free Mediterranean Sea
- The BlueMed Start-Up Actions
- Papers and documents from the network

FOLLOW BLUEMED

SIGN UP FOR NEWSLETTER

Read the details of the privacy policy [here](#)

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First name*

Last name*


* = required field

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 info@bluemed-project.eu
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BACK TO TOP

Talking about... Ambassadors Baltic Sea Black Sea BlueMed in the Med countries BlueMed National days BlueMed networking Bluemed Week presentations Burgas Joint Workshop Call for StartUp
 Actions circular economy CNR conference CSA e-training ECOMEDPORT EcoMondo energy transition ESOF2020 fisheries France CSO harbours Implementation Plan Italian Hub Italian White Paper LabMAF Mediterranean Biodiversity Protection Community (MBPC)
 meeting with stakeholders offshore infrastructures Paris Pilot on plastics planning Platforms Research&Innovation Research Infrastructures Rome science science&society Science diplomacy SEMED SRIA StartUp
 Actions training Venice webinar

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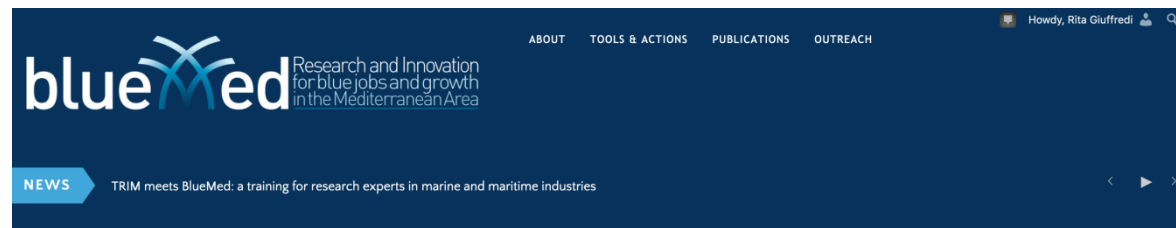


Figure 6: The BlueMed website home page (<http://www.bluemed-initiative.eu/>).

The page devoted to the Pilot Action for a Healthy, Plastic-free Mediterranean Sea

The webpage devoted to the Pilot Action (www.bluemed-initiative.eu/pilot-action-on-a-healthy-plastic-free-mediterranean-sea/) was conceived to catch from first glance the visitors' interest providing a meaningful picture and a clear and brief explanation of the Pilot core definition. Immediately after, a brief text and some graphics convey both the motivations behind the Pilot, the core keywords and the actions which were chosen to be taken forward. Then, a graphical focused on the process supporting the Pilot is presented, coherently with the major communication topic regarding the importance of the networking and process-related actions of BlueMed.

Figure 7 presents a screenshot of the page (during the drafting of this report).



BlueMed Pilot Action On A Healthy Plastic-free Mediterranean Sea

The BlueMed Pilot action, launched in 2018, consists in **mapping** and **assessing** the actions on place regarding marine plastic pollution in the EU and non EU countries of the Mediterranean area to promote the **circulation of good practices, R&I actions but also demonstration, communication and educations actions** specifically addressed to face the challenges posed by marine litter in the Mediterranean Sea as a whole.



Image credits: Legambiente, Anna Paola Montuori

WHY AN ACTION ON PLASTIC LITTER IN THE MEDITERRANEAN?

1% of the World's waters
the Med Sea is a "plastic trap"
7% of all global microplastics

About 8 million tons of plastic litter enters the ocean every year, threatening marine wildlife and ecosystems, and indirectly the human health, and the sea based economies. **Plastic pollution** represents a transboundary problem and thus it requires global coordination and long-term multiple approaches to develop shared solutions. Mediterranean Sea is strongly impacted by marine litter of different size found along the coastlines, floating both on the surface and on the water column down to the seafloor. Currently, Mediterranean is now one of the seas more affected by plastic pollution at world scale, with record levels of microplastics. **With only 1% of the World's waters, Mediterranean Sea concentrates 7% of all global microplastics, earning the "plastic trap" appellation.**

It has been largely demonstrated that marine litter directly affect living organisms, especially due to macro-plastics presence and micro-plastics ingestion, threatening marine species and consequently human health. Thus, **Mediterranean plastic pollution represents today a serious risk for the local environment and human health, but also for the key economic sectors that rely on sea resources and health as for Fisheries and Tourism.**

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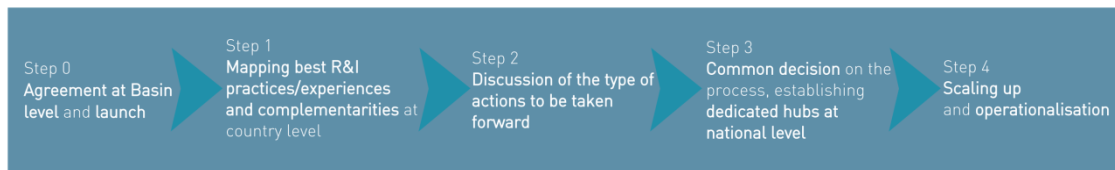


THE ACTIONS TO TAKE FORWARD:

The participants to an exploratory workshop (held in Brussels in 2018) identified the following categories of actions to be supported and taken forward:



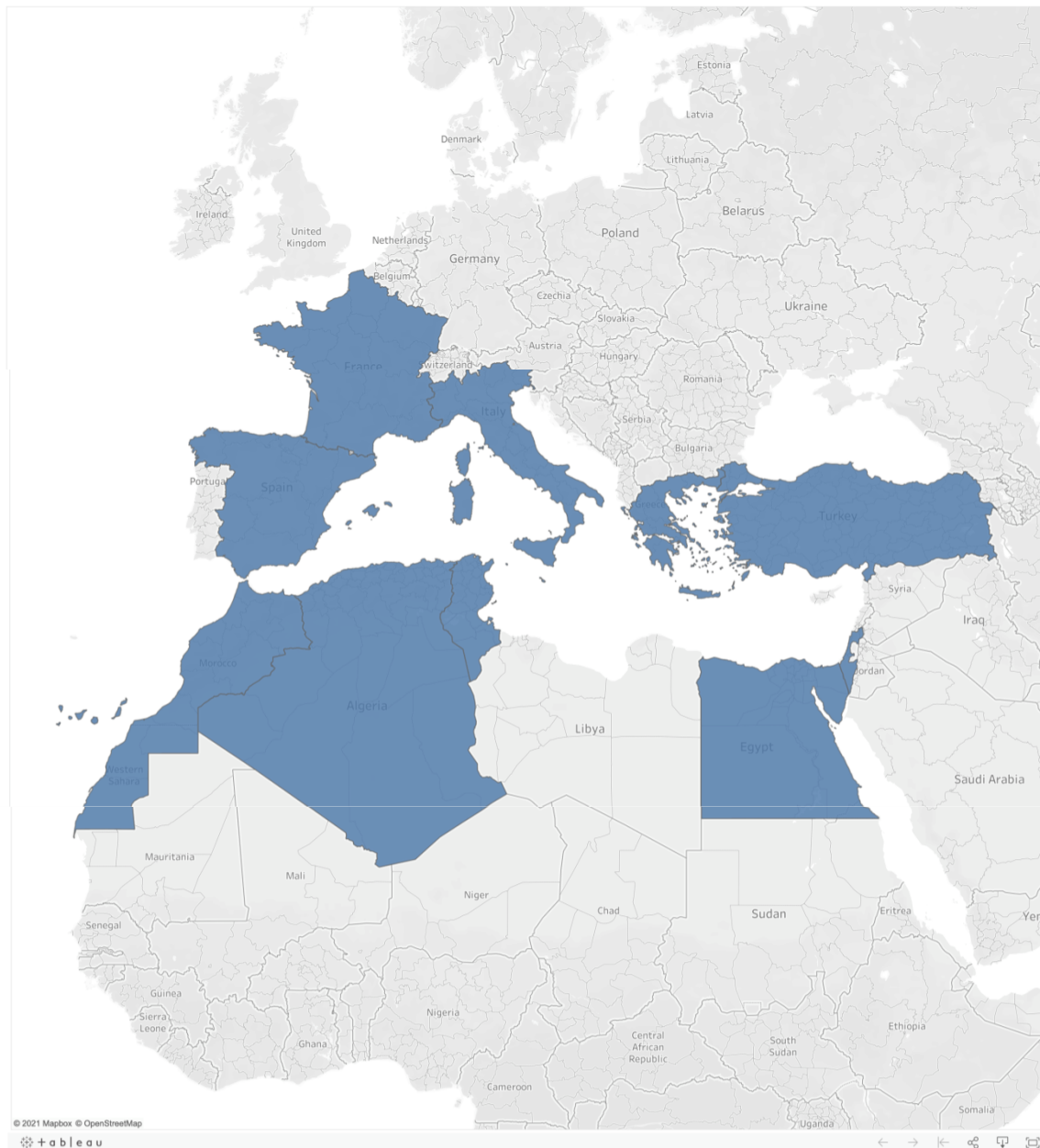
THE PILOT ACTION PROCESS



NATIONAL HUBS ON MARINE LITTER: A MAPPING

A broad range of initiatives and projects addressing marine litter are ongoing in Mediterranean countries, and are shown in the image and tables below. This gathering of information will be a continuous process that will need to take account of the many other initiatives going on 'on land' to complete the picture of the of the Mediterranean landscape, identify potential synergies and sharpen the focus of action of the BlueMed Pilot.

BlueMed Pilot on plastics - National Hubs map



① Algeria Egypt France Greece Israel Italy Malta Morocco Spain Tunisia Turkey

In a first exploratory workshop on 12 March 2019, as well in following meetings, experts from Mediterranean countries from public administrations, science, industry and civil society met to define a common direction of travel. Following presentations on the state of plastic pollution in the Mediterranean and the current regulatory framework addressing marine litter, examples of ongoing initiatives by researchers, companies and civil society were given which provided a snapshot of the complexity of the problem at hand and the breadth of efforts that will be required to tackle it.

Please browse the tabs to read and download the countries' mapping of national initiatives.

SUPPORT ACTIONS TO THE PILOT



SEMED Platform

A support action for networking within the Pilot.

- [BlueMed page on SEMED platform](#)



BlueMed E-training

Understanding and Acting for a Healthy, Plastic free Mediterranean Sea. Building a sustainable blue economy in the basin.

A BlueMed e-training encompassing the studies on plastic pollution, its impact on marine ecosystems, the technologies for removal, also connecting the plastics issue to the circular blue economy perspective, addressing at the same time the role of citizens and governance in the Mediterranean.

BLUEMED PILOT PARTNERS



Legambiente



CORILA



Marevivo



PANACEA



PlasticsEurope



PlasticBusters



SurfRider



Federpesca



SeasAtRisk



EIT-ClimateKIC



CISET



SEMED

RESOURCES AND PUBLICATIONS

- » 1st Workshop - BlueMed Pilot for a plastic-free, healthy Mediterranean (Brussels, 12 March 2019)
 - » 2nd Workshop - BlueMed Pilot for a plastic-free, healthy Mediterranean Sea (Brussels, 3 July 2019)
 - » 3rd Workshop - A Plastic-free healthy mediterranean sea: the BLUEMED R&I Pilot (Rimini, 7 November 2019)
 - » 4th Workshop - A Plastic-free healthy Mediterranean Sea: operationalizing the BLUEMED R&I Pilot Action (Venice, 20 January 2020)
- More resources:

- Margherita Cappelletto, [Healthy Plastic-free Mediterranean Sea BLUEMED Pilot Initiative](#) (presentation for the UfM Regional Stakeholders Conference on Blue Economy – Thematic Workshop on Marine Litter, Barcelona, UfM Secretariat, 10-11 March 2020 – cancelled due to COVID-19 outbreak)
- [Marine litter/Plastics projects funded under Horizon 2020](#)

More material on Blue Growth issues, including plastic litter, [here](#).

LATEST NEWS ON THE PILOT ACTION ON PLASTIC LITTER



Welcome to BlueMed's Sixth Newsletter!

November 3, 2020

[More >](#)

[\[EDIT\]](#)



The BlueMed e-training on "Understanding and acting for a healthy plastic-free Mediterranean Sea" launched and open for registrations!

June 8, 2020

More >

[EDIT]



Welcome to BlueMed's Fifth Newsletter!

February 12, 2020

More >

[EDIT]

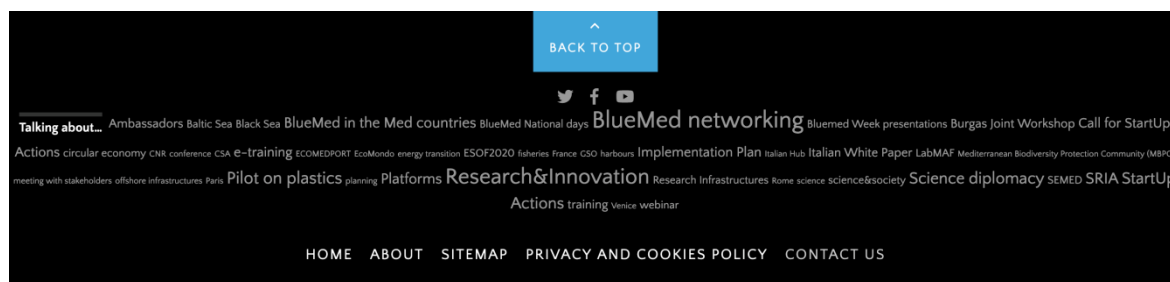


Figure 7: The BlueMed webpage devoted to the Pilot Initiative for a Healthy, Plastic free Mediterranean Sea (www.bluemed-initiative.eu/pilot-action-on-a-healthy-plastic-free-mediterranean-sea/).

The page devoted to the process leading from the SRIA, through the goals' prioritization, to the Implementation Plan

The development of a Strategic Research and Innovation Agenda (SRIA) shared among the Mediterranean countries, and the subsequent efforts to identify the priorities to tackle and draft a detailed Implementation Plan are at the heart of the BlueMed approach, representing major milestones, both from the point of view of the creation and nurturing of networks and from the perspective of achievements.

The webpage devoted to document the process and its outcomes was structured around those pillars: after a visual description of the main topics covered by the Blue Growth idea, a short paragraph describes the process leading to the diverse releases of the SRIA, and a box schematically highlights its main steps. The document itself was positioned at the top of the screen, in order to make it immediately available to the visitors. The same philosophy was followed for the Implementation Plan, with paragraphs describing the process alongside boxes with the relevant documents. Finally, a notable effort was put into the design of infographics, conveying the list of identified challenges and goals, and detailing the single priorities with the articulation into objective, operational receipt, strategic and promotional actions.

Figure 8 presents a screenshot of the page (during the drafting of this report).

The BlueMed Strategic Research and Innovation Agenda (SRIA)

The BlueMed Strategic Research and Innovation Agenda (SRIA) outlines a set of **key challenges** for the Mediterranean and particularly **knowledge gaps**, specific activities enabling the blue growth as well as measures for capacity creation and skills' enhancement. Sectors of interest include **ecosystems**, **climate change**, **biotechnologies**, **aquaculture**, **fisheries**, **tourism**, **shipbuilding**, **transportation**, **observing systems**, **data**, **off-shore platforms**, **cultural heritage**, **spatial planning**.



The SRIA targets **relevant research and innovation players** and **public and private actors** of the blue economy such as national ministries, regional authorities, international organisations, research organisations, research infrastructures, academia, the private sector, non-governmental organizations and the general public.



of all stakeholders in the Mediterranean Basin.

The **first release**, dated October 2015, was the result of a **consultation process** at the national levels in the BlueMed member countries. In April 2017, an **updated version** was published. The **present version**, updated in December 2018, is the result of the work of the four BlueMed platforms and incorporates the **contributions of the non-EU countries** involved in the process, following the agreement made by the Euro Mediterranean Group of Senior Officials BlueMed Working Group in Barcelona on October 2018.

It now represents the represents a comprehensive strategy with the views

STRATEGIC RESEARCH AND INNOVATION AGENDA (SRIA)

Download here the most updated version
(December 2018):



History of versions:

- SRIA – Updated Version 2017;
- SRIA – First release 2015.



THE SRIA DEFINITION PROCESS

1. Identify the needs of marine and maritime communities and align relevant programmes;
2. Increase the **accessibility** of opportunities, funding and facilities;
3. Develop **joint actions** by aligning, planning and programming research and innovation activities at multiple level;
4. **Engage different stakeholders**;
5. Fine-tune data, knowledge, capacities and projects;
6. **Maximise leverage** effects of research investments and their influence on public policy;
7. **Raise awareness** on the impacts to the Mediterranean that have been caused by a non-sustainable economic growth on land and at sea.

CHALLENGES AND GOALS FOR BLUE GROWTH

BlueMed identifies a set of challenges under **three pillars**, (i) '**key enabling knowledge**', (ii) '**key sectoral enablers**', and (iii) '**enabling technology and capacity creation**' characterized by tight horizontal synergies deemed necessary for sketching economy-driven trajectories. It also highlights cross-cutting themes.

The challenges are reported in the below, while the complete set of goals can be read on the [SRIA document](#).

» Key Knowledge Enablers

» Key Economy Enablers

» Key Technology enablers

» Cross-cutting enablers

Key enabling knowledge for the Mediterranean

- A. Mediterranean Sea ecosystems: characterize present dynamics, services, resources, vulnerability and resilience to natural and anthropogenic pressures
- B. Mediterranean Sea: forecast changes of the basin under climate and anthropogenic pressures and develop services in the field of sustainable adaptation to climate change and plans for mitigation
- C. Hazards and protection of coastal areas and open sea in the Mediterranean
- D. Innovative blue growth trajectories: biotechnologies, food, and the deep sea and offshore resources



The Implementation Plan, drafted in June 2020, presents the **shared priority goals**, resulting from the preliminary **prioritisation** work jointly realised by the countries, and addresses thematic and structuring activities to be developed in order to ignite a transformative process at Mediterranean level. Each priority, closely linked to a key challenge in the shared BlueMed Strategic Research and Innovation Agenda, comes with an "operational receipt" to reach the priority goal and with a set of **Strategic Actions**, i.e. larger and medium-long term initiatives and activities, with specific scientific or structural content that require strong commitment and additional dedicated resources from research funders; moreover, for each Strategic Action a proposal of feasible promotional actions is reported.

Prioritisation methodology:

The selection method is **rigid** enough to allow comparable results, and **flexible** enough to allow countries give their **national perspective** (priorities can change on social, geographical, economic reasons, etc.).

» Read more on the SRIA prioritization methodology

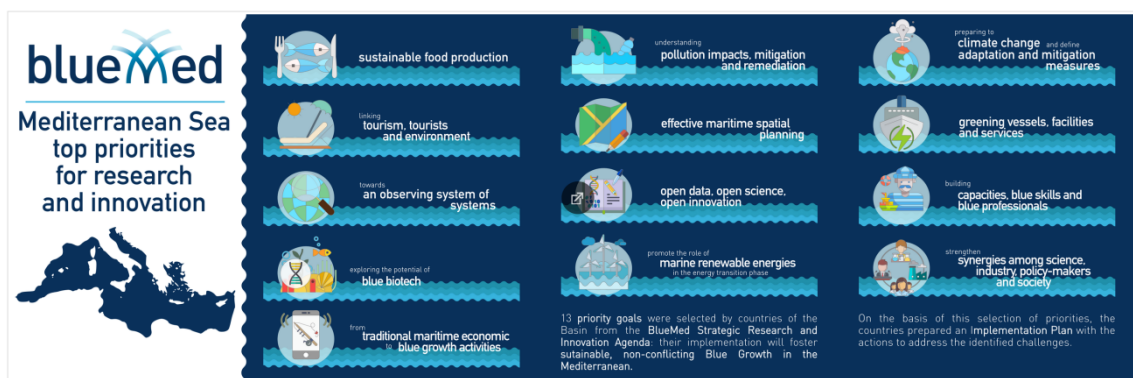
THE IMPLEMENTATION PLAN

Download here the full BlueMed Implementation Plan (June 2020):



or download the separate files:

- BlueMed IP – Core document;
- BlueMed IP – Annex I: Fiches for the 13 priorities;
- BlueMed IP – Annex II: Guidelines for Impact Evaluation.



The BlueMed Prioritisation

A first step towards the implementation of the SRIA was to reach a consensus on which are the most pressing goals to achieve and what are the necessary actions to be implemented in order to reach those goals.

You can read the priorities details in the **updated Strategic Research and Innovation Agenda**, and you find on the right an infographics on the selected top priorities.



The BlueMed Implementation Plan

The prioritisation process led finally to the drafting of the **BlueMed Implementation Plan**, that provides a medium-term operational tool to develop sustainable Blue Economy in the Mediterranean area.

Download and read the Implementation Plan

PRIORITIES IMPLEMENTATION PLAN

Click the images below to zoom the infographics.



Figure 8: The BlueMed webpage devoted to the process leading from the SRIA, through the issues prioritization, to the Implementation Plan (www.bluemed-initiative.eu/strategic-research-and-innovation-agenda/). The Priorities infographics, reported on the page, have been cropped from this image because they are fully reported below.

The BlueMed infographics

Graphics and infographics were chosen in many contexts to improve the quick understanding of complex messages regarding the network identity and results.

As an example, the core concepts of BlueMed and the levels of action were highlighted by means of a graphic representation of the Mediterranean basin, where the reading code was reversed with respect to traditional maps, mainly detailing lands and treating seas as backgrounds: in this case the Sea emerges as the colored area, with the profiles of Med countries clearly recognizable (Figure 10 and

Figure 19). The same image was included in various other graphics, representing immediately the BlueMed approach to the One Mediterranean (Figure 15,

Figure 22 and

Figure 23).

A graphical representation was also identified as the best way to unravel the complex structure platforms/pivots around which the BlueMed was articulated (Figure 11), and the steps of the process towards the SRIA (Figure 12).

An interactive infographic was realized to offer an overall view of the actions collected in the frame of the Pilot Action: by clicking on highlighted countries, visitors can read a summary of the actions, while the complete list is available in the tabs immediately below the infographic (Figure 13).

The identified priorities, finally, were the object of multiple graphical representations: a general summary of all the priorities (Figure 15 and Figure 22) and the posters devoted to the single challenges (Figure 16).

Posters and roll-ups realized for live events were in part designed including for coherence the same graphics and styles used for online communication (Figure 18, Figure 19 and Figure 22), and partly included original contributions (e.g. Figure 23, depicting the features of the Pilot Action). Particularly notable are the live cartooning panels realized during the final conference by the cartoonist and illustrator Gabriele Peddes (Figure 24, Figure 25 and Figure 26).

All the other remaining graphics were designed by Rita Giuffredi (excepted Figure 9, Figure 21 and Figure 18 which incorporate graphics developed by Human Creative for the leaflets).

Graphics and infographics for online communication

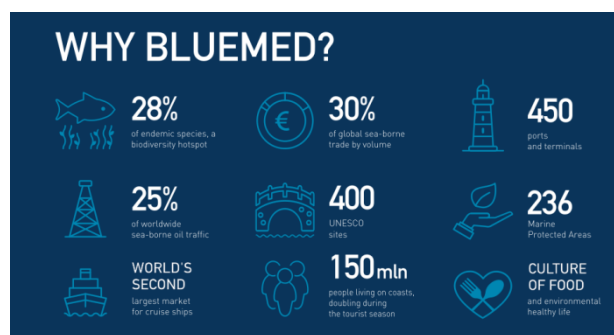


Figure 9: “Why BlueMed?” infographics – The numbers behind BlueMed.



Figure 10: "What is BlueMed about?" infographics

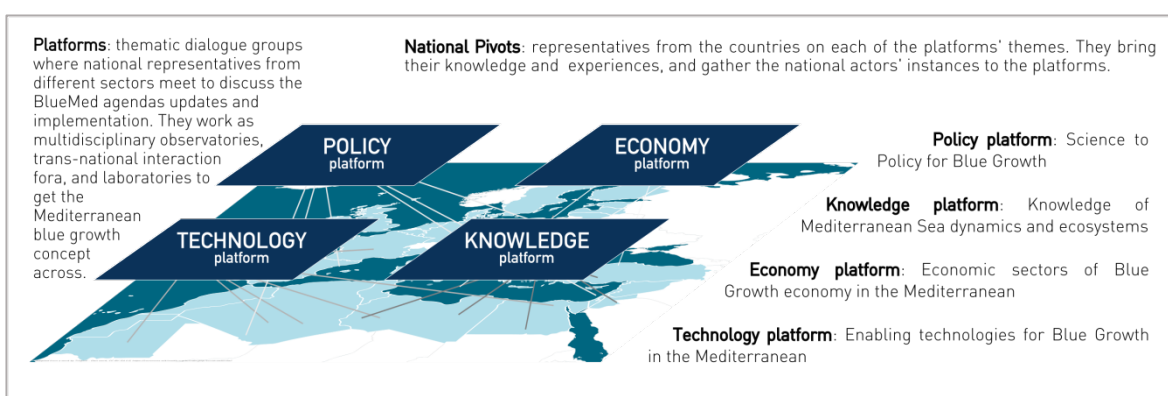


Figure 11: "What is BlueMed like" infographics

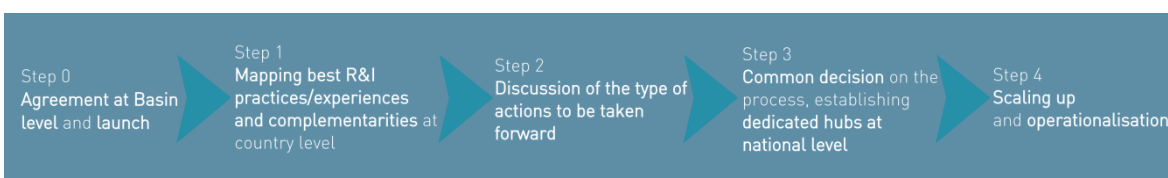


Figure 12: The process leading to the SRIA.

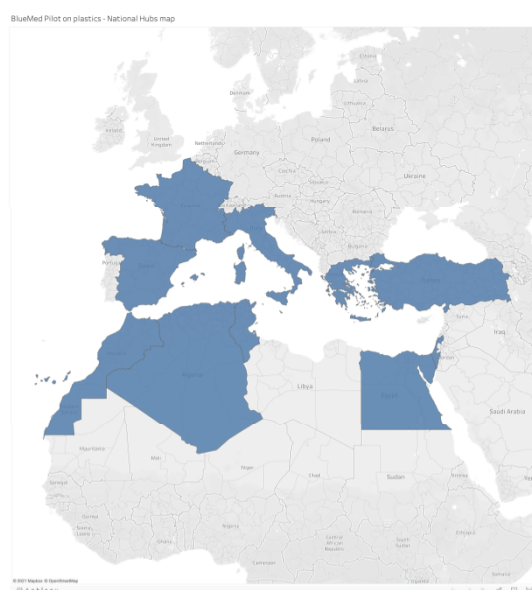


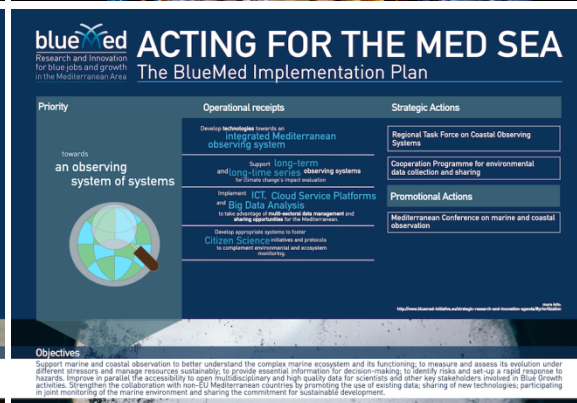
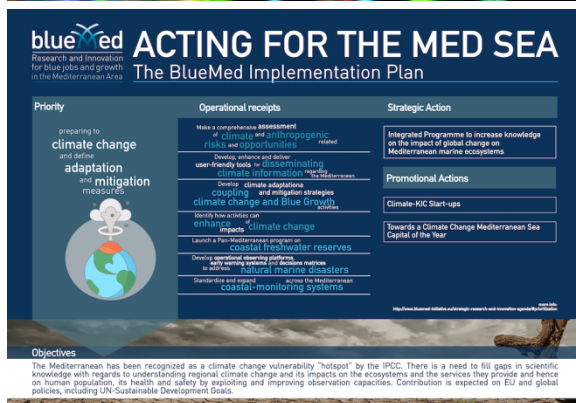
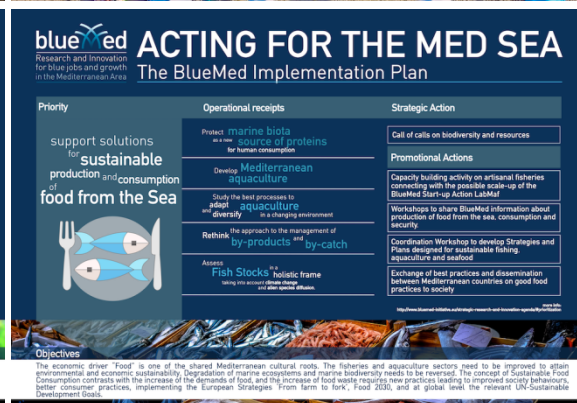
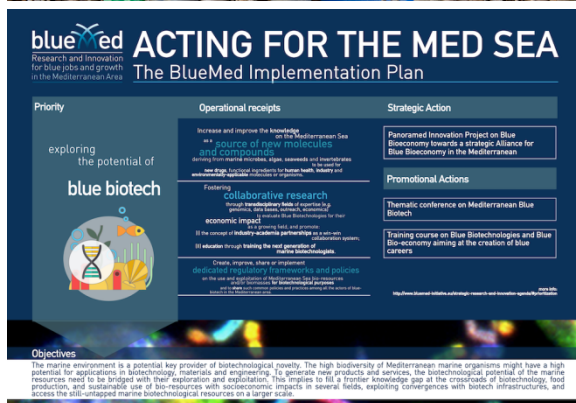
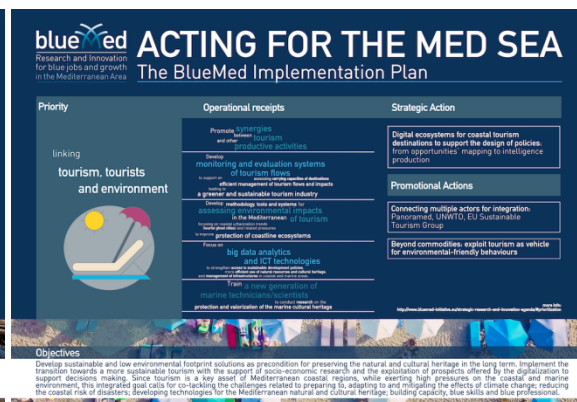
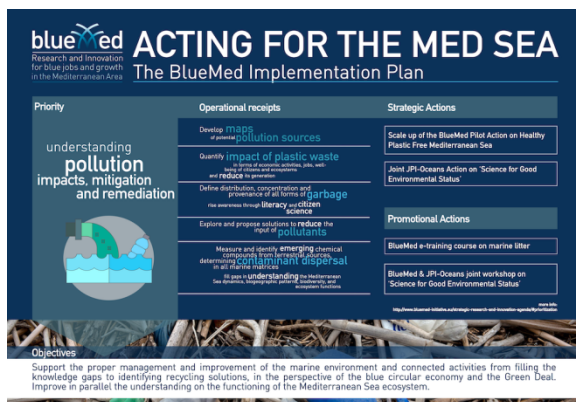
Figure 13: The Pilot Action – national hubs.



Figure 14: Topics of Blue Growth.



Figure 15: “Med Sea top priorities for research and innovation” infographics.



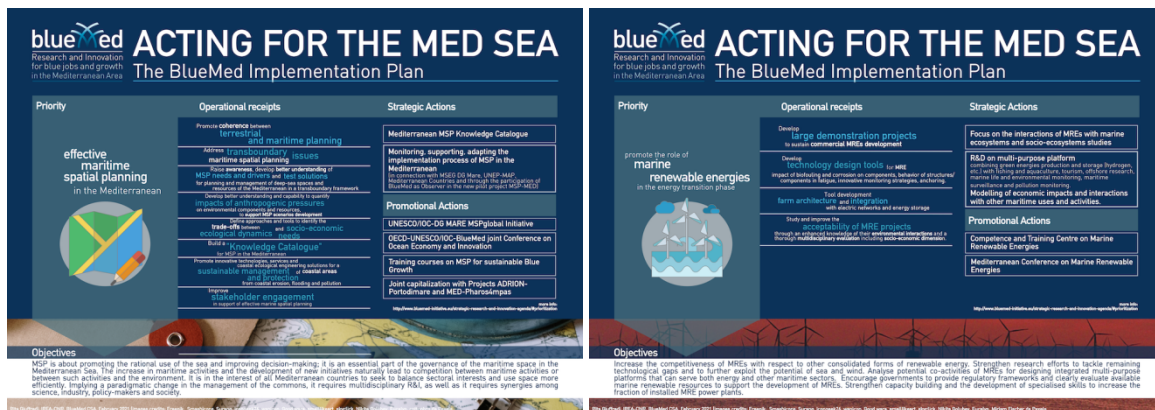


Figure 16: "Acting for the Med Sea – The BlueMed Implementation Plan" set infographics, devoted to the specific challenges.

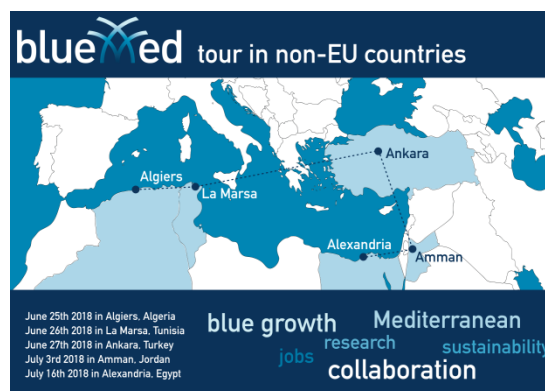


Figure 17: The infographics devoted to the BlueMed tours in non-EU countries.

Graphics and infographics for events

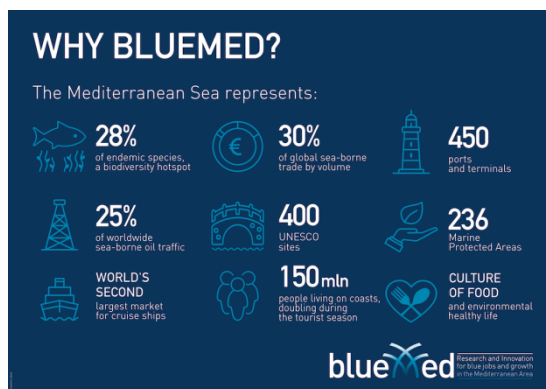


Figure 18: "Why BlueMed?" poster.



Figure 19: "What is BlueMed about?" poster.



Figure 20: "The BlueMed keyword" poster.



Figure 21: "When? The BlueMed timeline" poster.



Figure 22: "Med Sea top priorities for research and innovation" roll-up.

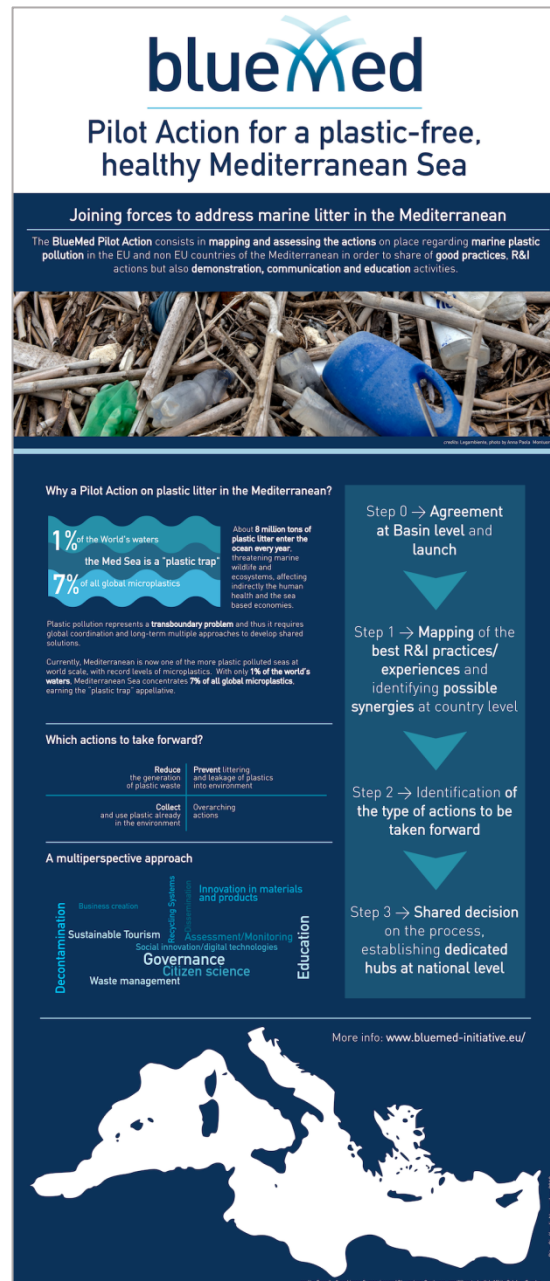


Figure 23: “Pilot Action for a Plastic-free, Healthy Mediterranean Sea” roll-up.

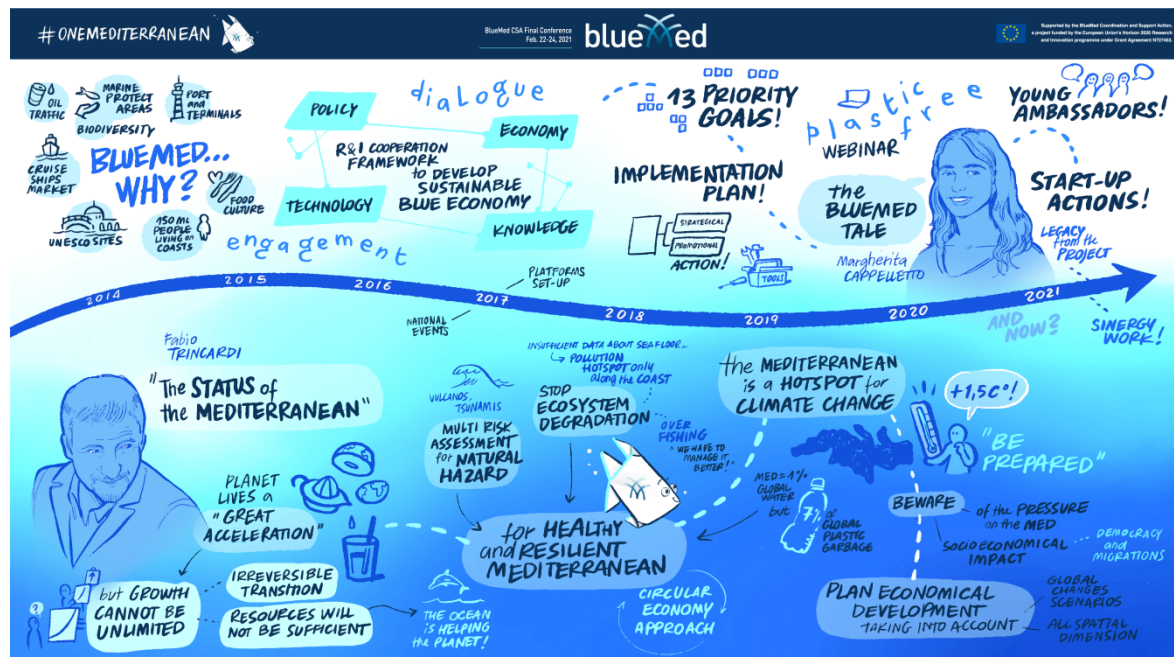


Figure 24: The graphical summary panel of the first session of the BlueMed Final Conference, realized live by the cartoonist and illustrator Gabriele Peddes.

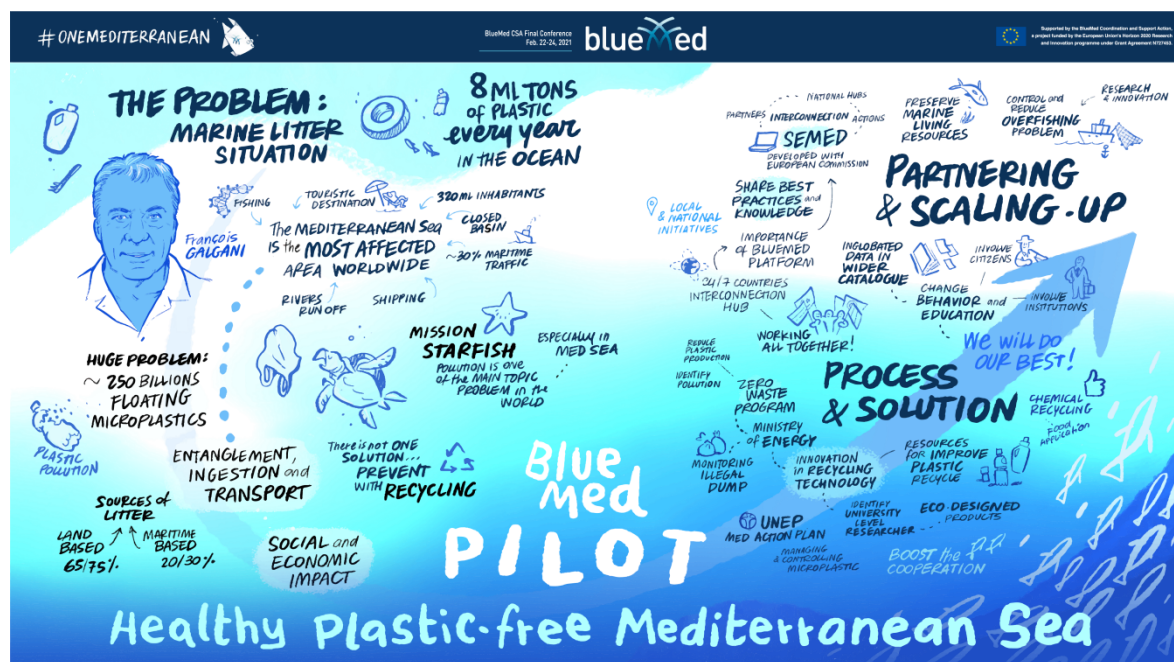


Figure 25: The graphical summary panel of the second session of the BlueMed Final Conference, realized live by the cartoonist and illustrator Gabriele Peddes.

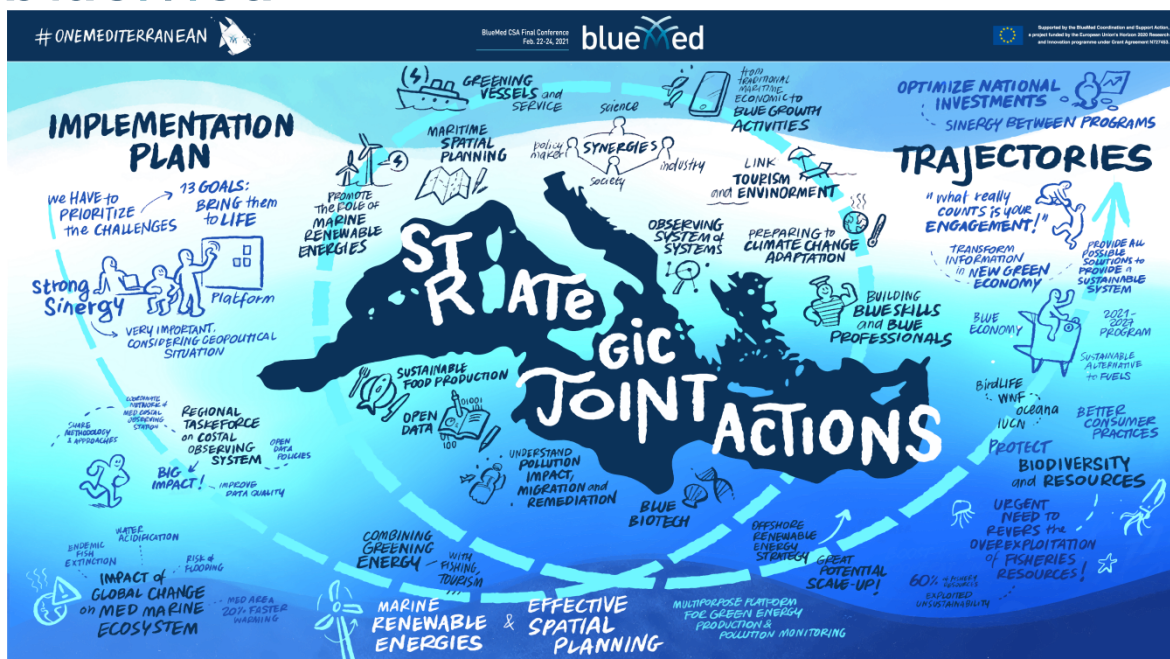


Figure 26: The graphical summary panel of the third session of the BlueMed Final Conference, realized live by the cartoonist and illustrator Gabriele Peddes.

Videos

The BlueMed approach and its core activities were also described and depicted by means of short videos, which were shown in diverse contexts, alongside being published on the project's website and YouTube channel.

First, a short, knowledge-dense, introductory video was prepared, focusing on the most important BlueMed concepts and activities (Figure 27).

Another set of videos was realized around the Young Communication Ambassadors' expectations and aims, at the time of their appointment (Figure 28). The Ambassadors themselves produced and published graphical videos or short documentaries as part of their mandate, and they are available on the BlueMed website and YouTube channel (Figure 29 and Figure 30).

Finally, videos from live events, like the e-training on marine litter, the ESOF2020 conference and the final conference, were edited and made available on the website and on the YouTube channel (Figure 31).

The BlueMed introductory video

The BlueMed introductory video was planned to effectively convey both the most salient features of the BlueMed approach and to offer a meaningful synthesis of the activities (Figure 27).

The first part focused on the environmental, economic and socio-political motivations grounding the BlueMed initiative on the Mediterranean, then BlueMed was concisely introduced as a research-based endeavor "linking science, policy, economy, environment and humans, facilitating dialogue and knowledge exchange and building platforms for science diplomacy". The second part was giving a taste of the diverse actions (networking among Mediterranean stakeholders, SRIA priorities, Pilot Action for a Plastic-free, Healthy Mediterranean Sea).

Throughout the video, a lively alternation of graphical animation of core concepts and high-quality marine and maritime, research or meetings footages was pursued.

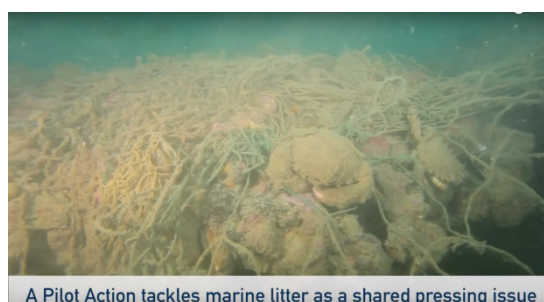
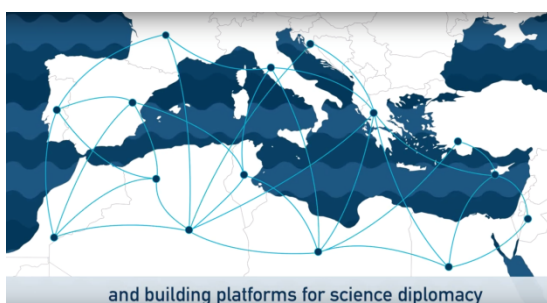
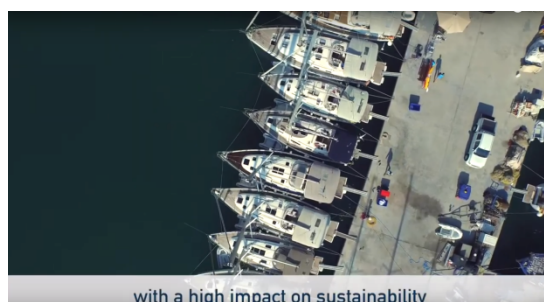




Figure 27: A collection of screenshots from the BlueMed introductory video.

The video was shown also in international contexts, like the “Forum de la mer” in Bizerte, held on-line on 9 July 2020. It was also incorporated in the UfM video presented at the Ministerial meeting held online on 2-3 February 2021.

The Ambassadors’ videos

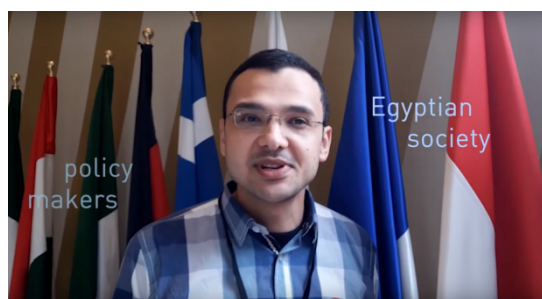
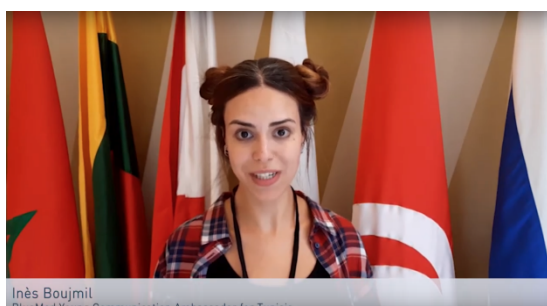
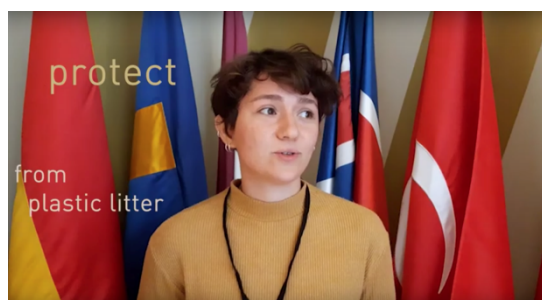


Figure 28: Screenshots from the Ambassadors’ self-introductory videos.





Figure 29: Screenshots from the short documentary produced by the BlueMed Tunisian Ambassador Inés Boujmil.

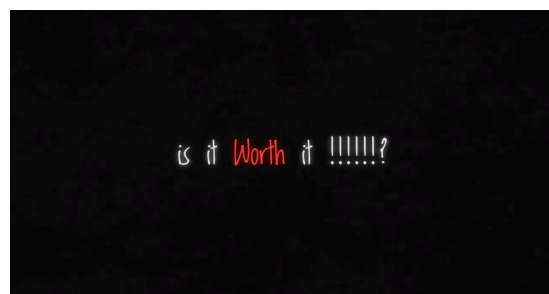
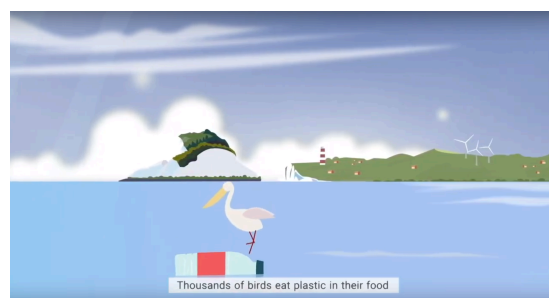


Figure 30: Screenshots from the short animated graphics video produced by the BlueMed Algerian Ambassador Fella Moualek.

Videos from events

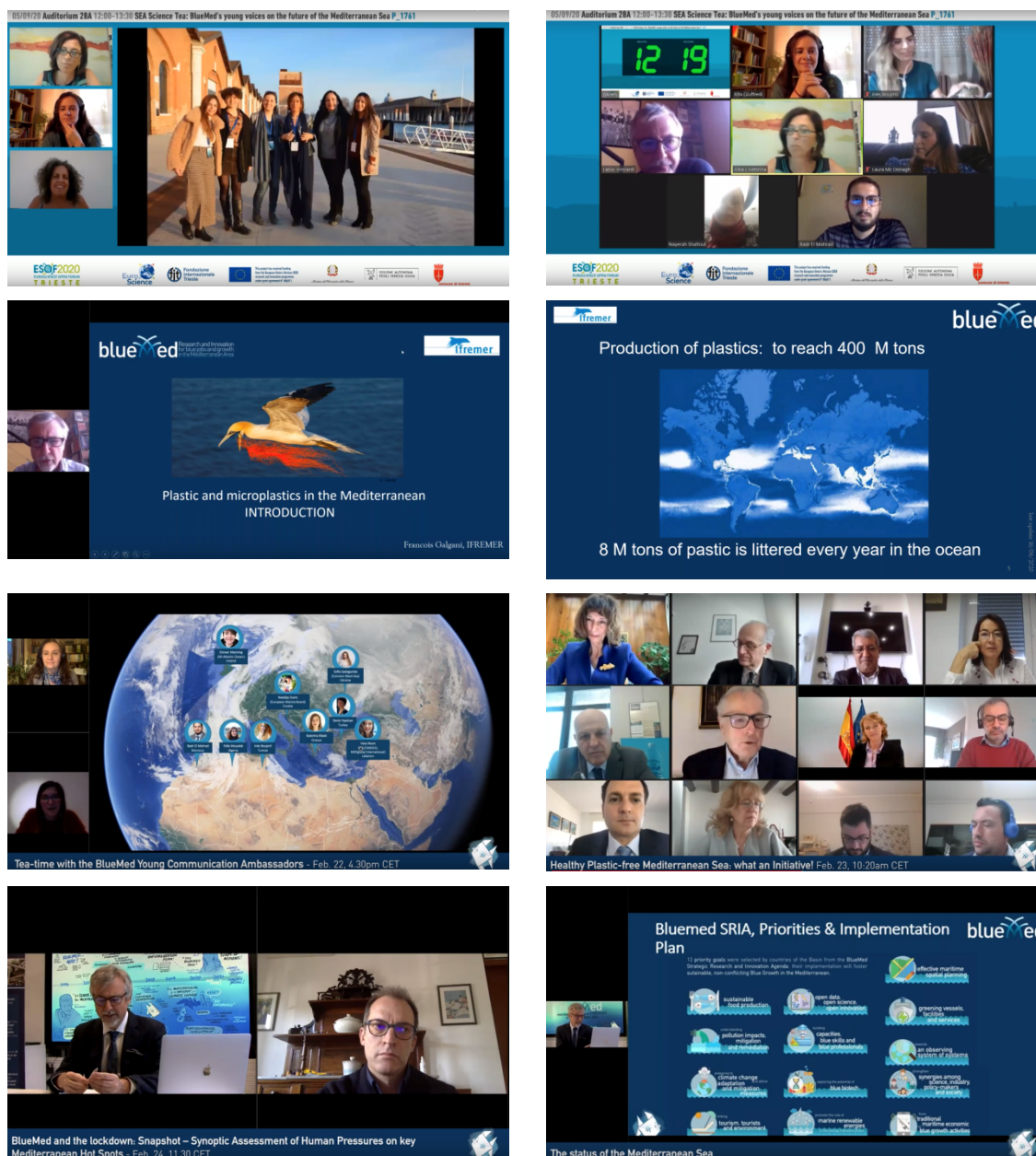


Figure 31: A collection of screenshots from the BlueMed videos related to live events (ESOF, e-training on marine litter, final conference).

Leaflets and publications

The BlueMed leaflet, published in the first period of the BlueMed project, was updated in 2019 with the drafting of French ([www.bluemed-initiative.eu/wp-content/uploads/2018/05/Bluemed Brochure FR.pdf](http://www.bluemed-initiative.eu/wp-content/uploads/2018/05/Bluemed%20Brochure%20FR.pdf)) and Arabic ([www.bluemed-initiative.eu/wp-content/uploads/2019/11/Bluemed Brochure ARA.pdf](http://www.bluemed-initiative.eu/wp-content/uploads/2019/11/Bluemed%20Brochure%20ARA.pdf)) versions.



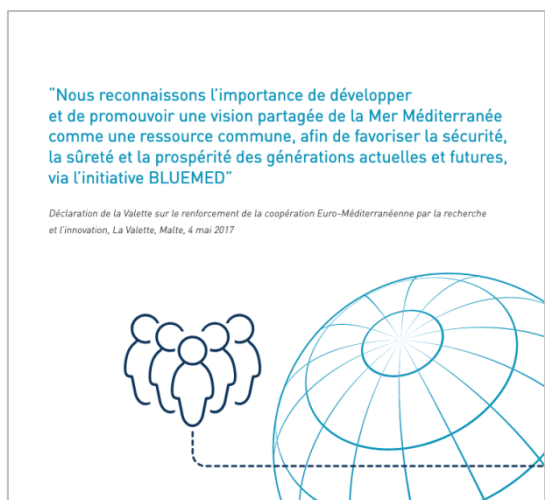
QUOI

La Mer Méditerranée n'a pas d'équivalent en matière de **biodiversité** et d'interactions entre les **activités humaines** et **l'environnement**. Dotée d'un **capital naturel et culturel unique**, la région subit des changements rapides sous l'effet des **pressions naturelles et anthropiques**. Le changement climatique, le trafic maritime, la pollution, la surexploitation des ressources, l'installation d'espèces invasives figurent parmi les pressions qui menacent les écosystèmes marins alors que ceux-ci offrent d'immenses **opportunités** pour développer l'économie et les emplois bleus, de la pêche au tourisme.

L'initiative BLUEMED s'adresse à la recherche et à l'innovation par le biais d'une **approche multidisciplinaire** liant l'économie, l'environnement et l'homme. Cela implique l'engagement dans la durée de communautés diverses ayant des intérêts et des objectifs très divers, parlant parfois différentes langues, dans un équilibre délicat.

"La force de BLUEMED vient de la coopération de centaines de parties prenantes de différents pays travaillant sur une diversité de questions. C'est la beauté de l'Initiative BLUEMED... et son défi."

*Sigi Gruber, Commission Européenne, DG Recherche et Innovation
Omar Amawi, Haut conseil pour la Science et la Technologie de Jordanie
Présidents du Groupe de Travail de l'Initiative BLUEMED, Groupe des Représentants Officiels*



POURQUOI



Figure 32: French version of the BlueMed leaflet.



ماذا؟

تمثل منطقة البحر الأبيض المتوسط مصدر ثروة أساسية من حيث التنوع البيولوجي والتفاعلات بين الأنشطة البشرية والبيئية. وتتمتع المنطقة برأس مال طبيعي وثقافي فريد رغم أنها تخضع لتغيرات سريعة بسبب تأثير الضغوطات الطبيعية والبشرية. يعد التغير المناخي وحركة النقل البحري والتلوث والافراط في استغلال الموارد البحرية وانتشار الأنواع الغازية من أهم الضغوطات التي تهدد الأنظمة البيئية البحرية كما أنها توفر فرصاً هائلة لتنمية الاقتصاد وفرصاً أخرى للعمل الأزرق بدءاً من الصيد البحري وصولاً إلى السياحة.

وتهدف مبادرة BLUEMED إلى البحث والابتكار من خلال سلك طرق متعدد الاختصاصات يربط بين الاقتصاد والبيئة من جهة والإنسان من جهة أخرى. مما يتطلب التزاماً طويل المدى من قبل مختلف المجتمعات ذات اهتمامات مستقلة وتتحدث بلغات مختلفة.

"تكمّن أكبر تحديات المبادرة في فرض التعاون والمشاركة بين المئات من أصحاب المصالح المشتركة من مختلف البلدان والذين يعملون على كمية هائلة من القضايا المتنوعة. إنّها روعة مبادرة BLUEMED وتحدياتها..."

*Sigi Gruber، المفوضية الأوروبية، مدير عام البحث والابتكار.
Omar Amawi، المجلس الأعلى للعلوم والتكنولوجيا في الأردن.
رؤساء مجموعة العمل بمبادرة BLUEMED، مجموعة الممثلين الرسميين.*

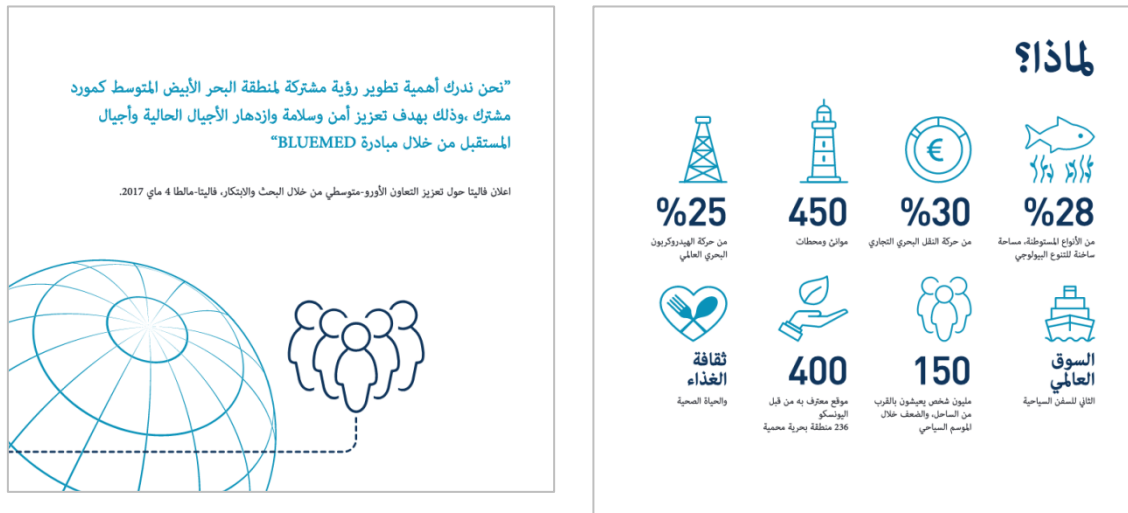


Figure 33: Arabic version of the BlueMed leaflet.

In addition to the BlueMed Italian White Paper, published in 2018 ([www.bluemed-initiative.eu/wp-content/uploads/2019/11/Bluemed Whitepaper Aprile2019.pdf](http://www.bluemed-initiative.eu/wp-content/uploads/2019/11/Bluemed%20Whitepaper%20Aprile2019.pdf), Figure 34), a new publication was drafted in 2020: the BlueMed Implementation Plan (www.bluemed-initiative.eu/wp-content/uploads/2020/07/BlueMed-VF.pdf). The graphical design was chosen in coherence with the previous publications, and the text was enriched with infographics and graphics to streamline both reading and understanding of main concepts (Figure 35).

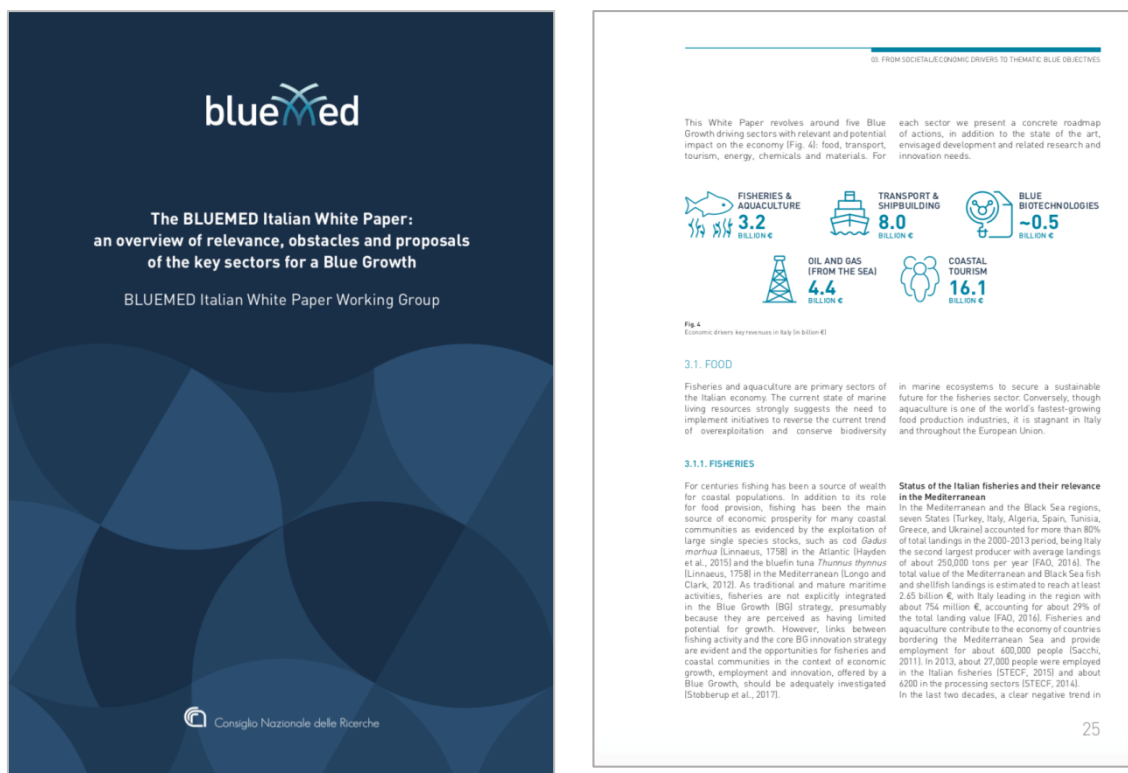
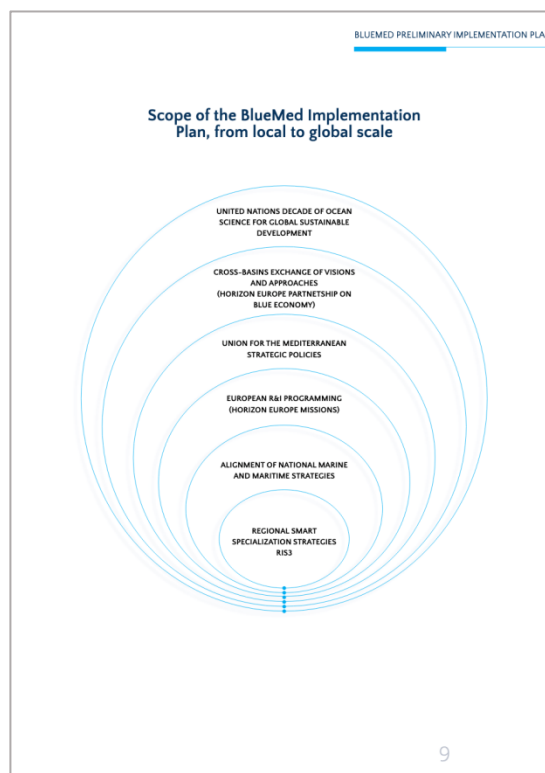
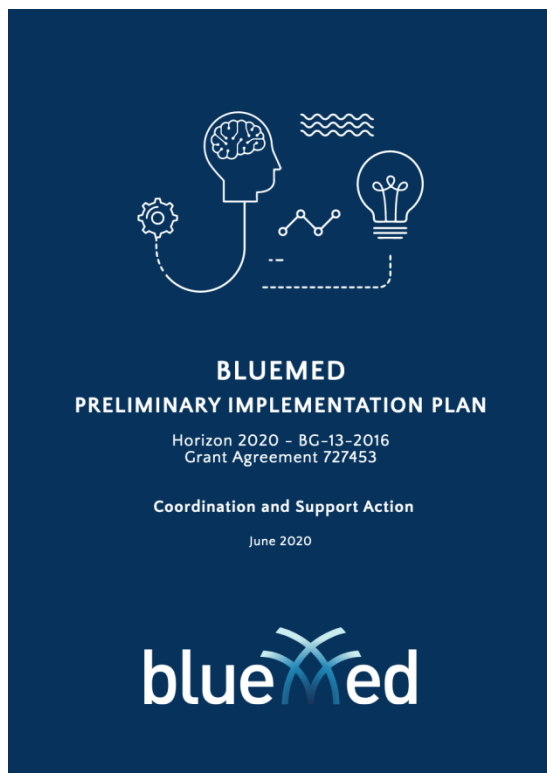


Figure 34: The BlueMed Italian White Paper – cover and an example of page with an infographic.



BLUEMED PRELIMINARY IMPLEMENTATION PLAN

(PRIORITY 2)

SUPPORT SOLUTIONS FOR SUSTAINABLE PRODUCTION AND CONSUMPTION OF FOOD FROM THE SEA



The economic driver "Food" is one of the shared Mediterranean cultural roots. Improvements in the fisheries and aquaculture sectors are necessary with the aim to make these economic activities more environmentally and economically sustainable. The concept of Sustainable Food Consumption contrasts with the increase of the demands of food, e.g. during touristic season, and the increase of food waste, requires new practices leading to improved society behaviours, better consumer practices, implementing the European Strategies 'From farm to fork', Food 2030, and at global level the relevant UN-Sustainable Development Goals.

- Identify and protect marine biota as a new source of proteins for human consumption.
- Develop Mediterranean aquaculture: new management tools, ecosystem-based approach, tackling pathogens; develop conceptual models for Integrated MultiTrophic Aquaculture (IMTA).
- Study and evaluate the best processes to adapt and diversify aquaculture activities (species and systems) and capacities in a changing environment, including for small and medium-scale farms.

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BLUEMED PRELIMINARY IMPLEMENTATION PLAN

- Rethink the approach to the management of by-products and by-catch from fisheries and aquaculture in the production chain.
- Assess Fish Stocks in a holistic frame taking into account climate change and alien species diffusion.
- Develop innovative methods and tools for monitoring and governing Mediterranean aquaculture and fisheries, in line with existing policies.

Strategic Action/I	Call of calls: enhance/capitalize on calls for projects as Blue Labs, EU funding calls, Research organizations to launch a Call for competition on e.g. Fishing and aquaculture eco-label products, Research on multi-modal platforms (including offshore wind farms and aquaculture, linking with P9 on Marine Renewable Energies), Essential Fish Habitat Approach, Impact of Trawling, etc.
Indicative starting time	2021
Suggested timeframe	11
Proposed funding programmes and instrument	ESIF/EMFF + PRIMA + Aquatic Pollutants ERANET Cofund
Tentative budget	€€

Promotional Action/I	Capacity building activity on artisanal fisheries connecting with the possible scale-up of the BlueMed Start-up Action LabMaf fisheries connecting with the possible scale-up of the BlueMed Start-up Action LabMaf
Indicative starting time	September 2020

27

Figure 35: The BlueMed Implementation Plan – cover, an example of graphics and an example of priority schematic description.

GDPR policy compliance on BlueMed website

At the time of GDPR law enforcement throughout EU countries, particularly affecting communication activities, a careful re-organisation and re-thinking of data acquisition and digital storage was initiated.

A webpage devoted to privacy and cookie policy and cookies was drafted and published on BlueMed website (www.bluedmed-initiative.eu/privacy-and-cookies-policy/), and newsletters subscribers were informed about their data treatment settings, as well as allowed to change them.

In the following events and newsletters subscription campaigns, personal data were treated in accord to GDPR rules, and a special care was also devoted not to ask for any non-necessary personal data, as in the Responsible Research and Innovation approach to the ethics of data.

Knowledge Circulation

Detailed list of actions and products devoted to knowledge circulation at multiple level, from national to international are included in Annex I, targeting the following categories of groups: Civil Society, General Public, Policy Makers, Industry Investors, Scientists. As well organising and participating in the following categories of activities: Brokerage Event, Communication Campaign, Exhibition, Flyer, popularised publication (non-scientific or peer-reviewed), Conferences and Workshops, Social Media, Training, Video production. According to the mapping performed by the BlueMed CSA partners, over 12000 stakeholders have been reached through out a variety of in person and virtual engagement activities and events over the project's duration and at multiple level. Figure 36 and Figure 37 below present an aggregated overview of target stakeholders and typology of communication actions.

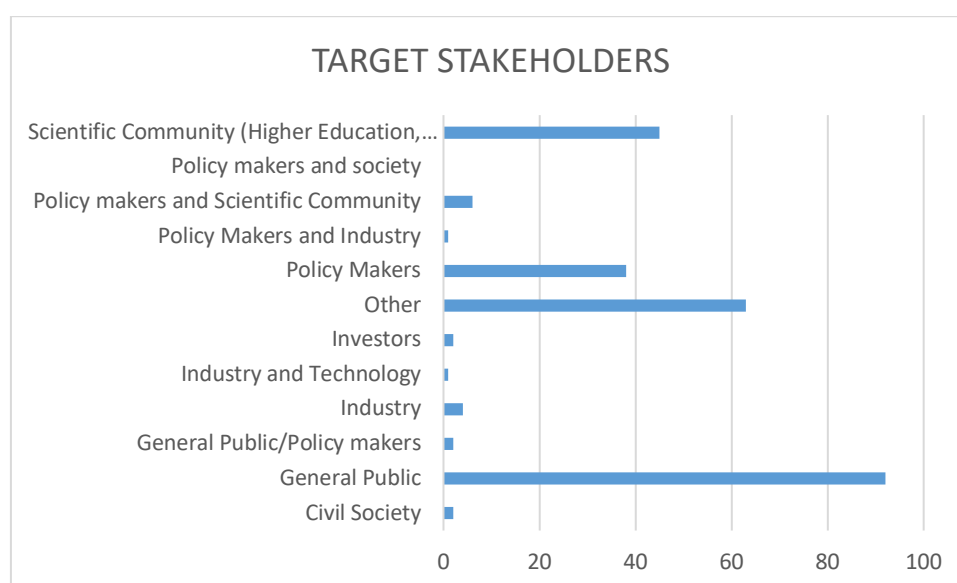


Figure 36: Target stakeholders reached by the BlueMed Consortium communication actions.

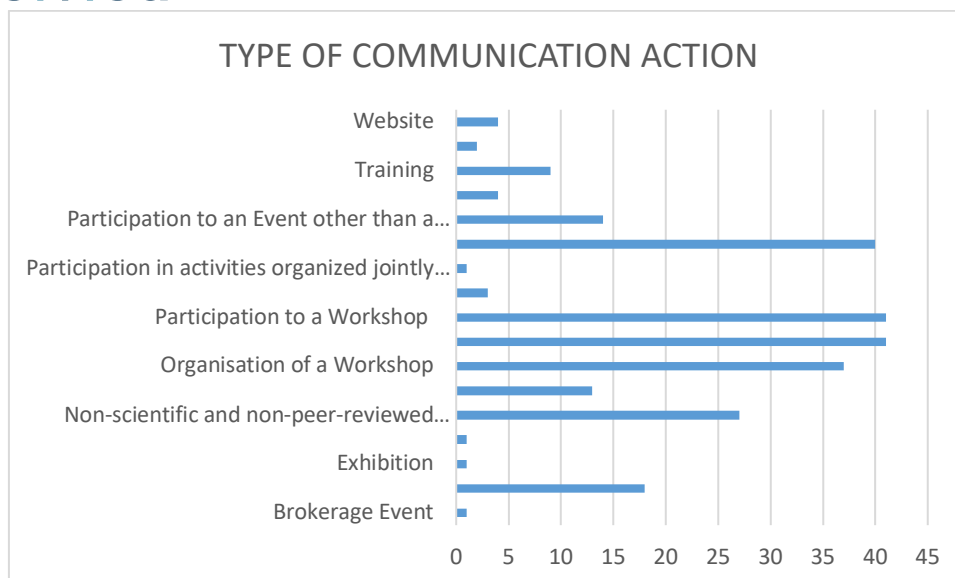


Figure 37: Typology of communication products developed by the BlueMed Consortium.

News and Events on the website

A primary instrument to support knowledge circulation has been the publication of news and events throughout the development of the project. A total of 54 posts were categorized as “news” since 2015 until today (and the news section update is still ongoing after the closure of the project).

Each “news” was carefully designed in order to highlight the connection with the thematic poles of BlueMed as well as the related initiatives and publications, in order to show how BlueMed conceptual articulation was embodied in specific events or news. Also, each “news” came with the attentive choice of a meaningful image, to catch the readers’ attention and ease their ability to catch the core topic of the news.

A devoted news slider was inserted at the top of the home page, showing the latest news from the project (see Figure 6).

Table 1 reports the detailed statistics of all posts and pages of the BlueMed websites, including the news.

BlueMed communication activity on the Social media

Among the available social networks, Twitter was identified as the one where an activity from BlueMed was more likely to contribute to the project’s strategical goal of gathering and structuring a “Blue” community from around the Mediterranean.

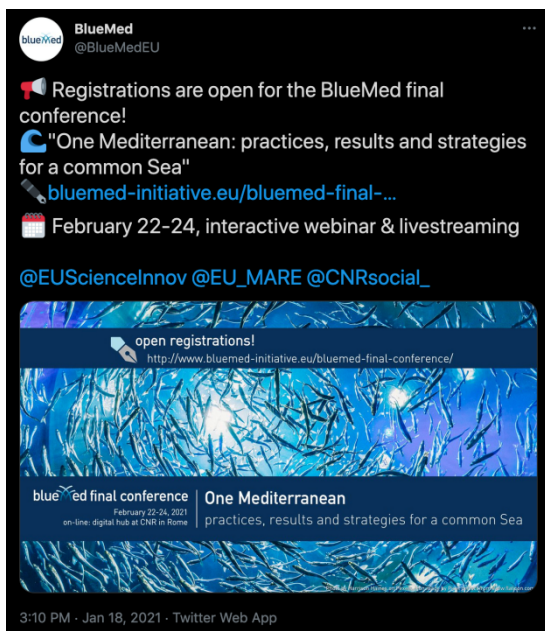
The BlueMed Twitter account (@BlueMedEU, <https://twitter.com/BlueMedEU>) count at the time of writing this report 1693 followers, of which 646 were earned during the reporting period.

The communication strategy was centered on promoting the BlueMed activities, events and initiatives, alongside relaunching, by means of retweets or of original posts, notable initiatives from the blue network of contacts.

In particular, during the reporting period, the posts quality was improved making use of eye-catching emoticons, beautiful images and the design of ad-hoc, knowledge-dense and graphically coherent, social cards.

The gallery of top posts reported below proves that such choice was successful (the majority of most viewed posts holds images and emoticons), and that the network of BlueMed followers was mostly interested in events and trainings announcements or

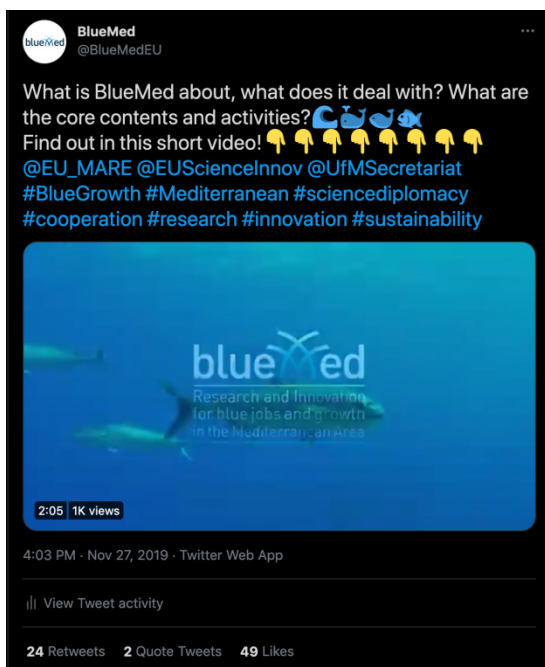
reports. Figure 39 describes some relevant Twitter statistics on a monthly basis, including the number of tweets, the overall impressions, the accounts mentions, the new followers gained and the visits to the BlueMed profile. We underline a significant peak of interactions at the end of the reporting period, in correspondence with the communication campaign for the #OneMediterranean final event.



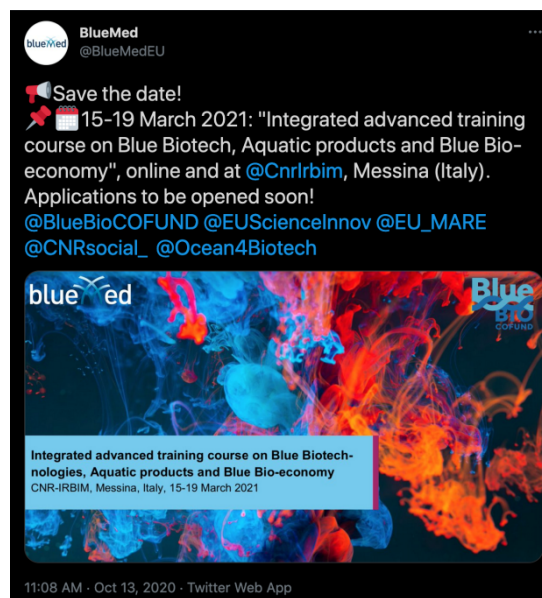
Tweet impressions: 16266;
Tweet engagements: 313.



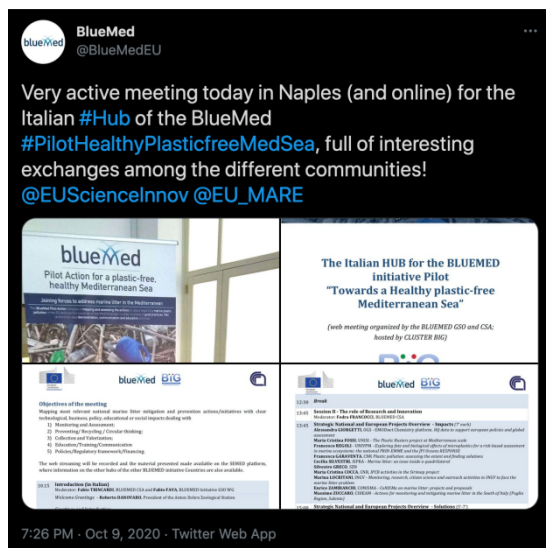
Tweet impressions: 14594;
Tweet engagements: 114.



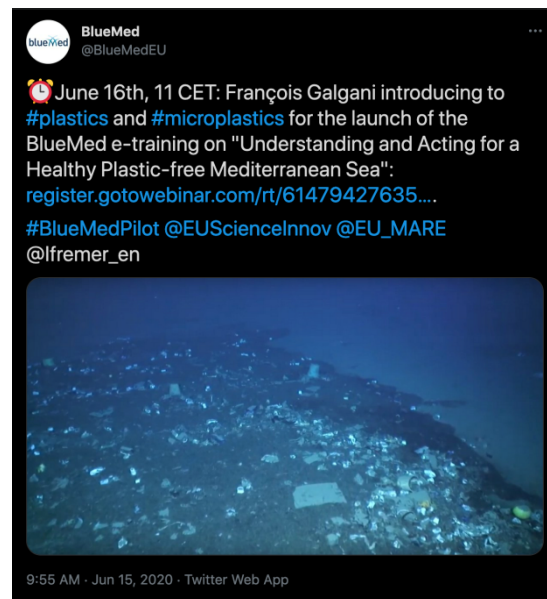
Tweet impressions: 12085;
Tweet engagements: 996.



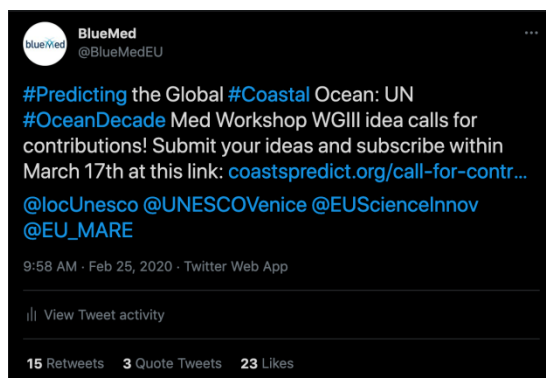
Tweet impressions: 8064;
Tweet engagements: 138.



Tweet impressions: 7637;
Tweet engagements: 137.



Tweet impressions: 7161;
Tweet engagements: 167.



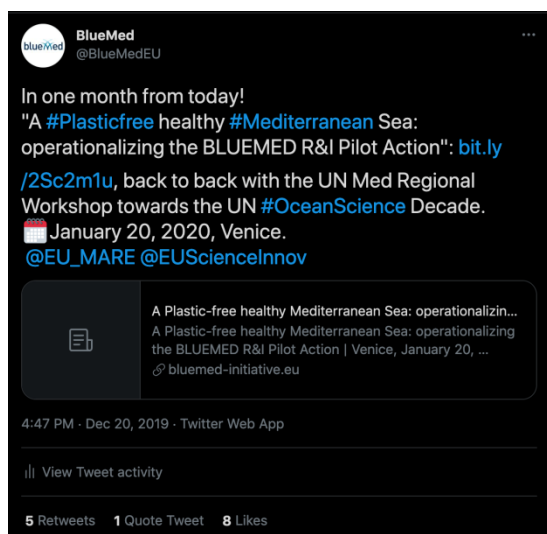
Tweet impressions: 6893;
Tweet engagements: 96.



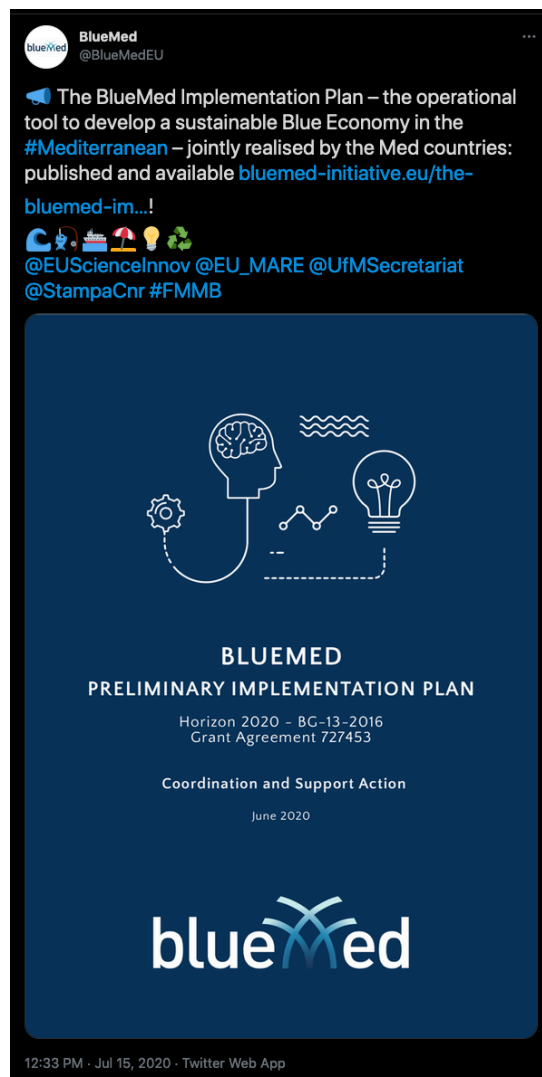
Tweet impressions: 5067;
Tweet engagements: 186.



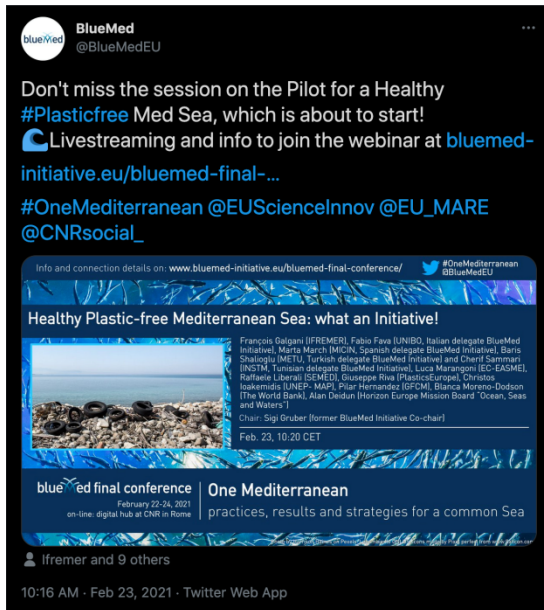
Tweet impressions: 4901;
Tweet engagements: 128.



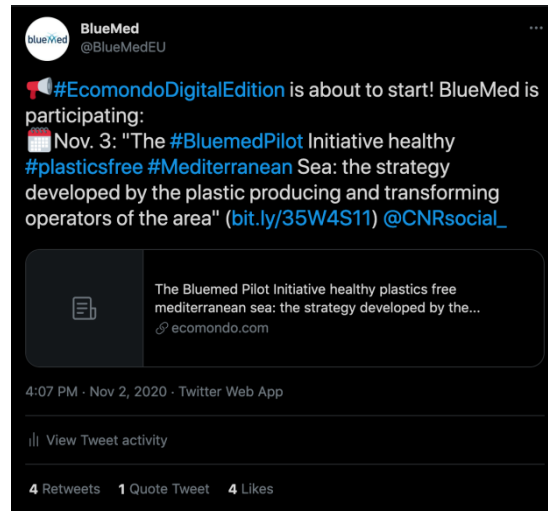
Tweet impressions: 4387;
Tweet engagements: 26.



Tweet impressions: 4167;
Tweet engagements: 99.

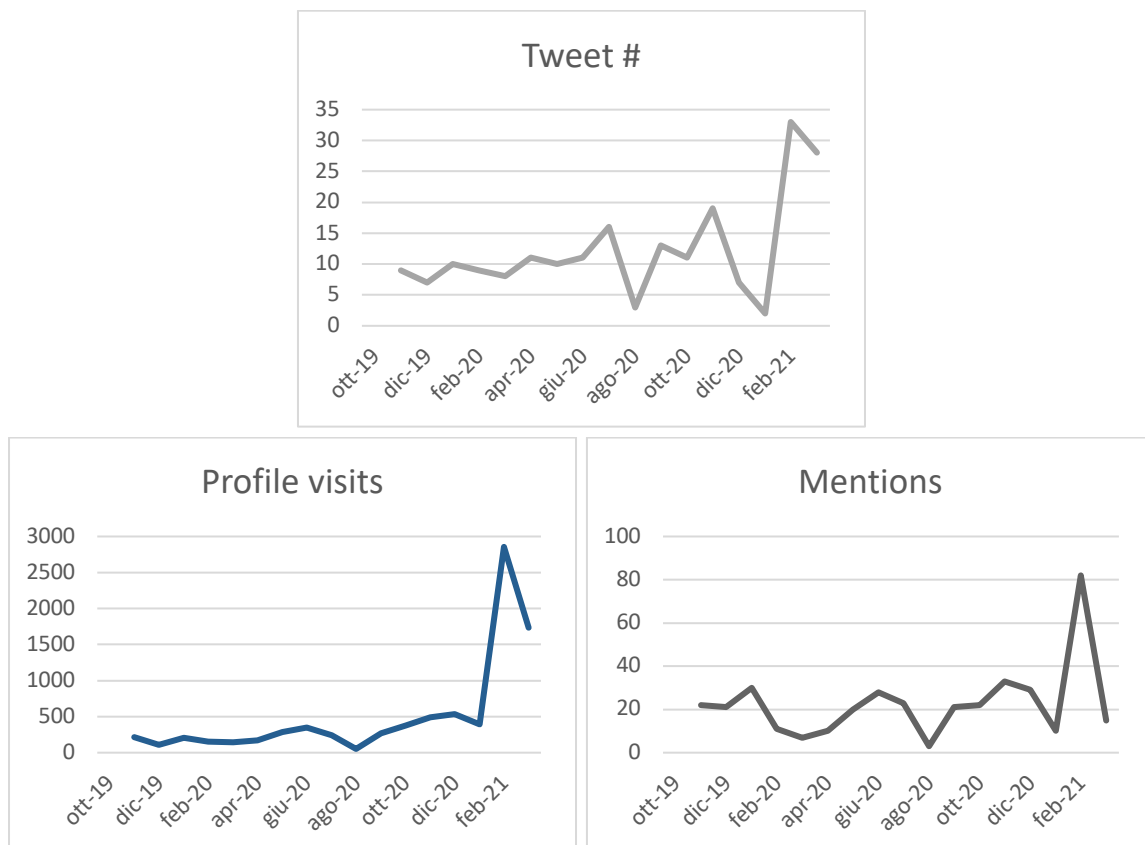


Tweet impressions: 4259;
Tweet engagements: 58.



Tweet impressions: 3621;
Tweet engagements: 38.

Figure 38: A selection of top BlueMed tweets, with the number of “impressions” (for “impressions” Twitter defines the times people saw a specific tweet) and “engagements” (for “engagements” Twitter names the times people interacted with a specific tweet, by liking, retweeting or simply clicking anywhere on the tweet).



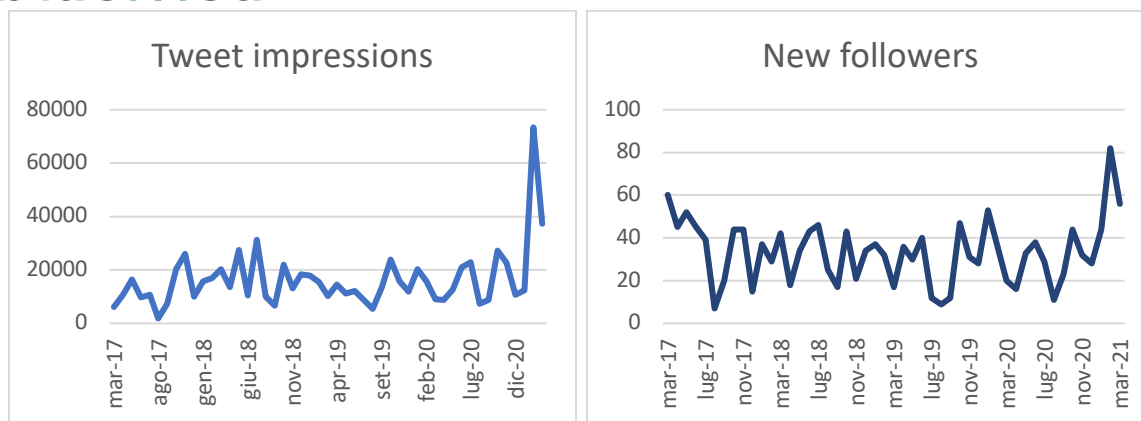


Figure 39: Twitter statistics: number of tweets, impressions, profile visits, account mentions and new followers per month. Note that only data for Tweet impressions and New followers are available over the whole BlueMed CSA activity period on Twitter analytics, while other data are reported in the availability periods.

In addition to Twitter, YouTube usage (www.youtube.com/channel/UCS71TN-bfOW7mbTuDbmh05w) was particularly accurate. First, an action of network-building was set up also on this side, with a campaign of subscriptions to a number of channels of Blue Institutions, especially from the Mediterranean.

The BlueMed introductory video was uploaded and shared, and it was fixed at the top of the channel as a permanent showcase of BlueMed core concepts and actions. Then, devoted playlists were created to gather the Ambassadors' videos, the e-training materials and the integral recordings from the final conference, in order to make them available to interested people also in the future.

During the reporting period, the channel got 2609 views. The top viewed videos were the promo video of the Pilot Action Tunisian hub (<https://youtu.be/XXIX7f116Zg>, 450 views), followed by the short documentary realised by the Tunisian Ambassador Inès Boujmil (<https://youtu.be/yTizuSeQyDg>, 381 views) and the BlueMed introductory video (<https://youtu.be/rikzVgIEtFs>, 275 views).





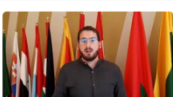

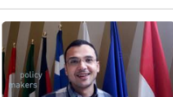

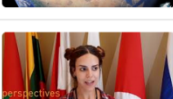
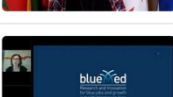
Video		Average view duration	Views
1	 Understanding and Acting for a Healthy Plastic-free Med Sea - T... Jun 8, 2020	1:18 (42.3%)	450
2	 The story behind the "ghost" plastic traps Dec 15, 2020	2:55 (24.0%)	381
3	 What is BlueMed about? Nov 22, 2019	0:57 (44.3%)	275
4	 BlueMed e-training on Understanding and Acting for a Healthy Pl... Jun 8, 2020	0:55 (40.9%)	147
5	 Badr El Mahrad (BlueMed Young Communication Ambassadors f... Apr 7, 2020	0:39 (75.9%)	130
6	 LORI - the BlueMed saiLORl gami – tutorial Feb 16, 2021	2:12 (68.8%)	122
7	 Mustafa Ghazal (BlueMed Young Communication Ambassadors ... Apr 7, 2020	0:31 (64.6%)	116
8	 Pre-opening of the Conference and Tea-time with the BlueMed Y... Mar 8, 2021	5:17 (5.4%)	114
9	 Inès Boujmil (BlueMed Young Communication Ambassadors for ... Apr 7, 2020	0:36 (76.9%)	112
10	 BlueMed e-training webinar 11. Community and citizen awarenes... 5:09 (5.1%)	5:09 (5.1%)	90

Figure 40: The first 10 top viewed videos on the BlueMed YouTube channel.

The BlueMed periodic Newsletter

The periodic newsletters sent by the BlueMed project underwent a rethinking and redesign effort during the reporting period, both in terms of aesthetic appeal and graphical coherence and of contents choice and improvement.

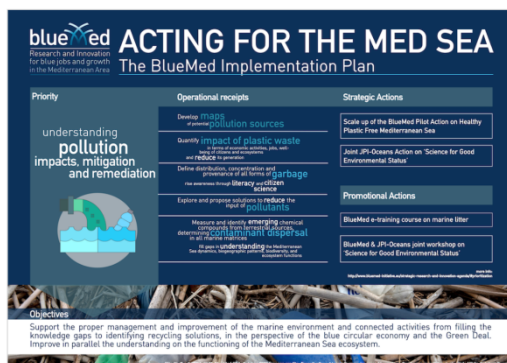
An ad-hoc graphical header was designed, eye-catching images were added and the newsletter sections were better defined: news, highlights from past events and announcement of upcoming ones, important dates from the network and a series of links from the Blue Community. An example of newsletter issue is reported in Figure 41.

A newsletter opening rate spanning from 38% to 49,9% was reached in the reporting period, while the audience of subscribers was enlarged from 278 to 798 contacts in the last year.

All six newsletters are available on the BlueMed website at the link: www.bluemed-initiative.eu/newsletter/. Two additional tailored newsletters were dedicated to the launch of the BlueMed CSA final conference, and a further additional one was sent to give subscribers the opportunity to change their data treatment settings in occasion of the GDPR law enforcement.



See the example regarding the priority on Understanding pollution impacts, mitigation and remediation in the following infographics:



Following the launch of the *Panoramaed Innovation Project on Blue Bioeconomy towards a strategic Alliance for Blue Bioeconomy in the Mediterranean* as key strategic action under the priority on blue biotech and of the EASME-MSP-MED project on *Data for MSP: Mediterranean MSP Knowledge Catalogue* towards effective Marine Spatial Planning, the aim now is to further **develop joint strategic actions!** Thus, the Implementation Plan will be disseminated as large as possible to policy-makers and stakeholders, including civil society in the various Mediterranean countries. In particular, research funders will be the key targeted. Due to the movement limitations connected with the pandemics, the planned BlueMed event gathering the research funders will be replaced by remote interactions at national level to discuss the available opportunities to **concretise actions for the improvement of shared Blue growth in the Mediterranean.**

The Implementation Plan is currently being promoted also during a series of events organised around the identified priorities:

- **Online workshop on "ICT services for post Covid-19 blue tourism in the Mediterranean region"** (November 10, 2020, 10:00 a.m. - 1:00 p.m. CET, Online), organised by Blue RoSES, BlueMed, MISTRAL and WestMed;
- **Workshop on "Musing on the concept of Good Environmental Status: the complexity of the status and the status of complexity"**, jointly organised by JPI-Oceans and BlueMed CSA (2-4 December 2020, online);
- **Training on "Science-Policy-Society Interactions in ecosystem-based marine resources management and planning"** (Venice, March 1-4, 2021), jointly organised by the Mediterranean Biodiversity Protection Community (MBPC) and the BlueMed CSA;
- **Training course on Blue Biotechnologies** (March 15-19, 2021 at CNR-IRBIM in Messina, Italy), jointly organised by BlueMed CSA and the BlueBio ERANET COFUND.

Don't be shy and participate!

[Read and download the BlueMed Implementation Plan](#)



SAVE THE DATE!

The BlueMed final conference will be held on **February 22-26 2021**, in a hybrid form – at the CNR central premises in Rome and online.
All details will be announced soon.



Work in progress for a Healthy Plastic free Mediterranean Sea

The BlueMed Pilot progresses and updates


Although new emergencies burst upon the agendas due to the outbreak of COVID-19, the BlueMed Pilot Action continued working for a Healthy, Plastic free Med Sea.

More than 400 registrants participated to the BlueMed e-training on *Understanding and acting for a healthy plastic free Mediterranean Sea*, organized in the framework of the *Pilot Action Healthy Plastic-free Mediterranean Sea*. The course brought together experts from various disciplines working on **marine litter and the blue-economy** in order to share knowledge and best practices in a circular economy perspective, with due attention reserved also to education for sustainable development and citizens' engagement. The course is now closed but the 11 lessons are [available on the BlueMed website](#).

Moreover, last October 30 was the launch date of the [BlueMed page on the SEMED portal](#), a digital platform connecting innovation ecosystems in the Mediterranean, where news, initiatives projects, opportunities, events, relevant documents and funding calls from the BlueMed network and from the different national hubs are grouped and highlighted.

The progresses of the BlueMed Pilot Action were also the focus of the [event organised at ECOMONDO](#), the principal European event on circular economy, presenting the strategy developed by the operators involved in producing and transforming plastics, **towards a smarter local use, management and recycling of plastics**. The Italian Hub of the Pilot, with the Italian cluster on Blue Growth BIG, also co-organised last October a meeting in Naples to **map and network the marine litter mitigation and prevention initiatives at the national level**. Finally, the BlueMed Pilot Action will be presented during the [Virtual session "Co-designing the science and capacity we need for the Ocean Decade in the Mediterranean Region"](#), organised by UNESCO-IOC and the Italian Oceanographic Commission, among the lessons learned on how to further structure inclusive trans- and interdisciplinary approaches in Mediterranean Sea research **for developing effective actions in the long-term**.

More info:

- BlueMed e-training on [Understanding and acting for a healthy plastic free Mediterranean Sea - Building a sustainable blue economy in the Basin](#);
- Event ["The Bluemed Pilot Initiative healthy plastics free mediterranean sea: the strategy developed by the plastic producing and transforming operators of the area"](#) at ECOMONDO (held Nov. 3, 2020);
- Virtual session on ["Co-designing the science and capacity we need for the Ocean Decade in the Mediterranean Region"](#) organised by UNESCO-IOC and the Italian Oceanographic Commission (Nov. 11, 2020);
-  [BlueMed page on the SEMED portal](#).

More info on the BlueMed Pilot Action for a Healthy Plastic-free Med Sea



The health of the Mediterranean in times of pandemics

[A new project to monitor the anthropic pressures on the Basin](#)

The limitations caused by the national lockdowns impacted severely on the productive sectors and on every-day lives, but they represented unprecedented experimental conditions to assess the human impact on marine environments.

A new project with the ambitious objective of monitoring the health of the coastal waters and assessing the impact of anthropogenic pressures was triggered by the Italian National Research Council (CNR), in the frame of BlueMed. The SNAPSHOT project is aimed at **build a socio-ecological knowledge base regarding the changes occurred during the lockdown in selected Italian coastal areas and to identify the paths to build desirable, socially-acceptable, futures**.



- [Visit the SNAPSHOT webpage](#)



SEALINES feasibility plan delivered

[The first results of the BlueMed StartUp Actions](#)

The BlueMed Start Up Action SEALINES has recently published its final outcome: the feasibility study for a scientific research hub on an **integrated green energy system**.

The StartUp Action focused on assessing the viability of **repurposing a decommissioned offshore platform in order to generate green energy**. The study proposes to combine solar panels, wind turbines and wave energy production system to generate the electric power sufficient to electrolyse water and produce hydrogen, which would be afterwards conveyed to the existing gas sealine of the nearby platforms in operation and sold at the same price of the natural gas.

The SEALINES BlueMed StartUp (Mediterranean Safety Network) was coordinated by Ilaria Antoncicchi (Ministry of Economic Development/Bicocca University of Milan, Italy) and co-lead by Marco Pacini (Rossetti Marino SpA, Italy), and worked with partners from Egypt, Greece, Tunisia, Italy, Croatia and Cyprus.

- [Download the feasibility study](#);
- [Read more about the BlueMed StartUp Actions](#).



A "Science Tea" with the the BlueMed Ambassadors at ESO 2020

A digital session on the importance of youth's engagement

"SEA SciEnce tea: young voices on the future of the Med Sea" was the title of the BlueMed session at the European Open Science Forum (ESOF) 2020, held last September 2-6 in Trieste, focused on the BlueMed Ambassadors' perspectives and visions regarding the sustainable Blue Growth of the Mediterranean. Two Ambassadors, Inès Boujmil from Tunisia and Badr El Mahrad from Morocco, showcased the results of their year-long work and brought two examples of actions: Inès showed the first footages of her documentary on the **substitution of traditional fishing nets with single-use plastic** ones, and the consequent impact on the environment and the local population in Kerkenah, and Badr commented on his **campaign of beach cleaning in times of COVID**.



The meeting was set in an informal way: Fabio Trincardi (BlueMed CSA Coordinator), Laura Mc Donagh (EU Commission Youth Ambassadors programme), Nayrah Shaltout (BlueMed Egyptian national delegate) and Erasmia Kastanidi (BlueMed Ambassadors' programme), virtually sat around the same table, listened to Inès Boujmil's and Badr El Mahrad's stories and questions, and gave their feedback, while dialogue moderators were Alba L'Astolina and Rita Giuffredi from the BlueMed CSA Communication group.

News and updates from the BlueMed Young Communication Ambassadors

Upcoming Events & Important Dates:

Online workshop on "ICT services for post Covid-19 blue tourism in the Mediterranean region" (November 10, 2020, 10:00 a.m. - 1:00 p.m. CET, Online), organised by Blue RoSES, BlueMed, MISTRAL and WestMed

Training course on Blue Biotechnologies (March 15-19, 2021 at CNR-IRBIM in Messina, Italy), jointly organised by BlueMed CSA and the BlueBio ERANET COFUND.

Workshop on "Musing on the concept of Good Environmental Status: the complexity of the status and the status of complexity", jointly organised by JPI-Oceans and BlueMed CSA (2-4 December 2020, online)

Training on «Science-Policy-Society Interactions in ecosystem-based marine resources management and planning» (Venice, March 1-4, 2021), jointly organised by the Mediterranean Biodiversity Protection Community (MBPC) and the BlueMed CSA.

Follow BlueMed updates:



News and publications from the Blue Growth community:

- UfM recently re-launched the Mediterranean Blue Economy Stakeholder Platform and launched a MOOC on Marine litter;
- Visit the UN Decade of Ocean Science for Sustainable Development (2021-2030) website for updated contents and news;
- Follow the EU4Ocean updates on the platform website;
- The EU Blue Economy Report 2020 was published last July;
- JRC Technical Report "A European Threshold Value and Assessment Method for Macro Litter on Coastlines" was published;
- Read the contribution of prof. Cherif Sammari, ISTM and BlueMed Tunisian Delegate, and Inès Boujmil, INSTM and BlueMed Ambassador, to the book of the series "A Better World" devoted by the Human Development Forum to the Sustainable Development Goal "Life Below Water".

*Images credits: Legambiente, Nicola Romano; Yassine Khalfall on Unsplash, Jonathan Jordan; Dominic Swain on Unsplash, Scott Graham on Unsplash, Brian Yurasits on Unsplash

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http://bluemed-initiative.eu
Bluemed Coordination and Support Action (CSA)
National Research Council (CNR)
Piazzale Aldo Moro, 7
Rome, IT 00185
Italy

Figure 41: A screenshot of the BlueMed newsletter issued in November 2020.

BlueMed gadgets

The BlueMed plogging bag

In order to support the people's engagement with the challenges raised by plastic litter, while promoting an active attitude towards the issue resolution, we designed and realized a customized "plogging bag" (Figure 42). Indeed, the verb "plogging" is increasingly employed to refer to coastal cleaning activities, coupled with running on beaches: the idea behind the plogging bag is to provide people with a light tissue bag, easy to bring while running and to wash afterwards, in order to be used again at the next jogging session. The idea proved particularly useful with the adoption of national lockdown measures, since in many countries going for a walk on the beach was still allowed; especially the BlueMed Ambassadors exploited the chance to organize cleaning campaigns and publish the pictures on Twitter to enhance the campaigns' impacts (see Figure 43).



Figure 42: The BlueMed plogging bag design.

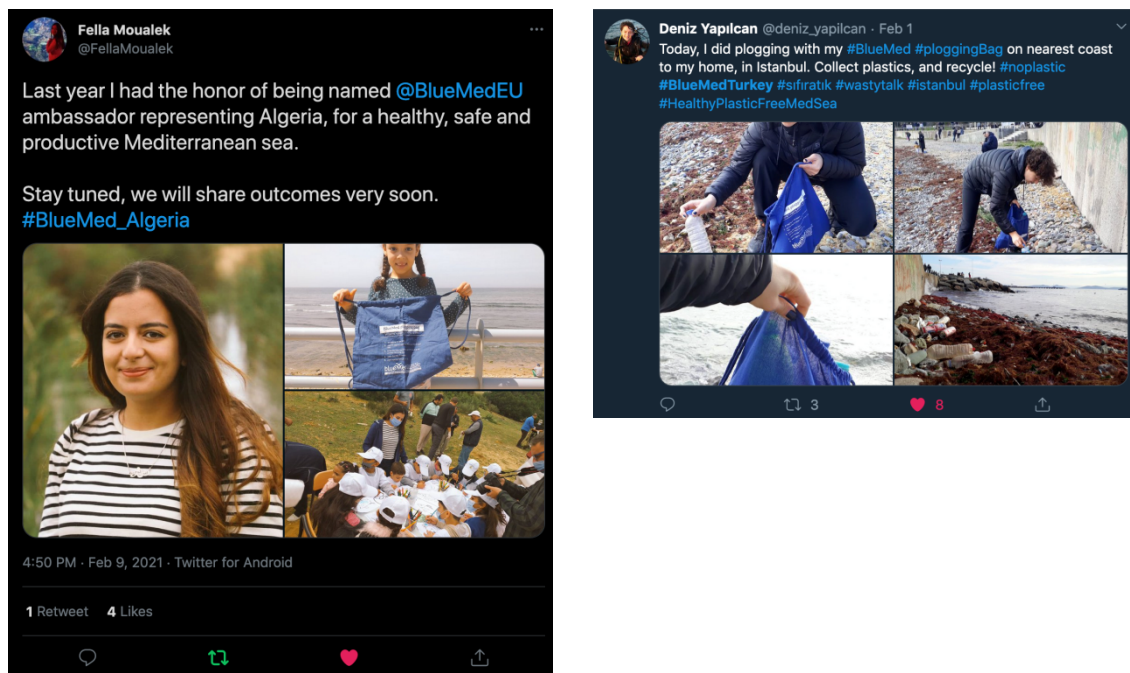


Figure 43: some examples of Ambassadors' tweet publishing the use of the BlueMed plogging bags in cleaning campaigns

LORI – The SAILORigami

In the perspective of avoiding non-necessary pollutant emission, while retaining the symbol of a common gadget for all the participants to the BlueMed final conference, we decided to realise an origami fish template, which everyone could print and fold at home (Figure 44), and then share his/her picture with the origami at the hashtag #OneMediterranean on Twitter (Figure 47).

In addition, a video was shot with the folding tutorial for the origami (<https://youtu.be/3bjciffuo7k>, Figure 45).

LORI, the saiLORigami was drawn by the cartoonist Gabriele Peddes, who also “graphically recorded” the whole conference. The name was chosen because of gender-neutrality and easiness to pronounce in the diverse languages.

The small fish also became a recurring character during the conference (Figure 46).

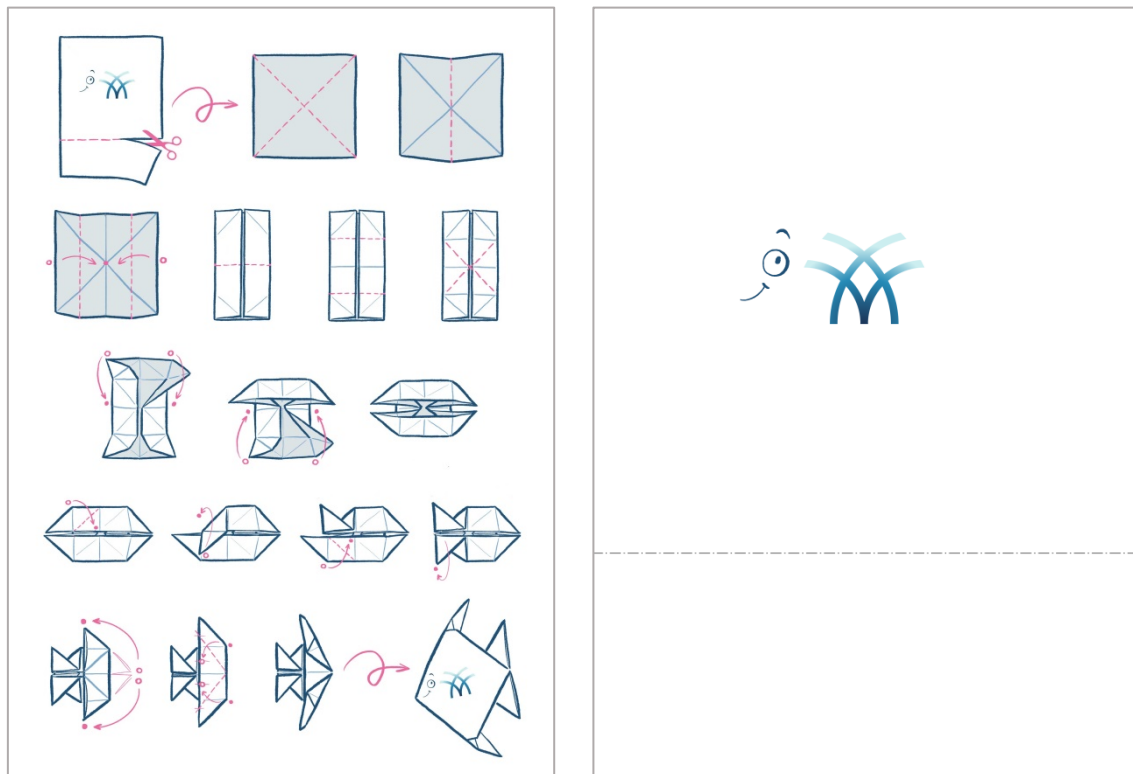


Figure 44: The instructions to fold LORI, the SaiLORigami and the template to be printed and folded.

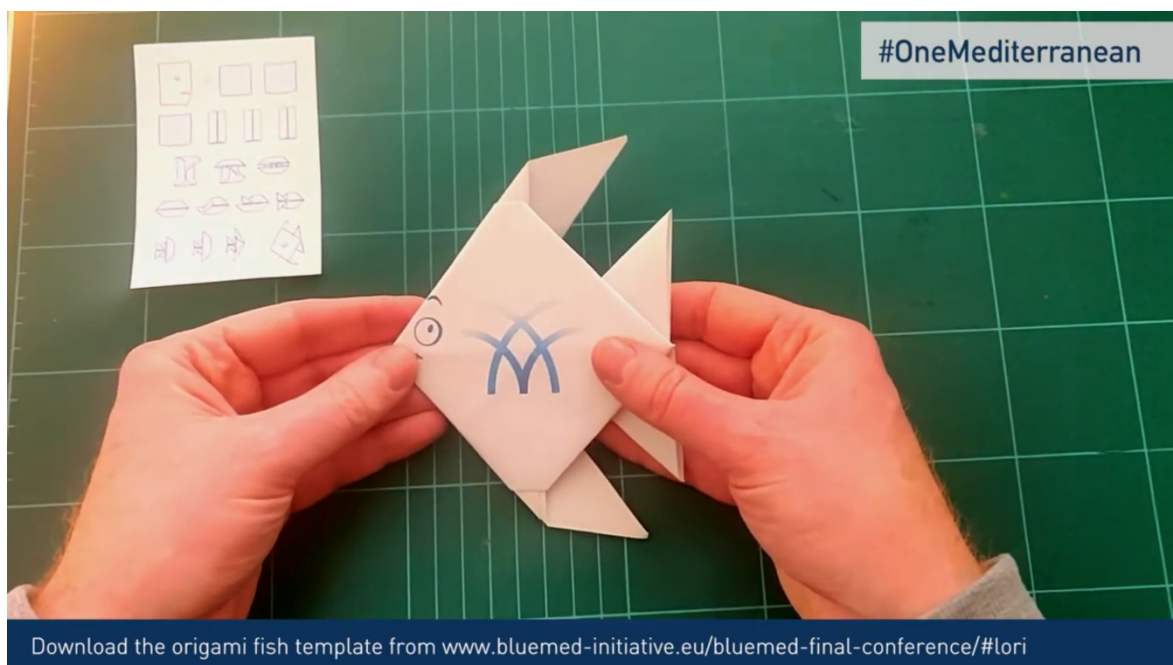


Figure 45: A screenshot from the video tutorial about folding the fish origami (<https://youtu.be/3bjcjffuo7k>).

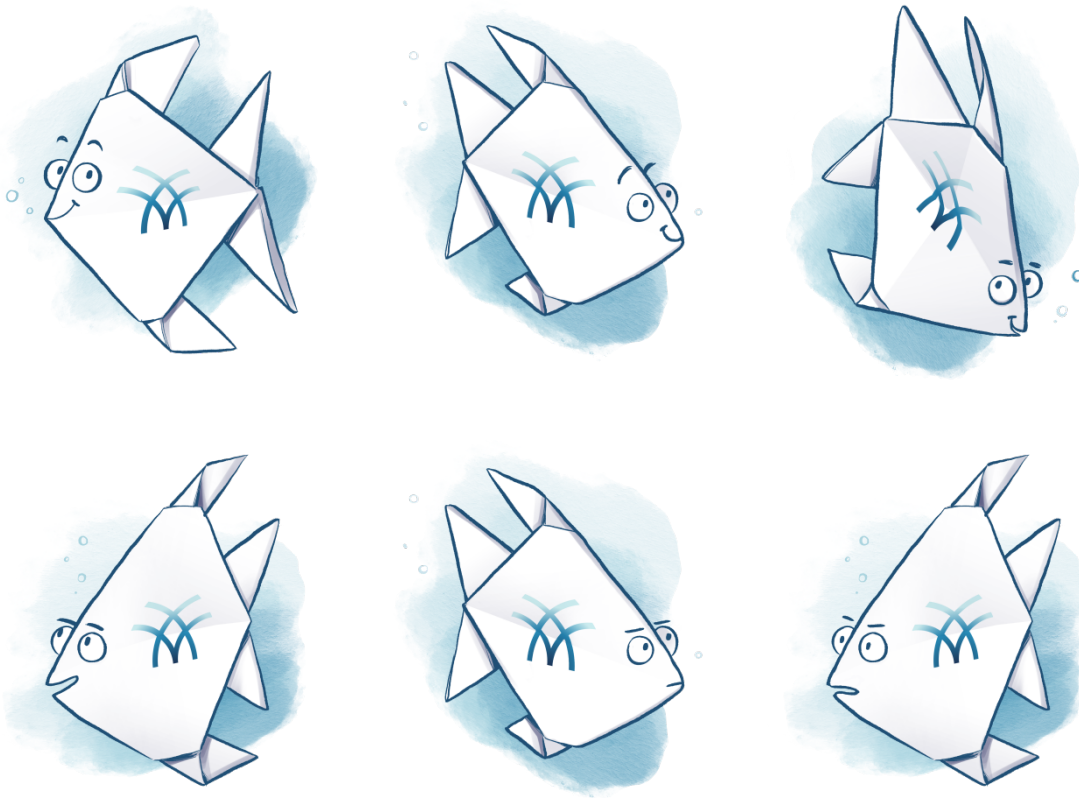


Figure 46: LORI drawn with different expressions.



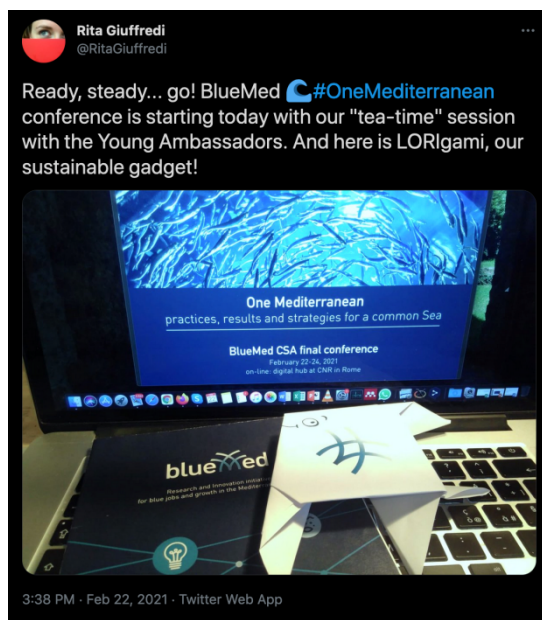




Figure 47: Some screenshots from Twitter with LORI, the SaiLORigami.

Engagement

Meetings and events are key tools to enable knowledge circulation. Under this Work Package, engagement was from one side referred to regular meetings of the governing bodies, from the other to two key events:

- the high-level Conference organized under the auspices of the Maltese Presidency of the EU Council *A basin of research and innovation for sustainable growth* held in Malta on 18-19 April 2017 marking the enlargement of the BlueMed Initiative to non-EU countries
- the BlueMed CSA final conference to present the project's activities for further promoting its legacy.

The reports of the events are available respectively at:

- www.blued-med-initiative.eu/wp-content/uploads/2018/05/BLUEMED-Conference-Malta-18-19-April-2017-Report.pdf
- www.blued-med-initiative.eu/wp-content/uploads/2021/04/BLUEMED-final-conference-report-D1.4_final.pdf.

Furthermore, national and international dissemination/stakeholders' engagement opportunities included the participation of the coordination team to high-level international meetings, the (co-)organization of workshops/sessions within the European Maritime Days or in the framework of tailored events for best practices' exchange such as the Marina Multi-conference on Responsible Research and

Innovation in Science, Innovation and Society 2018 (RRI – SIS 2018) held in Tartu in September 2019. Furthermore, several national meetings led by partners were organized at country level, being the special session organized within the Conference of the Italian Association of Oceanology and Limnology held in June 2019 one of them.

Impacts of COVID-19 Measures

The pandemic did not substantially hamper knowledge circulation while it increasingly shifted on social media. On the contrary, some remote events allowed the participation of more attendees compared to the physical ones. Creative solutions for engagement such as the gadget to be shared in a virtual event were also stimulated by the situation.

The BlueMed Pilot Action for a Healthy, Plastic-free Mediterranean Sea

Engagement of partners and stakeholders

Since its launch, the BlueMed Pilot Action was promoted among partners and stakeholders as a key activity of the project.

The national communities were engaged in mapping and listing the initiatives ongoing in the respective countries and focused on the topic of marine litter and plastic pollution. The results were elaborated and published on the BlueMed Pilot Action webpage as an interactive map of the Mediterranean, showing the involved countries and their main initiatives, in addition to the detailed list available for each country as a pdf document to download (www.blued-med-initiative.eu/pilot-action-on-a-healthy-plastic-free-mediterranean-sea/; see Figure 7).

Marine litter also represented the thematic key of the BlueMed e-training (see below under Work Package 3), devoted to the researchers' community, and of the BlueMed Young Communication Ambassadors' activities (see below under Work Package 5), especially targeted to national stakeholders and young peers.

Finally, a series of targeted communication activities were implemented in support of the BlueMed Pilot Action, encompassing the production of useful gadget (see above the paragraph about the BlueMed Plogging bag), the organization of key engagement/promotion events at ECOMONDO exhibition in Rimini (2019, 2020), including with a dedicated stand to deliver promotion material, and in Venice on January 2020, back-to-back with the Mediterranean Regional Workshop to prepare the UN-Decade of Ocean Science for Sustainable Development held at the UNESCO premises.

SEMED

In the perspective of supporting the development of a Mediterranean blue economy, BlueMed actively participated to the SEMED (StartUp Europe Mediterranean) with a page devoted to BlueMed (<https://semed.eu/search?q=bluedmed>), particularly focused on the Pilot Action national hubs, and the identified initiatives devoted to tackle the marine litter issue at country-levels.

SEMED is a semantic portal aiming at connecting the entrepreneurial ecosystem in the Mediterranean area; in the picture below (Figure 48) are visible the diverse sections devoted introducing the Pilot Action, describing the National Hubs, listing the initiatives, press reviews, videos, events, documents and public funding opportunities.

By searching specific keywords, website's visitors can find suitable initiatives with which they may start a Mediterranean-wide collaboration.



blueMed Research and Innovation for blue jobs and growth in the Mediterranean Area

CONSORTIA 1

BlueMed Pilot Action On A Healthy Plastic-Free Mediterranean Sea

Belgium

The BlueMed Pilot action, launched in 2018, consists in mapping and assessing the actions in place regarding marine plastic pollution in the EU and non EU countries of the Mediterranean area to promote the circulation of good practices, R&I actions but also demonstration, communication and education actions specifically addressed to face the challenges posed by marine litter in the Mediterranean Sea as a whole.

info@bluemed-project.eu

ECOSYSTEM

- Startups
- SMEs
- Corporates
- Investors
- Accelerators
- Incubators
- Communities
- Support Services
- Consortia
- Academia
- Research Centres
- Institutions

NATIONAL AND OPERATIONAL HUBS 10

HUB BlueMed Algeria

Propositions: mapping the macro-waste on the trawable marine litter of the Algerian continental shelf; micro-plastics in the food web; water column and benthic zone; public outreach.

info@bluemedalgeria.com

HUB BlueMed Egypt

The pilot from Egypt promotes running activities with clear description of stakeholders, key players and connections. Actions includes awareness and education, new technology development for materials for fishing related activities, governance and citizen science on plastic monitoring and...

info@bluemedegypt.com

MAP

Scroll the widget results to discover more points of interest

INITIATIVES 9

Operation Clean Sweep

International voluntary programme to tackle plastic pellet, flake and powder loss

Author: PlasticsEurope

Plastic Buster MPA

Monitoring the impact of marine litter on biodiversity

Author: Italian National Hub - Plastic Busters

PRESS REVIEW 4

BlueMed 20/01/2020

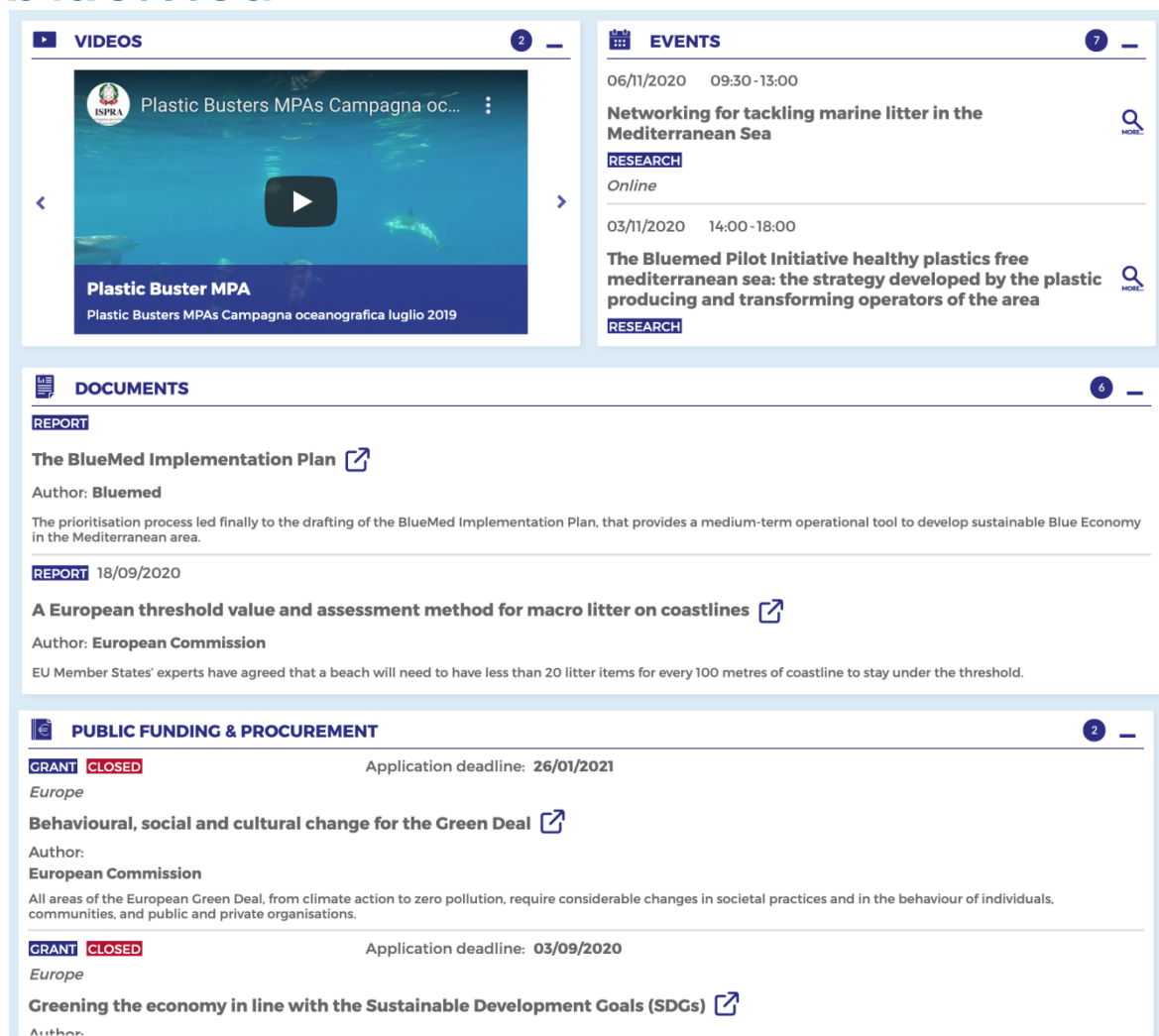
A Plastic-free healthy Mediterranean Sea: operationalizing the BLUEMED R...

BlueMed 04/11/2019

BlueMed at the EcoMondo Fair In Rimini | 6-7-8 Nov. 2019

Research Italy 25/07/2017

Macro- and micro-plastics in the Mediterranean: CNR researchers on th...



The screenshot displays the BlueMed SEMED portal interface. It is organized into four main horizontal sections:

- VIDEOS:** Features a video player for "Plastic Busters MPAs Campagna oceanografica luglio 2019" with a play button overlay. Below the video, it says "Plastic Buster MPA" and "Plastic Busters MPAs Campagna oceanografica luglio 2019".
- EVENTS:** Lists two events:
 - 06/11/2020 09:30 - 13:00: "Networking for tackling marine litter in the Mediterranean Sea" (RESEARCH, Online).
 - 03/11/2020 14:00 - 18:00: "The Bluemed Pilot Initiative healthy plastics free mediterranean sea: the strategy developed by the plastic producing and transforming operators of the area" (RESEARCH).
- DOCUMENTS:**
 - REPORT:** "The BlueMed Implementation Plan" by BlueMed. Description: "The prioritisation process led finally to the drafting of the BlueMed Implementation Plan, that provides a medium-term operational tool to develop sustainable Blue Economy in the Mediterranean area." Date: 18/09/2020.
 - REPORT:** "A European threshold value and assessment method for macro litter on coastlines" by European Commission. Description: "EU Member States' experts have agreed that a beach will need to have less than 20 litter items for every 100 metres of coastline to stay under the threshold."
- PUBLIC FUNDING & PROCUREMENT:**
 - GRANT CLOSED:** "Behavioural, social and cultural change for the Green Deal" by European Commission. Application deadline: 26/01/2021. Description: "All areas of the European Green Deal, from climate action to zero pollution, require considerable changes in societal practices and in the behaviour of individuals, communities, and public and private organisations."
 - GRANT CLOSED:** "Greening the economy in line with the Sustainable Development Goals (SDGs)" by European Commission. Application deadline: 03/09/2020.

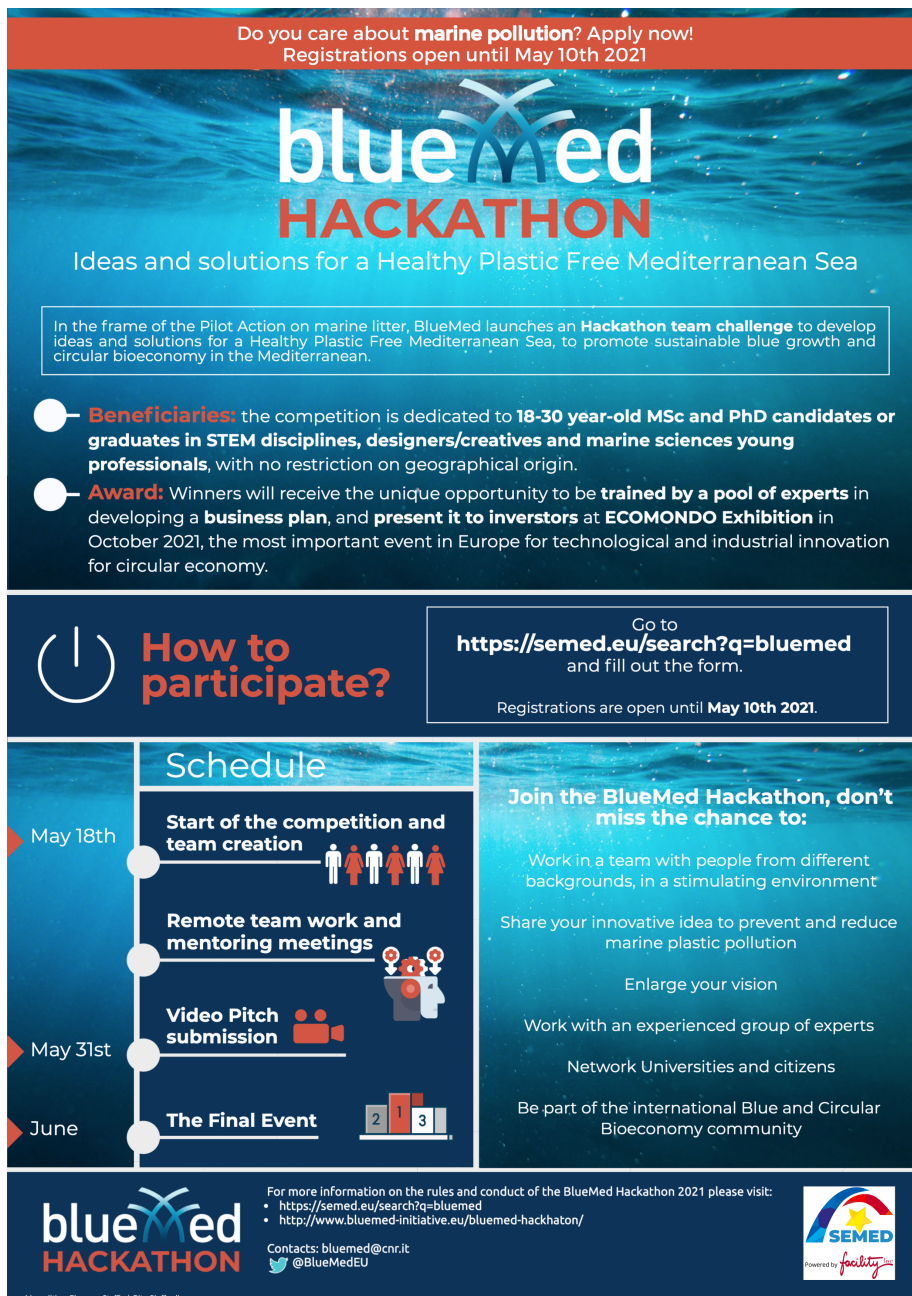
Figure 48: The page devoted to BlueMed on the SEMED portal.

The BlueMed Hackathon

In the frame of the Pilot Action, and especially with the aim of promoting cross-border collaborations and connecting Universities, BlueMed launched an Hackathon challenge, i.e, a competition geared to think creatively, in order to find solutions to plastic pollution and to promote sustainable blue growth in the Mediterranean (see <http://www.bluedmed-initiative.eu/bluedmed-hackathon/>).

The initiative is targeted principally to stimulate the participation of young graduates and students in STEM disciplines, promoting knowledge circulation, networking and sharing of practices also through digital platform.

Figure 49 shows the flyer developed to be diffused among potential participants, including the main steps of the BlueMed Hackathon development, that will take place in the second half of May 2021: an initial Kick-off meeting, when candidates can discover the challenges and group in teams; two meetings with mentors, aimed at identifying and defining a project to tackle the challenge, as well as to train for the digital presentation through a 3 minutes video pitch. A final meeting will gather the participants and choose the best project. Winners will be trained by a pool of experts in developing an actual business plan and they will have the opportunity to present it during the ECOMONDO fair 2021.



Do you care about **marine pollution**? Apply now!
Registrations open until May 10th 2021

blueMed HACKATHON

Ideas and solutions for a Healthy Plastic Free Mediterranean Sea

In the frame of the Pilot Action on marine litter, BlueMed launches an **Hackathon team challenge** to develop ideas and solutions for a Healthy Plastic Free Mediterranean Sea, to promote sustainable blue growth and circular bioeconomy in the Mediterranean.

- Beneficiaries:** the competition is dedicated to **18-30 year-old MSc and PhD candidates or graduates in STEM disciplines, designers/creatives and marine sciences young professionals**, with no restriction on geographical origin.
- Award:** Winners will receive the unique opportunity to be **trained by a pool of experts** in developing a **business plan**, and **present it to investors** at **ECOMONDO Exhibition** in October 2021, the most important event in Europe for technological and industrial innovation for circular economy.

How to participate?

Go to <https://semed.eu/search?q=bluemed> and fill out the form.

Registrations are open until **May 10th 2021**.

Schedule

- May 18th**: Start of the competition and team creation
- Remote team work and mentoring meetings**
- May 31st**: Video Pitch submission
- June**: The Final Event

Join the BlueMed Hackathon, don't miss the chance to:

- Work in a team with people from different backgrounds, in a stimulating environment
- Share your innovative idea to prevent and reduce marine plastic pollution
- Enlarge your vision
- Work with an experienced group of experts
- Network Universities and citizens
- Be part of the international Blue and Circular Bioeconomy community

For more information on the rules and conduct of the BlueMed Hackathon 2021 please visit:

- <https://semed.eu/search?q=bluemed>
- <http://www.bluemed-initiative.eu/bluemed-hackathon/>

Contacts: bluemed@cnr.it
[@BlueMedEU](https://twitter.com/BlueMedEU)

blueMed HACKATHON

SEMED

Powered by *faculty*

graphics editing: Eleonora Staffieri, Rita Cluffredi

Figure 49: The BlueMed Hackathon flyer.

An important campaign of communication was developed to diffuse the news of the BlueMed Hackathon, making use of social networks and traditional media. Figure 50 shows the social card realized to improve the impact of posts on Twitter.



Figure 50: The BlueMed Hackathon social card.

Work Package 2 – Strengthening cooperation to consolidate and Implement the BlueMed SRIA, the dialogue’s core

Among the main objectives of this Work Package was to promote a dialogue between relevant national stakeholders from all different sectors (research, industry, policy and civil society) and disciplines, through the interaction of the Platforms, and stakeholders from Research funding agencies and Mediterranean research infrastructures (Figure 51).

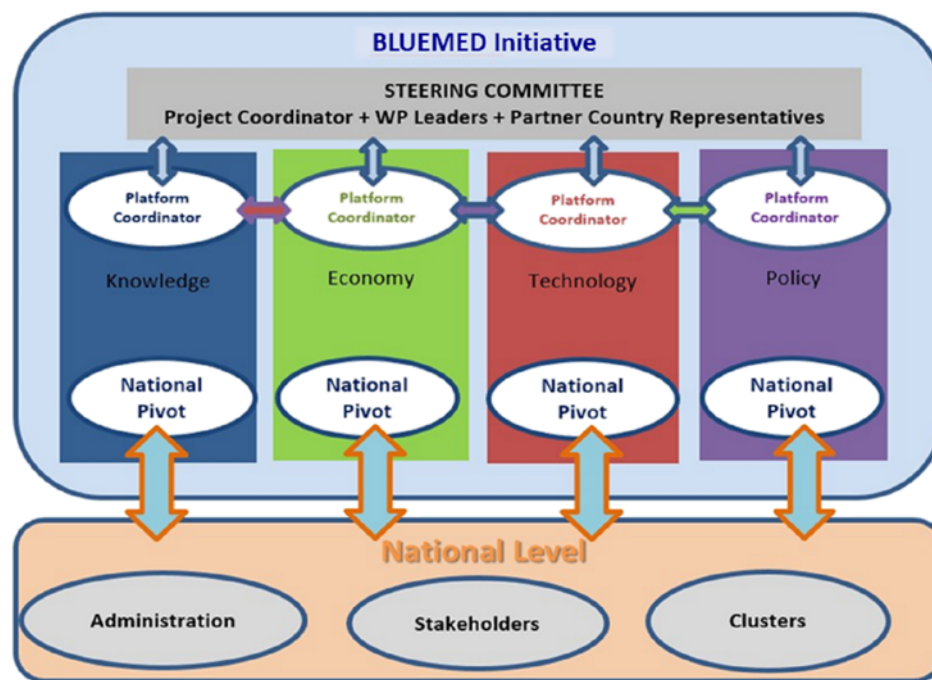


Figure 51: Schematic Diagram of the interactions between the BlueMed CSA, the Platforms and National Stakeholders

The BlueMed Platforms

The platforms have been the backbone of the holistic approach, with which BLUEMED is approaching Blue Economy. They have been established to ensure broad consultation and constant dialogue at Mediterranean and national levels. The Scope of platforms has been to enhance virtuous relationships among different stakeholders and to consolidate the SRIA towards the definition of the Implementation Plan. The whole process has been achieved by an initial agreement that transnational and international cooperation, are essential to realize safe, secure and sustainable development for all.

Also by creating a framework where national priorities are taken into account, as well as the possible limitations represented by the geopolitical constraints and cultural differences.

The platforms are transversal thematic fora and have been categorised into the four elements of the Blue Growth issues, which were recognised by the initiative in such a way to thematically correspond with the categories of the enablers identified in the Strategic Research Innovation Agenda.

“Knowledge”, “Economy”, and “Technology”, are the three thematic categories which are directly linked to the corresponding challenges. The fourth category is “Policy”,

which is a cross cutting theme, linked to the cross-cutting challenges that connect all themes to a number of actions, that are needed to assure effectiveness and transferability into Blue Growth sectors and value chains.

Most of these cross-cutting actions are policy driven and require policy decisions for their implementation.

Each of the platforms was organised by the platform coordinator at a BlueMed level, as well as the National Platform representatives (the National Pivots) who participated in the international meetings.

Throughout the duration of the program there have been several Platforms Consultation events in national and international frame. Within these events, specific meetings were included, as well as contributions to the finalization of each update of the SRIA document and significant contributions to the prioritisation of challenges and actions. From 2018 and onward the meetings and consultations included significant contributions from non-EU countries through their appointed National Pivots. The process of the consultation followed common templates, or questionnaires, round tables and workshops. However, some flexibility in the national processes was allowed to accommodate for the national cultural differences and practices.

In addition to the international meetings, there were also different national consultations, where all national platform members participated in fruitful discussions or provided their inputs.

In order to achieve constructive dialogues, while the platform members and national pivots were getting acquainted with the processes of synergies and collaborations needed, they participated mainly in thematic discussions. During these discussions they felt more comfortable in expressing an opinion for issues they were experts on.

However, cross platform consultations were also part of the process:

- as contribution to the SRIA thematic or cross cut actions;
- or through the priority selection processes; and
- in particular through the final platform meeting,

where the priorities and relevant actions for the implementation plan were agreed upon. During that meeting National Pivots participated in more than one priorities discussion, irrespectively of their expertise. This cross cut input is evident in many of the actions proposed, as they connect many of the themes of the priorities, and exemplifies the holistic approach that has been the goal of the BlueMed project from start.

For example, linking the observing systems to citizens and economic activities such as tourism, fisheries and transport routes, as a way to increase knowledge on the impacts of climate change in the Mediterranean is a thematic but with crosscut connections action.

Consultations for SRIA's update

The consolidation and update of the SRIA begun with an online survey, on October 2017, targeted on researchers, policy makers, entrepreneurs, or civil society representatives with an interest in the Mediterranean Blue Economy. The survey was followed by national workshops and the 2nd Platforms meeting (in 2018) that lead to the first update of the SRIA, which included a lot of communication between the platform coordinators and the National pivots. The 3rd meeting of the Platforms took place in October 2018 (in Barcelona) and this meeting activated the discussions for the

second SRIA update, which was again finalised through internal communication and tele-meetings between the platform coordinators and the National Pivots. The 2nd SRIA updated document is available on the website, for all interested parties to view (Figure 52), additionally communication infographics of the sectors of Blue Economy that are identified through the SRIA were created to facilitate communication (Figure 14).



Figure 52: First Page of The Strategic Research and Innovation Agenda (SRIA) Updated version

Consensus reaching process to achieve the Implementation Plan

The most urgent priorities within BlueMed's SRIA were selected at national level through a highly participated consensus reaching process encompassing stakeholders' consultations, inter-ministerial agreements following discussions at the level of BlueMed National Pivots and BlueMed project's Consortium. Priorities were then selected at international level among BlueMed countries and via the BlueMed platforms meetings. Activities and actions to carry out selected priorities were set on the preliminary Implementation Plan and are described in detail in the relevant report www.bluedmed-initiative.eu/wp-content/uploads/2019/11/BLUEMED_SRIA-Priorities-selection-working-doc_Apr2019.pdf. National consultations were then carried out to review the priorities and specify implementation actions.

A snapshot of the process, from the SRIA's prioritization to the publication of the Implementation Plan is available at www.bluedmed-initiative.eu/strategic-research-and-innovation-agenda/#prioritization and is part of the introductory chapters of the document, available in its preliminary version at www.bluedmed-initiative.eu/wp-content/uploads/2020/07/bluedmed-preliminary-implementation-plan_version-complete.pdf.

Promoting the Implementation Plan via dissemination and engagement

Following the endorsement, the Implementation Plan was broadly disseminated at Mediterranean and international level, including tailored events, taking place at National and Mediterranean levels. This included tailored meetings with policy makers (e.g. the inter-ministerial group in Italy and the BlueMed national mirror group in France), bilateral consultations and broader national events. For instance, a two-day online event in Greece which focused on open dialogue among policy makers, national and regional regulators, as well as scientists to discuss the main challenges in the sustainable development of the marine and maritime sectors, together with the project team of the MISTRAL Interreg project. The meeting, attended by the Secretary General of Natural Environment & Water of the Hellenic Ministry of Environment and Energy, the Regional Governor of Attica and Vice-President of the Association of Greek Regions (ENPE), Deputy Vice Governors, representatives of Municipalities and Regions and more than 60 relevant academics and policy makers, while, up to date, the video stream of the discussion reached out about 980 views on YouTube (www.youtube.com/watch?v=FTKbthRLJ3A). The second day of the event was dedicated to an interactive workshop on financial mechanisms to boost research and innovation in the Blue Economy of Greece, targeting public-private funds, as part of the process in identifying funding mechanism for the BlueMed Implementation plan. The meeting held on ZOOM platform, while for the workshop the interactive Miro platform was used (Figure 53)

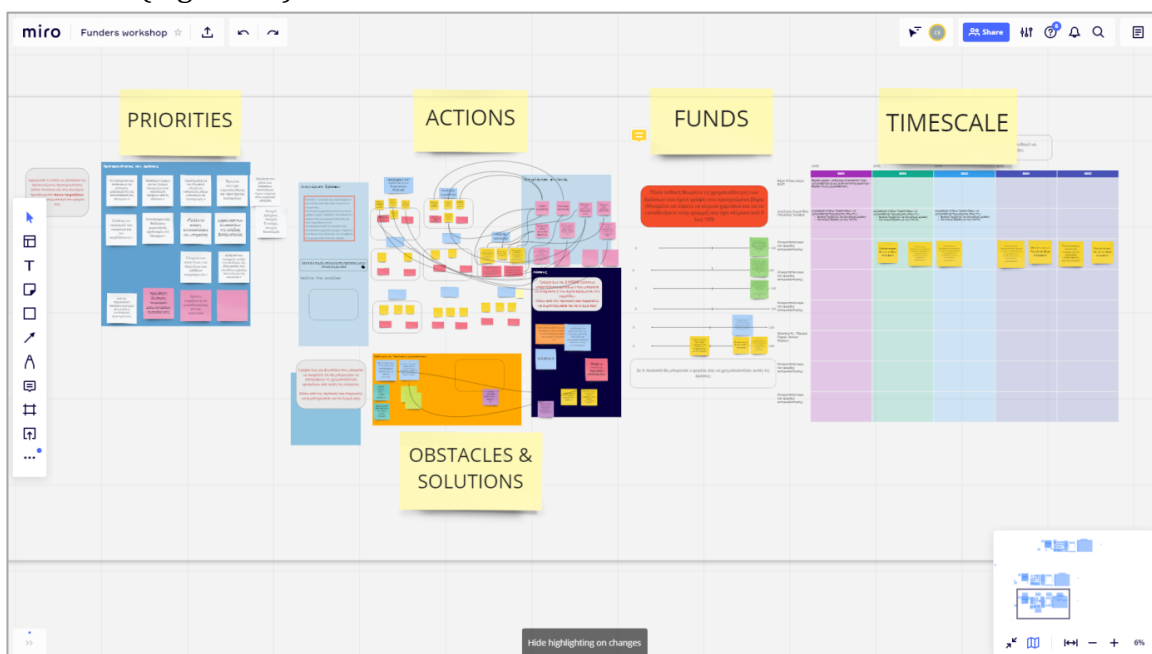


Figure 53: Miro Blackboard platform.

The HCMR team created a poster, the agenda, and two press releases to facilitate the communication of the activity. The event was disseminated in national level via social and traditional media channels (Figure 54).

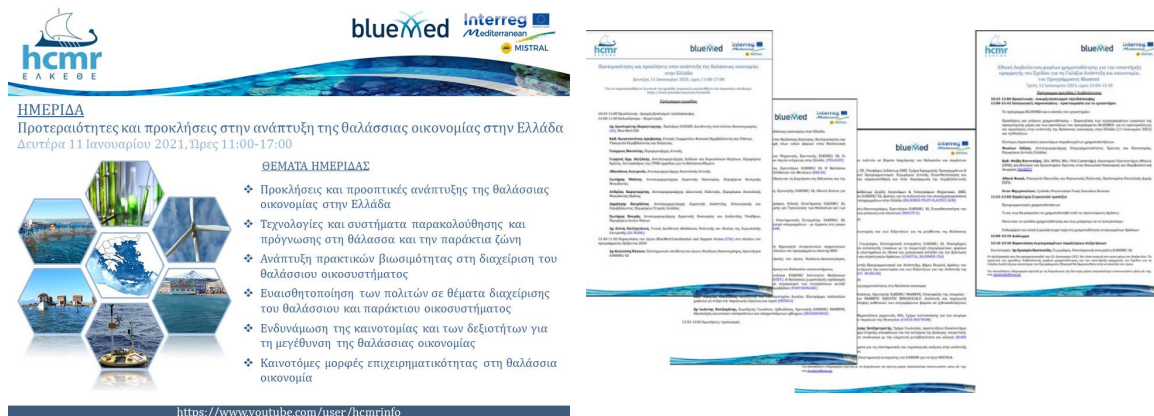


Figure 54: Poster and Agenda of BlueMed and Mistral event on the priorities and challenges of the Blue Economy in Greece.

In addition to other National Events, there was a dedicated session of the BlueMed CSA final conference, and intense use of on-line platforms and social media besides the BlueMed ones. For instance, the IP was disseminated by the leaders of relevant Work Package, i.e. WP2, through their social media: AEI and FECYT Twitter accounts (234k followers each account) and at virtual events such as BlueMed Spanish hub meeting.

Being a science-to-policy tool, a key target of the IP dissemination were policy makers at national, European, regional and international level. Although the concrete impacts would be measured by the number of key strategic actions jointly implemented, an actual impact of the IP on relevant frameworks' programmes, including on Horizon Europe Mission Starfish 2030 and the PPP Blue Economy SRIA can be reported.

Furthermore, the following promotional actions enabled a capillary practical dissemination, as well as to further consolidate collaboration with relevant initiatives and organizations that co-organized the activities such as the Mediterranean Biodiversity Protection Community, the BlueBio ERANET COFUND, the JPI-Oceans, the WestMed Initiative:

- Online training course on "[Science-policy-society interactions in ecosystem-based marine resources management and planning](#)", March 2021
- Online integrated advanced training course on "[Blue Biotechnologies, Aquatic products and Blue Bio-economy](#)", March 2021;
- Online Workshop on "[Musing on the concept of Good Environmental Status: the complexity of the status and the status of complexity](#)", December 2020
- Online Workshop on "[ICT services for post Covid-19 blue tourism in the Mediterranean region](#)", November 2020.

Impacts of COVID-19 Measures

Most communication activities related to the Implementation Plan were highly affected by COVID-19 pandemic and containment measures as well as the proper organization of promotional activities. All national and international consultations, meetings and agreements were delayed and could not be held physically. A general strategy has been to hold those activities online where possible. Anyway, broad engagement was not put at risk as demonstrated by the number of participants to promotional actions in the form of virtual meetings listed above.

Work Package 3 – Frameworks conditions

The objective of WP3 has been to identify framework conditions in the Mediterranean that can be used as tools and key enabling factors necessary for the implementation of the BlueMed SRIA. Research Infrastructures (RIs), data policies and accessibility, in addition to human resources for Blue Careers have been identified as three of these enabling factors and were analysed throughout the course of the project. From a communications perspective this included meetings and workshops of Research Infrastructures Stakeholders' which have been reported as part of the Research Infrastructure Roadmap (deliverable D3.4, available at www.blumed-initiative.eu/wp-content/uploads/2020/04/BLUEMED-CSA_D3.4_Research-Infrastructures-Roadmap_Final.pdf). In addition to that an **e-training course on Marine-litter** was also created aiming to enhance knowledge on the most pressing Marine Litter issues in the Mediterranean.

E-training on marine litter

The e-training on marine litter was part of Task 3.4 (Improving human resources for Blue Careers) and was also connected to the BlueMed pilot for a Healthy Plastic-free Mediterranean Sea. It was designed to inform on the impacts of litter at sea but also to be complementary to the enhancement of blue skills and the blue component of the economy. The course particularly identified the connections of professional activities and personal choices, as sources but also as receivers of the effects, under a circular economy perspective, also aiming to initiate discussions of sectoral actions to mitigate Marine Litter. Hence, aiming to connect plastic production and use to its effects in the marine environment and the economy sectors. The sessions were widely opened to public and private organizations as well as individuals, in order to let them participate in the development of more sustainable blue professionals.

The webpage (www.blumed-initiative.eu/the-blumed-e-training-on-understanding-and-acting-for-a-healthy-plastic-free-mediterranean-sea-launched/) for the e-training on the website received totally 3629 visits from the beginning of the course in June 2020, until the end of the program reporting period of 31st March 2021. Out of all the 11 lessons that were offered (ANNEX I) the introductory course was the most visited with nearly 800 visits and each of the rest of the courses received between 100 to 300 visits (Figure 55). The material is password protected, but is available to the public per request.

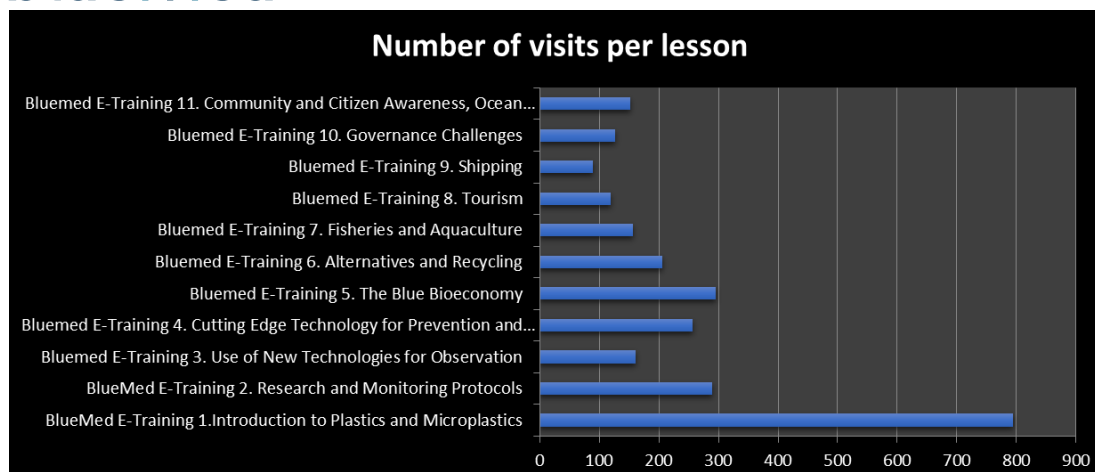


Figure 55: Number of webpage visits per lesson.

In total there were 424 registrants for the course with the vast majority of them (69%) being female (Figure 56). The majority of participants originated from Mediterranean countries; however, the course attracted participants from outside the Mediterranean, including non-European countries (Figure 57).

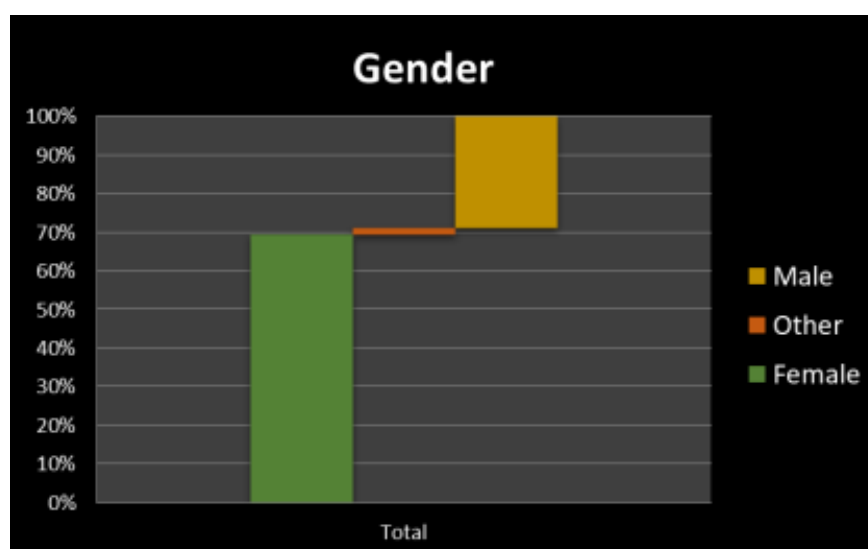


Figure 56: Participants Gender Percentages.

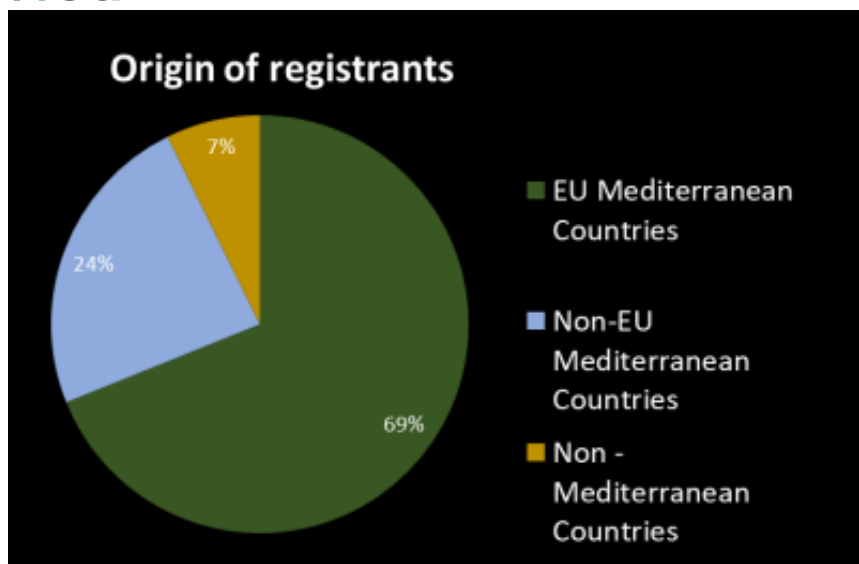


Figure 57: Registrants' region of origin.

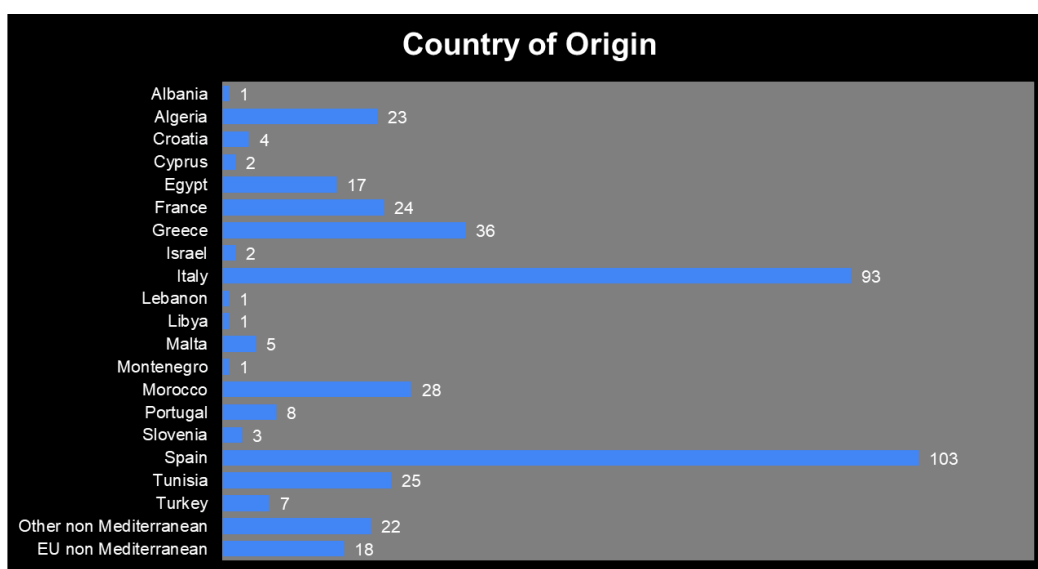


Figure 58: Registrants' country of origin.

The majority of people registered were between 20 – 40 years old (Figure 59), 50% of which were doctorate holders or PhD candidates (Figure 60) and/or highly experienced professionals (Figure 61).

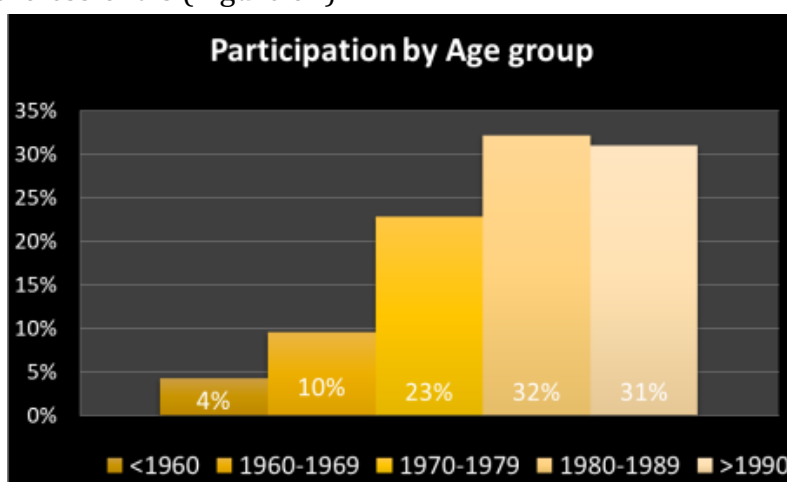


Figure 59: Age group of registrants.

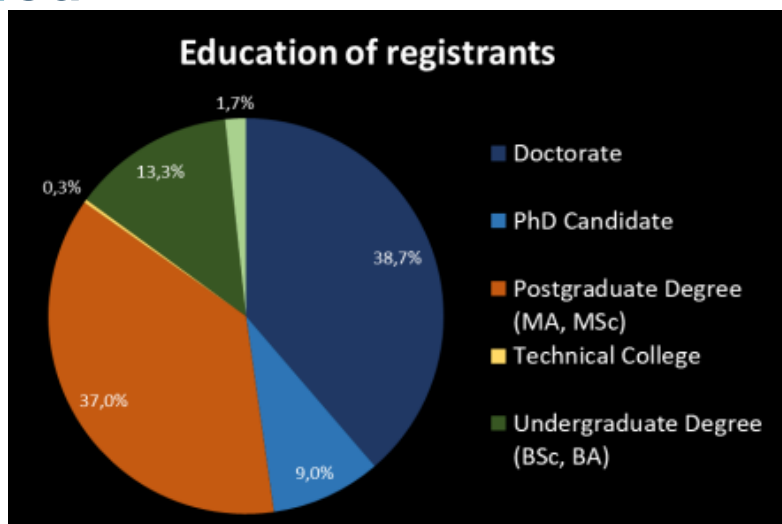


Figure 60: Education levels of registrants.

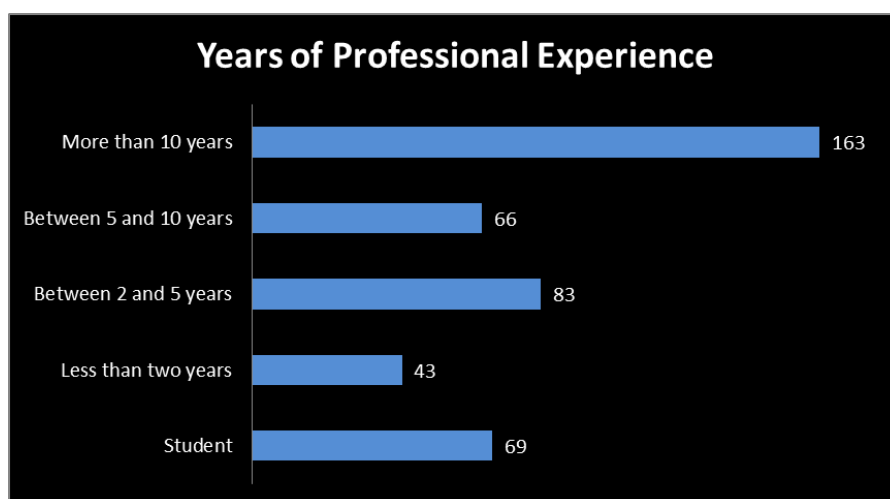


Figure 61: Years of professional experience of registrants.

As expected, the majority of the participants were from the Research/Academia Sectors with a specific interest in the Marine Environment. However, there was significant presence from other sectors, including tourism, legal and diplomatic, as well public administration and engineering (Figure 62).

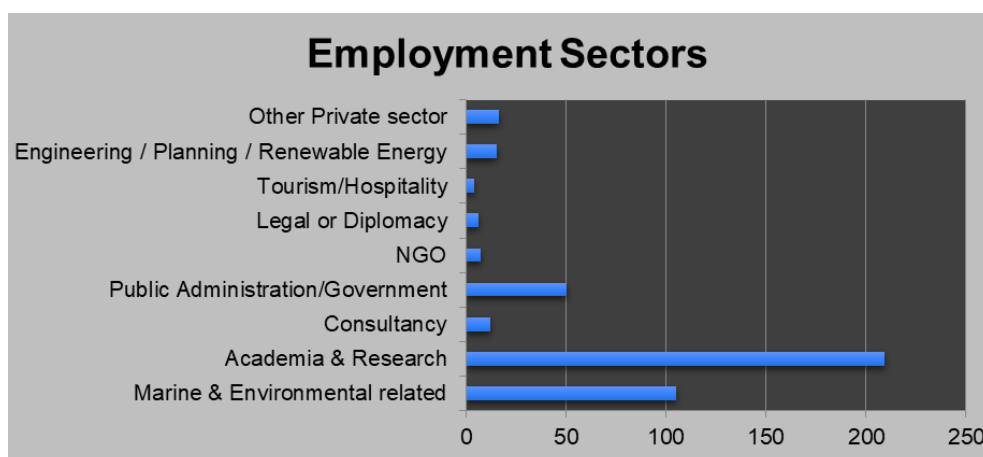


Figure 62: Employment sector of registrants.

The research interests of the participants related to Academic or Research Institutions were mainly on issues of Marine Litter but also related to the Blue economy, sustainable based management or more generically to oceanography and Marine ecology and conservation (Figure 63).

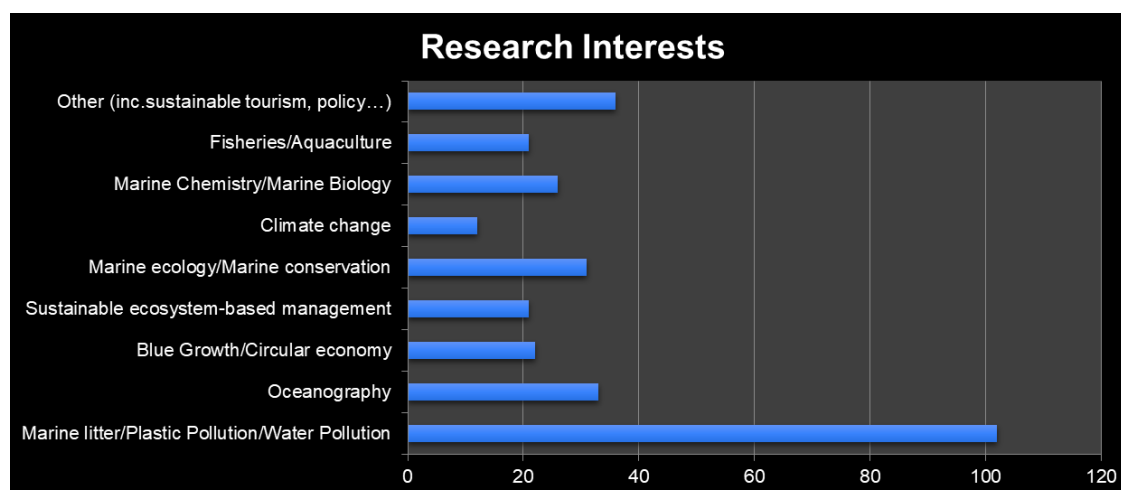


Figure 63: Research interests of those registrants involved in research and development.

As expected, the majority of the participants sought to advance their knowledge on marine litter monitoring and management (Figure 64).

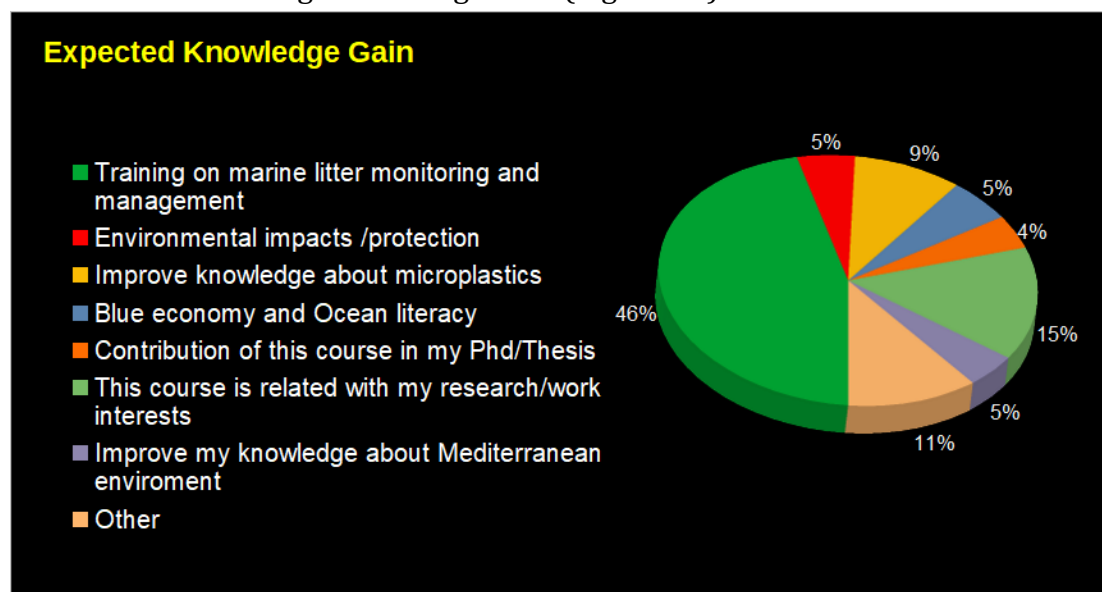


Figure 64: Expected gains from BlueMed e-training.

When course was completed, participants were asked to complete a survey regarding the courses' success in relation to their expectations. Among those registered in the course 62 completed the final questionnaire. The questionnaires were mainly filled out by students, who also needed confirmation of attendance to the course. Among them 46% said that they had no knowledge of the BlueMed Initiative prior to learning about the course (Figure 65). Interestingly, the same number of people reported that they learned about the course from their college supervisor or a colleague, but a significant percentage was also informed through social networks like Twitter and Facebook (Figure 66).

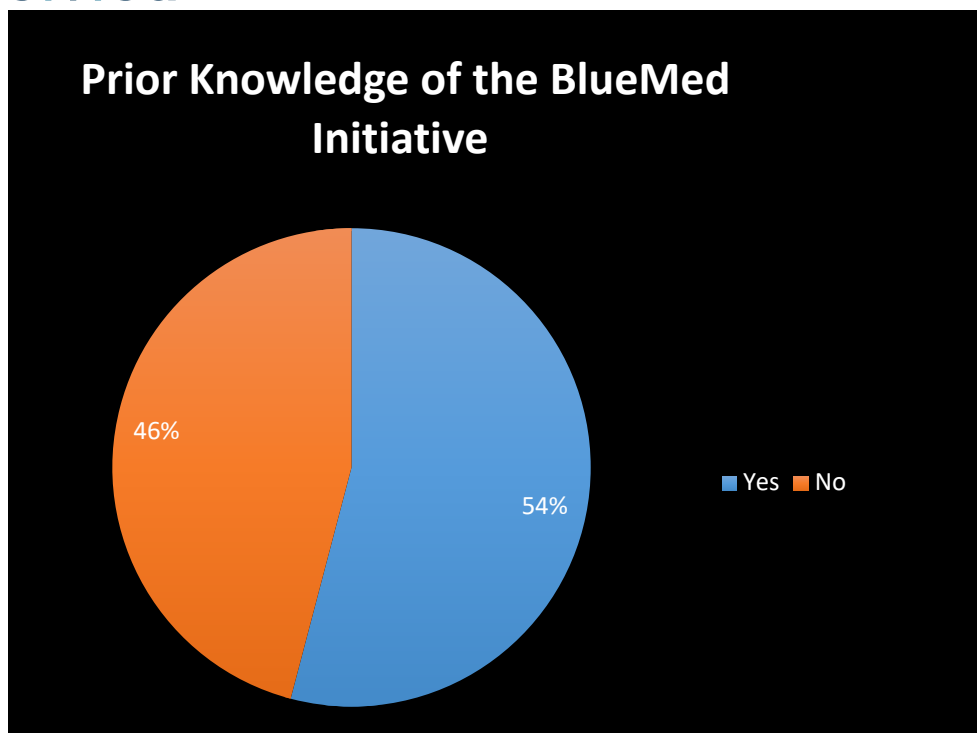


Figure 65: Knowledge of BlueMed Initiative prior to the e-training.

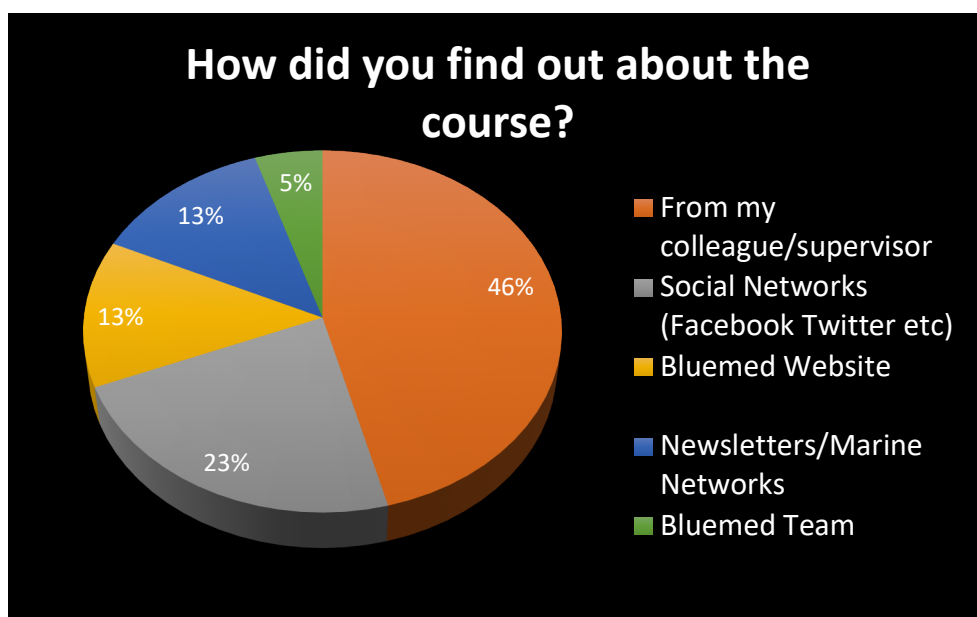


Figure 66: Channel of information for the e-training.

As expected by the page visitation numbers the Introductory lesson to Plastics and Microplastics attracted the most interest among the participants, and it was followed by the lesson on Community and Citizen Awareness and Ocean Literacy. The main reasons that participants selected certain lessons were their will to increase their knowledge on Marine Litter issues and a relation to their field of study or work (Figure 67).

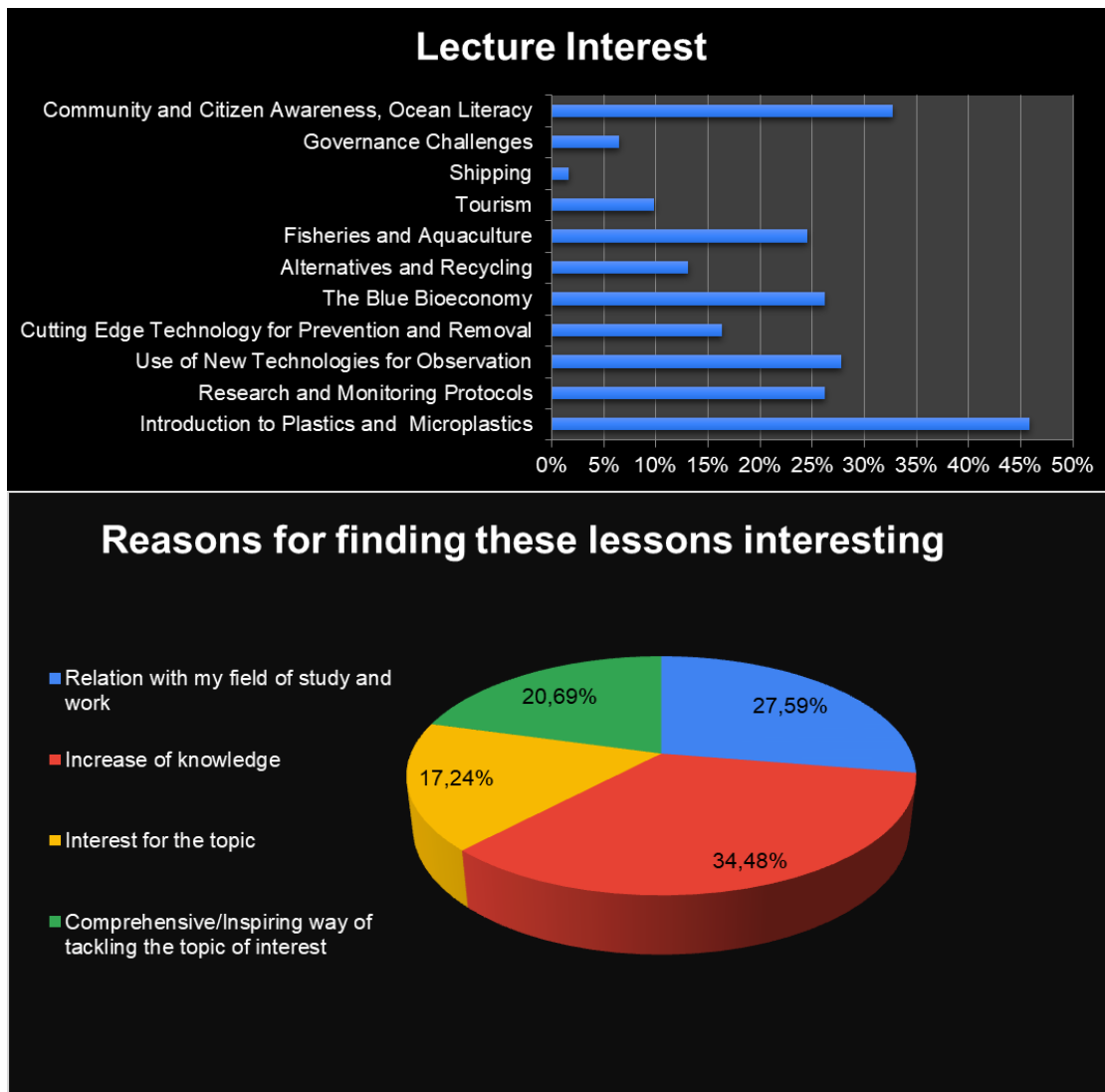


Figure 67: Lecture that was considered most interesting and reasoning.

Among those that replied the questionnaire, 69% said that the e-training course met their learning expectations and 28% that it partially met their expectations (Figure 68). Interestingly 41% of the participants answered that they already had *Adequate knowledge* of the issues relating to ML (Figure 69). At the same time 59% answered that they gained sufficient new knowledge, and 20% that they gained a lot of new knowledge (Figure 70).

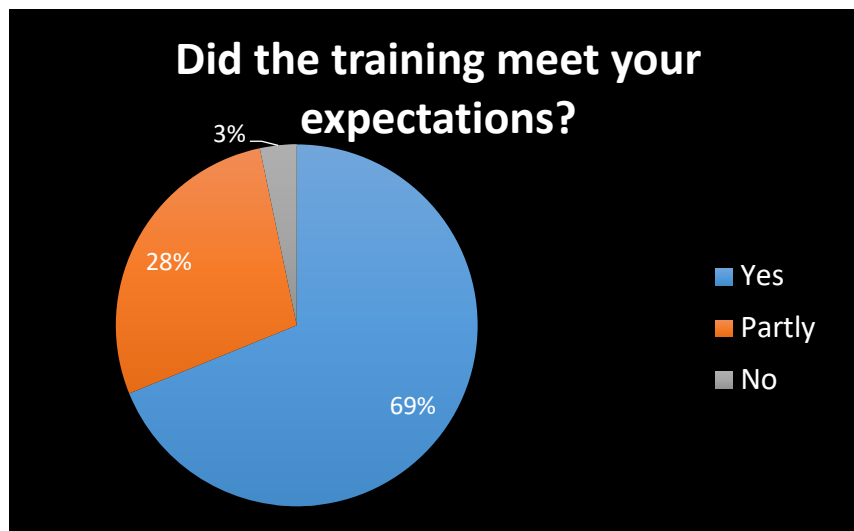


Figure 68: Overall satisfaction in relation to the expectations.

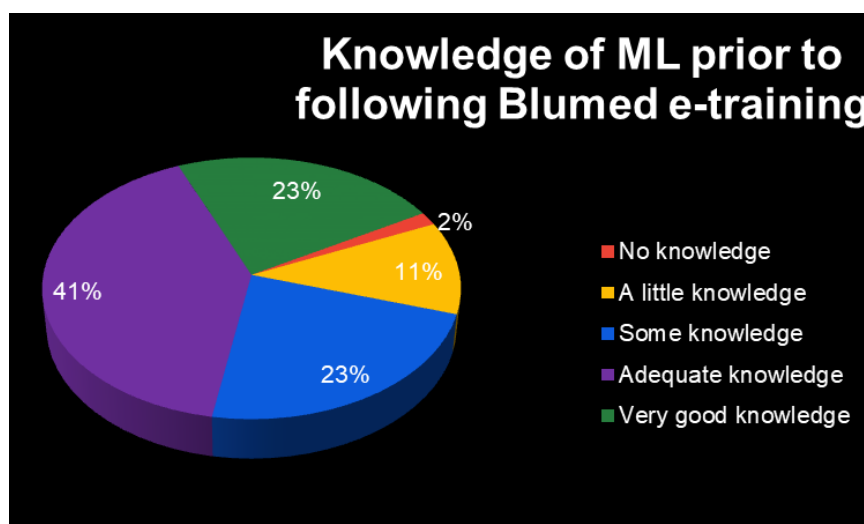


Figure 69: Level of knowledge on marine litter issues prior to the e-training.

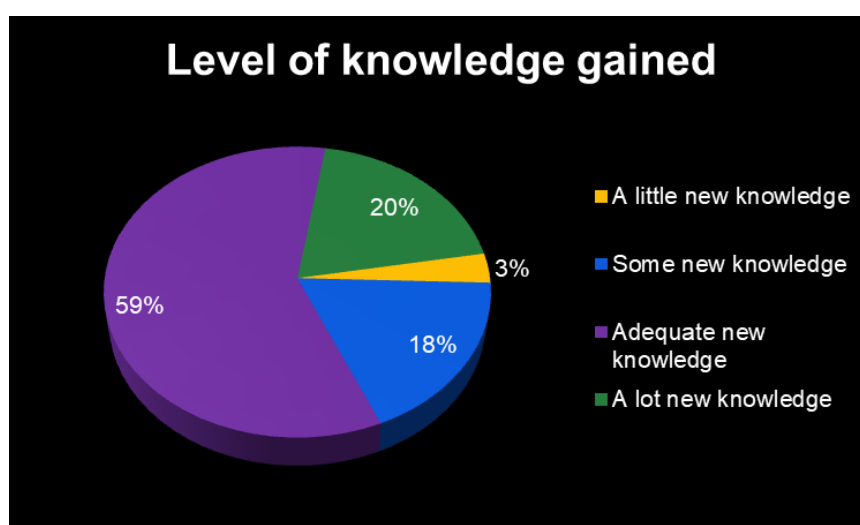


Figure 70: Level of knowledge gained from BlueMed e-training.

Impacts of COVID-19 Measures

The BlueMed e-training course was planned as a virtual event from the beginning of the project and as such it was not impacted by COVID-19 measures. If anything,

participants might have been more familiar with participating in on-line events due to the digitisation of many scientific activities, and student courses in the previous months.

Work Package 4 – Organising and running four BlueMed Start-Up Actions

The activities under this Work Package showcased at the webpage www.blued-med-initiative.eu/the-startup-actions/ involved a wide variety of stakeholders from different EU member states and non-EU countries, thus the outreach material and communication practices accounted for this.

With fourteen (14) separate meetings of the four (4) respective Start Up actions taking place both physically in EU member states, in some cases in non-EU countries, and due to impacts of COVID-19 remotely, the stakeholders had to be addressed via several networks and where relevant in the native language of the community. With the presence and support of BlueMed partners during these meetings sign posting of other ongoing project activities from the other work packages was achieved. In addition, it was possible to leverage these extended networks to convey the BlueMed principles, values and outputs such as the SRIA and IP.

These meetings attracted a comparatively balanced participation of both male and female genders overall. The overall participation of the female gender exceeded 35%. At three (3) meetings the female gender participation exceeded 50%. These meetings involved the participation of over 400 stakeholders from a diverse pool of sectors.

Most communications and outreach were done via dedicated emails and when relevant via social media platforms. The other main source of outreach was the project website, with a dedicated page for the StartUp Actions, with subpages where appropriate, which was kept updated with the forthcoming activities, news, social media stream feed and outcomes.

Four unique infographics were created, one for each respective Start-Up Action, inspired by the theme of the SUA and providing a graphic synthesis of each respective activities to date.

The respective SuAs produced also dedicated outputs targeting a variety of stakeholders and ranging from scientific publications (including abstracts, articles and papers), dedicated web pages, Guidebooks, Feasibility studies, foresight reports translated into English, Spanish, French and Italian languages, amongst other outputs and are available on the project's webpage.

Furthermore, at the final project conference “BlueMed #One Mediterranean Event” a dedicated session for the Start Up Actions was held to showcase the activities in an interactive discussion with the audience at international level. 76 active users contributed to the questions and polls.

It is worth mentioning that, since the Start-up Action were granted through a competitive call, communication activities under this Work Package included some management practices and internal communication as described under Work Package 1. Relevant details concerning this Work Package can be found in the deliverable report D4.1 (available at the link www.blued-med-initiative.eu/wp-content/uploads/2020/04/BLUEMED-CSA_deliverable_4.1.pdf) and D4.2 (www.blued-med-initiative.eu/wp-content/uploads/2021/04/BLUEMED-CSA_deliverable_4.2-merged-compressed_website.pdf), which includes an outline of the SUA Coordinators comprehensive outputs.

The BlueMed CSA firmly believes that the four respective Start-up Actions and their feasibility studies provoked by these collaborative actions have developed into initiatives with long-term, widespread impact at European, Mediterranean and global level, as proved by concrete moves by SuAs' Coordinators toward the follow-up, including:

- a clear continuation of the LabMAF SUA initiative is the take-up of ideas and outcomes representing one of the building stones of the Foodnected project (<https://www.slowfood.com/foodnected/>), launched on March 2021;
- Regarding the SEALINES SUA it will be leading to a creation of a Mediterranean Interdisciplinary Network on offshore safety;
- Another clear continuation of the BlueBoatsMed SUA is the results being fully taken up into the "Guidelines" project, a new initiative supported by the UNEP/MAP - Barcelona Convention - Mediterranean Trust Fund (MTF), as well as by the French Environment and Energy Management Agency (ADEME);
- Regarding the ECOMEDPORT SUA it will be leading to cooperation in future projects for the real implementation of the feasibility studies of the technology which is at TRL-7.

Impacts of COVID-19 Measures

Although the spreading of the pandemic hampered the full completion of several SuA's activities, it boosted the production of dissemination material.

Work Package 5 – ‘The Global Med’ aims at making BlueMed a pan-Mediterranean initiative

Capitalizing on projects’ results and enlarge to non-EU level, two key engagement activities

Two meetings with project coordinators allowed to engage about 44 networks in the participatory process of providing inputs for the SRIA consultation (see Work Package 2) related also to sharing relevant work and best practices and for mapping the relevant on-going activities on the themes relevant for the BlueMed Pilot (see Work Package 1). Overall, the workshops were an excellent opportunity for projects to showcase their achievements and engage with the wider community in order to voice issues and increase awareness but also to promote synergies with other initiatives and clusters and possibly attract additional research and external investment.

In addition, under this WP, the engagement of non-EU representatives in the Platforms’ dialogue made it concretely possible to implement the enlargement of the Initiative toward non-EU countries (in collaboration with WP2). This started up via desk interaction with the mapping of relevant strategies and through the organization of national BlueMed Conferences in these countries for identifying priority actions (see Figure 17: The infographics devoted to the BlueMed tours in non-EU countries). Also attention has been paid to take into account inputs from non-EU countries when elaborating the Implementation Plan, one of main deliverable of the project.

The BlueMed Young Communication Ambassadors: intertwining knowledge circulation, engagement and inclusion of non-EU countries. A success story.

The BlueMed Young Communication Ambassadors’ programme, as plainly visible throughout this report, represents a success story for the project, embodying an example of the BlueMed approach towards communication as a structural part of the project, necessary for knowledge circulation and network-building.

The Ambassadors indeed were at once engaged in advocating for the BlueMed approach in their countries, among their peers and inside the respective networks, and they were planning and realising communication and engagement activities (see also devoted report).

In the first months of their mandate, they participated in a training course, organized at the Union for Mediterranean premises in Barcelona, in order to familiarize with BlueMed, the issue of marine litter, science diplomacy and communication. They interacted constantly and informally through social channels and apps among them and with BlueMed CSA's contact persons, in order to bring together and consolidate the group as well as for the constant follow-up of their action plans. They participated in public events to present their work, and they were invited to international conferences to share their experience, including the BlueMed Pilot event and the UN-Decade of Ocean Science Mediterranean Workshop held in Venice in January 2020 as well as the performance planned for the European Science Open Forum 2020 and readapted for the remote format. As part of their Programme, they co-organised a

number of activities in their own countries, including virtually, shedding light each time over a different, specific, perspective.

The Young Ambassadors' activities, in brief, always combined the effectiveness of scientific-based effectiveness to engage diverse networks of stakeholders and public, providing immediate feedback to support the dissemination of BlueMed's results to a wider audience and bringing inside the project their experiences and visions. A dedicated report is available at www.blued-med-initiative.eu/wp-content/uploads/2021/04/D5.6_28_4_2021_with-annexes.pdf for an in-depth view of the outcomes of the Ambassadors' Programme: two videos produced are mentioned in relevant paragraph under Work Package 1.

The group of Communication Ambassadors, as mentioned, represents one of the most notable success stories of the project, combining the effectiveness of research-based activities with a communication strategy able to engage stakeholders and the public.

They represent one of the legacies of the project: they managed, notwithstanding the difficulties related to the pandemic situation, to form a tied, highly motivated group, which is in a good position to develop and enlarge in the future, also thanks to the various exchanges they had during their mandate with the most important international networks dealing with marine challenges in the Mediterranean and in the other Basins, as well as with the European Commission.

They also established good connections with the other Basins' Ambassadors programmes (CONNECT-Black Sea, All-Atlantic Youth, European Marine Board, IOC/MSP Global Initiative), as shown in the session they co-designed for the BlueMed CSA final conference, when they engaged in a conversation with their counterparts from other Basins with the aim of exchanging experiences and identify future common paths, in the One Ocean spirit (see the complete session here: https://youtu.be/w_QEbyqYsgg).

Impacts of COVID-19 Measures

Impacts of COVID measures with respect to the Young Ambassadors Action Plans have been greatly analyzed as part of the dedicated deliverable (D5.6). In short, COVID – 19 has had a great impact on the realization of many of the activities and actions prepared, but most of the YCBA were able to adapt to more virtual forms of actions.

LESSONS LEARNED AND LEGACIES

The communication activities in research projects funded by the European Commission are in many aspects dictated by the contract and linked to practices of direct emanation of EU policies, such as Open Access; their planning and management is solicited from the submission phase of the project proposal through pre-addressed fields subject to evaluation (e.g. measures for the dissemination of results) and supported by dedicated initiatives by the agencies/units of the EC itself. The results are also monitored during the reporting phase.

However, when implementing internal and external communications in a European project, one finds itself dealing with aspects that are difficult to codify, such as the linguistic-cultural heterogeneity of the message recipients, the time scale necessary for the development of activities and the achievement of results, the rapid change of tools and technologies supporting communication practices, and everything related to informal communication. Changes and continuous adaptation in communication strategies, both internal and external, must therefore be welcomed by the Consortium, the coordinator first of all, if not proposed.

This applies particularly in a networking project devoted to the support of an intergovernmental policy initiative, such as BlueMed CSA. As emerged from the matchmaking exercise carried out in this report, internal communication was fundamental besides the day-by-day management to enable coordination among Work Packages, deemed necessary in such and interconnected framework. External communication was the core achievement of the entire process.

Based on the analysis, operational suggestions include:

- plan the communication system of the project in parallel with the management system so as not to find oneself unprepared, using the appropriate resources and analysing costs and benefits;
- in an integrated perspective, internal messages, consultations, engagement actions, training courses, events, etc. are to be considered as part of the same communication system;
- integrate different forms in which communication is articulated is functional to an effective management of the whole project, starting from the interconnection of the different lines of activities.;
- the professionalism linked to communication, with particular reference to science communication and participatory processes, is essential, as is the constant dialogue between the project manager and the person in charge of communication, which can be facilitated operationally through the use of shared tools for monitoring the progress of activities;
- the transfer of the message linked to administrative content must be precise and effective;
- although moving in an institutional communication macro-space, specific targets, tools and products can be associated to each communication channel of the project; the communication action, even if referring to the same technical content, must therefore be appropriately placed in the context in which it develops;
- the risk deriving from the bias that accompanies a prolonged communicative habit that takes place in the same institutional context can be mitigated thanks

to the support of external 'eyes', 'ears' and 'mouths', for example when reading draft documents intended for large targets of those not involved in the works;

- the concept of 'communicative competition' is applicable not only to concrete products that determine the visibility of the project, one of which is the website, but also to process management: communication, also understood as a mediation technique, plays a key role in supporting decision-making processes, especially those focused on negotiation and consensus building;
- projects at the interface between science and politics that support processes on a long scale and/or with one or more iterations/updates of the same activities and/or successive refinements of the objective, often released from the achievement of tangible results, offer by definition a communicative challenge both internally and externally: to continue to motivate, promote and involve;
- the direct involvement of 'voices' representing different skills and experiences is an integral part of the process of knowledge generation in general and in a project in particular: in increasingly complex organisational systems to manage, where the flexible and solution-oriented approach is the only viable one, communication practices also underpin the outcomes of participation mechanisms;
- the informal component of communication, if put together with the different communication spaces in which the project operates, can contribute positively to the consolidation of collaboration;
- while the social media/events' presence cannot be avoided, a clear selection of relevant ones and as estimate of needed effort has to be carried out for the sake of effectiveness;
- access to future opportunities may depend on the quality of the communication work carried out within a project;
- the legacies of a project are tightly connected with the communications' achievements.

ANNEX I - DETAILED LIST OF PRODUCTS AND PUBLICATIONS (ORDERED BY TYPOLOGY AND DATE)

TARGET STAKEHOLDERS	TYPE OF ACTION	ACTIVITY TITLE	DATE	PLACE	PAX N.
Policy Makers	Participation to a Conference	Ecomondo 2016 - Research and innovation initiative for blue jobs and growth in the Mediterranean	10 November 2016	Rimini, Italy	50
Policy Makers	Participation to a Conference	Maritime Spatial Planning in the Mediterranean, an occasion for Blue Growth	27 February 2017	Rome	80
Policy Makers	Participation to a Workshop	Knowledge and efforts for sustainable growth in the marine and maritime sectors of Slovenia in the Northern Adriatic	21 March 2017	Piran, Slovenia	100
Policy makers and society	Participation in a meeting	BLUE GROWTH Rhodes	27 March 2017	Rhodes island, Greece	50
Policy makers and Scientific Community	Organisation of a Conference	Information & Actions for the Implementation of Blue Growth: The EU Strategy for the Adriatic Ionian Macro-Region (EUSAIR) & the BLUEMED Initiative	29 March 2017	Athens	100
Scientific Community (Higher Education, Research)	Participation to an Event other than a Conference or a Workshop	InnoBlueGrowth - Launch of the Blue Growth Community in the Mediterranean	06 April 2017	Rome	100
Policy Makers	Organisation of a Conference	Blue Growth and Ocean Governance in the Mediterranean	20 April 2017	Attard, Malta	200
Policy Makers	Organisation of a Conference	Strengthening Euro-Mediterranean Cooperation through Research and Innovation	04 May 2017	Valetta, Malta	60
Policy Makers	Other	Presentation of BLUEMED to a Spanish delegation of stakeholders from research centers, universities and other ministries	30 May 2017	Madrid	15
General Public	Organisation of a Conference	Italian BLUEMED event	05 June 2017	Rome	150
Scientific Community (Higher Education, Research)	Participation to a Workshop	BLUEMED presentation at the meeting of the Italian Offshore Wind community	10 July 2017	Rome	50
Policy Makers	Participation to a Workshop	Workshop on the Initiative for the sustainable development of the blue economy in the western Mediterranean	09 October 2017	Brussels	40
Scientific Community (Higher Education, Research)	Participation to a Workshop	BLUEMED presentation at the meeting of ODYSSEA project	25 October 2017	Rome	50
Scientific Community (Higher Education, Research)	Participation to a Conference	2nd JPI Oceans Conference	26 October 2017	Lisbon	300
Policy Makers	Participation to a Workshop	Forum "Il Futuro delle Piattaforme"	26 October 2017	Rome	60
Policy Makers	Participation to an Event other than a Conference or a Workshop	6th Meeting of the Governing Board of the European Union Strategy for the Adriatic and Ionian Region (EUSAIR)	27 October 2017	Ancona, Italy	100
Scientific Community (Higher Education, Research)	Participation to a Conference	Ecomondo 2017 - Sustainability of coastal and maritime tourism and blue growth in the Mediterranean. Co-Evolve InfoDay	07 November 2017	Rimini	50
Policy Makers and Industry	Organisation of a Workshop	National Stakeholders Consultation on the BLUEMED SRIA update survey	15 November 2017	Madrid	35
Policy Makers	Organisation of a Workshop	BLUEMED Italian Interministerial group	20 November 2017	Rome	20
Policy Makers	Participation to a Conference	Malta Maritime Platform	22 November 2017	Villa Bighi, Kalkara, Malta	60

TARGET STAKEHOLDERS	TYPE OF ACTION	ACTIVITY TITLE	DATE	PLACE	PAX N.
Industry and Technology	Participation in a meeting	Presentation of BLUEMED to the Governing Board of the Greek Technology Platform of Aquacultures	18 December 2017	Athens	20
Policy Makers	Organisation of a Workshop	BLUEMED Italian Interministerial group	19 January 2018	Rome	20
Scientific Community (Higher Education, Research)	Participation to a Workshop	Workshop on Blue Economy organized by the Italian Embassy in Egypt	19 January 2018	Alexandria, Egypt	120
Policy Makers	Other	First meeting to update on BLUEMED progress to a Spanish delegation of key stakeholders from research community and marine related institutions, for a better national coordination	25 January 2018	Madrid	8
Policy Makers	Participation to a Conference	Presentation of the BLUEMED Initiative at the CPRM Conference and PANORAMED presentation	15 February 2018	Cartagena	80
Scientific Community (Higher Education, Research)	Participation to a Conference	Annual Water Conference	02 March 2018	Paola, Malta	50
General Public	Participation to an Event other than a Conference or a Workshop	Project MARINA, seminar on maritime transport	14 March 2018	Rome	20
General Public	Participation to an Event other than a Conference or a Workshop	Blue Economy International Forum: strategies for blue growth and delivering innovation	22 March 2018	Bari	200
Scientific Community (Higher Education, Research)	Other	Second meeting to update on BLUEMED progress to a Spanish delegation of key stakeholders from research community and marine related institutions, for a better national coordination	23 March 2018	Madrid	8
Scientific Community (Higher Education, Research)	Participation to a Workshop	Blue Biotechnology Cluster first meeting	29 March 2018	Blata l-Bajda, Malta	15
Scientific Community (Higher Education, Research)	Participation to an Event other than a Conference or a Workshop	Bluelabs: MAESTRALE project launch	05 April 2018	Imnsida, Malta	20
Scientific Community (Higher Education, Research)	Participation to an Event other than a Conference or a Workshop	H2020 Outreach Event	05 April 2018	University of Malta	30
Scientific Community (Higher Education, Research)	Participation to an Event other than a Conference or a Workshop	Unimed Week	10 April 2018	Brussels	70
Policy Makers	Organisation of a Workshop	Interministerial Group on Blue Growth	13 April 2018	Rome, Italy	20
Policy Makers	Participation to a Conference	Sustainable Development of the Blue Economy	13 April 2018	MEUSAC, Valletta	30
Scientific Community (Higher Education, Research)	Participation to a Workshop	Sustainable Development of the Blue Economy	13 April 2018	Valletta, Malta	20
Other	Participation to a Conference	MADE IN MED Conference	19 April 2018	Rome, Italy	250
Scientific Community (Higher Education, Research)	Participation to a Workshop	Blue Biotechnology Cluster second meeting	25 April 2018	Blata l-Bajda, Malta	15

TARGET STAKEHOLDERS	TYPE OF ACTION	ACTIVITY TITLE	DATE	PLACE	PAX N.
Scientific Community/policy makers	Participation to a Workshop	General Assembly of the CRPM Intermediterranean Commission (Conference of Peripheral Maritime Regions)	29 June 2018	Patras, Greece	50
Other	Participation to a Workshop	Workshop organised by Intereg program Blueislands	22 February 2019	Rethymnon, Crete	30
Other	Other	3rd meeting of the BLUEMED Technical Group / organized and hosted by MESRI	01 April 2019	Paris, France	13
Other	Organisation of a Conference	"BLUE GROWTH" – LET US DISCOVER THE POTENTIALS OF THE BLUE GROWTH AND EXPRESS THE PRIORITIES OF THE DEVELOPMENT IN SLOVENIA	18 April 2019	Piran, Slovenia	26
Industry	Brokerage Event	In Vino Veritas	12 May 2019	Gozo	35+
Policy makers and scientific community	Participation to a Workshop	Bluemed presentation and design on a "National hub" for the BLUEMED pilot action "Towards a plastic free healthy Mediterranean Sea"	27 May 2019	MCIU Madrid	10
Other	Participation to a Workshop	Wokshop: Innovation-based green technologies in shipbuilding and shipment, Interreg Adrion, 'NEORION' project	27 May 2019	Portorož, Faculty of Maritime Studies and Transport, University of Ljubljana	20
Scientific community/Policy makers	Participation to a Workshop	SEALINES Second Workshop meeting	24 June 2019	Athens, Greece	50
General Public/Policy makers	Participation to a Workshop	Blue Cafe of the MELTEMI project (INTERREG)	17 July 2019	Chios, Greece	40
Other	Participation to a Workshop	Workshop 'Fish-Agrotech INTERREG CBC Italy-Slovenia	14 September 2019	Piran, Slovenia	30
Scientific Community (Higher Education, Research)	Participation to a Workshop	Bluemed presentation in the Horizon 2020 Challenge 2 infoday	19 September 2019	CDTI Madrid	50
Other	Organisation of a Workshop	BlueMed-Cluster BIG event	06 November 2019	Rimini, Italy (ECOMONDO)	60
Other	Participation to a Workshop	Presentation at Bluemed meets BIG	06 November 2019	Rimini, Italy (ECOMONDO)	20
Other	Organisation of a Workshop	BlueMed Pilot event	07 November 2019	Rimini, Italy (ECOMONDO)	60
General Public	Organisation of a Workshop	Circular Economy for the definition of a sustainable and integrated Blue Growth Strategy	07 November 2019	Rimini, Italy (ECOMONDO)	80
Scientific Community (Higher Education, Research)	Organisation of a Workshop	Stakeholder Workshop	13 November 2019	Esplora, Malta	55+
Scientific Community (Higher Education, Research)	Participation to a Conference	Joint Plastic Busters workshop	14 November 2019	Barcelona, Spain	30

TARGET STAKEHOLDERS	TYPE OF ACTION	ACTIVITY TITLE	DATE	PLACE	PAX N.
Policy Makers	Participation to an Event other than a Conference or a Workshop	Presentation of BLUEMED progress and discussion of the priorities.	19 November 2019	Marseilles	
Industry	Other	Horizon 2020 for Freeport	23 January 2020	Malta Freeport	20+
Other	Participation to an Event other than a Conference or a Workshop	Presentation of Bluemed at Euromaritime	05 February 2020	Marsiglia (Francia)	30
Policy Makers	Participation in activities organized jointly with other H2020 projects	Malta National Event: Recovery and Resilience of the National Blue Economy - WESTMED Initiative	09 April 2020	Online	65+
Other	Organisation of a Workshop	SEALINES, Results from the Start-up Action	17 June 2020	Virtual	60
Other	Participation to a Workshop	Presentation for the ECOMEDPORT Start-up Action meeting	06 July 2020	Virtual	60
Other	Participation to a Conference	Participation to the Forum Mondial de la Mer Bizerte by Inès Boujmil, the Tunisia BlueMed Young Communication Ambassador	15 July 2020	Virtual	
General Public	Social Media	Dissemination of the Preliminary BlueMed Implementation Plan	31 July 2020	Virtual	234K followers Twitter
General Public	Participation to a Conference	Organisation, moderation and participation to the BlueMed ESOF Session – SEA SciENCE teA: young voices on the future of the Med Sea”, by the BlueMed COMM group and the BlueMed Young Communication Ambassadors	05 September 2020	Hybrid (Online and Trieste, IT)	
Policy Makers	Participation to a Workshop	Pilot @ the Two Shores meeting	11 September 2020	Virtual	30
Other	Organisation of a Conference	Designing Ocean Literacy actions in Europe - Paving the way for collective Ocean Literacy initiatives in the Mediterranean Sea	25 September 2020	Virtual	50
Policy Makers	Organisation of a Workshop	Linking economic potential and marine ecosystem health for sustainable development through marine spatial planning	30 September 2020	Virtual	100
Policy Makers	Organisation of a Workshop	Italian interministerial group on Blue Growth	01 October 2020	Hybrid	23
Scientific Community (Higher Education, Research)	Organisation of a Workshop	National event of the Italian Pilot Hub	09 October 2020	Hybrid	60
General Public	Organisation of a Workshop	The Bluemed Pilot Initiative healthy plastics free Mediterranean sea: the strategy developed by the plastic producing and transforming operators of the area, workshop organised at ECOMONDO 2020	03 November 2020	Rimini, Italy (ECOMONDO), online	150
General Public	Organisation of a Workshop	HEALTHY AND CIRCULAR BLUE GROWTH IN THE ITALIAN SEAS: EXAMPLES OF CIRCULARITY IN THE MARITIME VALUE CHAINS	04 November 2020	Virtual	100
General Public	Participation to a Conference	Past, present and future of Interreg MED Programme and governance in the Mediterranean	06 November 2020	Virtual	100
General Public	Participation to a Workshop	BlueMed Pilot event, by Fedra Francocci	06 November 2020	Rimini, Italy (ECOMONDO)	150
Other	Organisation of a Workshop	Workshop on "ICT services for post Covid-19 blue tourism in the Mediterranean region" organised by Blue RoSES, BlueMed, MISTRAL and WestMed	10 November 2020	Virtual	60
Scientific Community (Higher Education, Research)	Training	SEA-EU Blue Economy webinar	12 November 2020	Virtual	30
Other	Participation to a Conference	BusinesstoSea/Forum do Mar	20 November 2020	Virtual	300

TARGET STAKEHOLDERS	TYPE OF ACTION	ACTIVITY TITLE	DATE	PLACE	PAX N.
Policy Makers	Other	National and regional policy makers and stakeholders. Presentation of BLUEMED progress and discussion of the priority actions	29 November 2020	Virtual	
Scientific Community (Higher Education, Research)	Participation to a Workshop	presentation of the BLUEMED Priority goal 4 Towards an observing system of systems	15 December 2020	Virtual	
Other	Participation to a Workshop	Sustainable Tourism in the WestMED: strengthening ties with Southern partners	15 December 2020	Virtual	60
Policy Makers	Organisation of a Workshop	Italian interministerial group on Blue Growth	16 December 2020	Hybrid	22
Policy Makers	Other	Consultation on Implimentation Plan	18 December 2020	Online	8
Policy Makers	Organisation of a Workshop	Sustainable development of Blue Growth in Greece	11 January 2021	Virtual	80
Policy Makers	Organisation of a Workshop	Greek National Funders meeting for action prioritisation	12 January 2021	Virtual	12
Policy Makers	Organisation of a Workshop	Stakeholder Workshop	03 February 2021	Online	15+
General Public	Participation to an Event other than a Conference or a Workshop	Riambientiamoci - TeleGenova (Television episode)	10 February 2021	Virtual	100
Scientific Community (Higher Education, Research)	Organisation of a Workshop	Funding Morning - Marine and Maritime	19 February 2021	Online	25+
General Public	Communication Campaign (e.g. Radio, TV)	News on the national tv channel: "Presentati i dati del programma di studi europeo per la tutela del Mediterraneo Bluemed, coordinato dal Cnr" – interview to Margherita Cappelletto and Fedra Francocci	20 February 2021	Rome	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "***Ricerca: Cnr, plastiche ed erosione coste, BluMed lancia Agenda economia blu**" on "tvnews.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Le coste del Mediterraneo BlueMed, un'agenda strategica per l'economia blu del Mediterraneo" on "it.sputniknews.com"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "adnkronos.com"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "affaritaliani.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "ciociariaoggi.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "cosenzachannel.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "ecoseven.net"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "ilcentrotirreno.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "ilgiornaleditalia.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "it.sports.yahoo.com"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "lasicilia.it"	20 February 2021		

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General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Mediterraneo, plastiche ed erosione coste: BluMed lancia agenda economia blu" on "liberoquotidiano.it"	20 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article on "FOOT-EURO-2020.FR": "BlueMed un agenda stratégique pur l'économie bleue de la Méditerranée – Championnat d'Europe 2020"	21 February 2021	Virtual	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article on "9colonne.it": "MEDITERRANEO, PROGETTO COORDINATO DA CNR PER AGENDA UE ECONOMIA BLU (1)"	22 February 2021	Virtual	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article on "aise.it": "MARE NOSTRUM: BLUEMED STILA LAGENDA STRATEGICA PER 11 LECONOMIA BLU"	22 February 2021	Virtual	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	news on "Ansamed.info": "POLLUTION, FISHING, CLIMATE ON BLUEMED AGENDA"	22 February 2021	Virtual	
General Public	Communication Campaign (e.g. Radio, TV)	News at "TG2" on the Italian national channel: "Il Mar Mediterraneo e i rischi ambientali come l'inquinamento da plastica, il progetto europeo BlueMed coordinato dalla CNR" – interview to Fabio Trincardi and Fedra Francocci	23 February 2021	Rome	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Da BlueMed le linee di intervento per tutelare il Mediterraneo" on "askanews.it"	23 February 2021		
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article on "Smartgreenpost.it": "Sustainable fishing and the fight against marine litter to relaunch the Mediterranean"	23 February 2021	Virtual	
General Public	Communication Campaign (e.g. Radio, TV)	Interview to "Geo&Geo", environmental programme on the Rai3 national tv channel: "Mediterraneo. Inquinamento, pesca sostenibile, riscaldamento globale ed erosione delle coste sono alcuni dei temi trattati nel progetto BlueMed coordinato dal Consiglio nazionale delle ricerche CNR. Se ne parla con Fedra Francocci ricercatrice del CNR.", with Fedra Francocci, CNR	11 March 2021	Virtual, Italy	
Scientific Community (Higher Education, Research)	Training	Advanced Master in Sustainable Blue Growth. Lesson on European Governance of Oceans and Seas and Blue Economy, BlueMed and Horizon Europe Blue Economy PPP	22 March 2021	Virtual	30
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article on "arpat.toscana.it": "Le conclusioni del progetto BlueMed, coordinato dal Cnr"	24 March 2021	Virtual	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article on "www.repubblica.it": "Polistirolo, tra tutte le plastiche è il nemico numero uno dell'ambiente"	24 March 2021	Virtual	
General Public	Communication Campaign (e.g. Radio, TV)	News at "Futuro24" on Rainews Italian national channel: "Lo scorso anno in lockdown ha creato una situazione inedita studiare la reazione dell'ecosistema marino alla sospensione di risultati mostrano quanto sia consistente il nostro impatto sull'ambiente." Interview to: Mario Sprovieri, CNR	26 March 2021	Rome	
General Public	Social Media	Dissemination of the Final BlueMed Implementation Plan	31 March 2021	Virtual	234K followers Twitter
Scientific Community (Higher Education, Research)	Training	BlueMed Initiative as a form of global networking	April 2020 - March 2021	Virtual	40
Other	Participation to a Conference	Start-up Europe MED	01 March 2019	Matera, Italy	60

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Other	Participation to a Workshop	Veneto Region Cast Water Info Day	02 October 2018	Venice, Italy	40
Scientific Community (Higher Education, Research)	Training	Organisation of the training: "TRIM meets BlueMed: a training for research experts in marine and maritime industries"	1 December 2020 - June 2021	Online	
Scientific Community (Higher Education, Research)	Organisation of a Workshop	BLUEMED Info Day	10 April 2017	Marseille, France	50
Other	Other	2nd meeting of the BLUEMED Technical Group / organized by MESRI	11 June 2018	Marseille, France	20
Other	Participation to a Conference	EurOCEAN Conference 2019	11-12 June 2019	Paris, France	250
Policy makers and Scientific community	Participation to a Conference	2nd Forum of the European Union Strategy for the Adriatic and Ionian Region (EUSAIR)	11-12 May 2017	Ioannina	100
Industry	Organisation of a Workshop	Economy & Technology meeting: French national white paper	12 December 2017	Paris, France	30
Other	Participation to a Workshop	BlueMed Pilot Workshop 1	12 March 2019	Brussels, Belgium	30
Scientific Community (Higher Education, Research)	Participation to a Workshop	JPI MSFD Joint Action	12-13 September 2019	Capo Granitola, Trapani, Italy	30
Other	Participation to a Conference	GFCM Fish Forum 2018	13 December 2018	Roma, Italy	60
Other	Organisation of a Conference	MS23 BLUEMED Mediterranean Research Infrastructures Stakeholders Conference	13-14 June 2019	Paris, France	49
Other	Other	BLUEMED Meeting in Corsica / organized with MESRI	14 December 2018	Ajaccio, France	13
Policy Makers	Organisation of a Workshop	1st BLUEMED Technical group meeting	14 March 2017	Paris, France	21
Other	Participation to a Conference	WestMed Stakeholders & Ministerial Conference	14-15 May 2019	Palermo, Italy	100
Civil Society	Organisation of a Workshop	Spanish BlueMed National Hub event	15 December 2020	Virtual	75
Policy makers	Participation in a meeting	BLUEMED presentation and discussion with Crete Regional Authorities	15-16 December 2017	Heraklion, Crete	20
Industry	Participation to an Event other than a Conference or a Workshop	Kick-off meeting of the national Technology Cluster Blue Italian Growth	15-16 January 2018	Naples	100
Policy Makers	Participation to a Workshop	BlueMed Platforms meeting - BlueMed priorities for Implementation	15-16 October 2019	Barcelona	70
Scientific Community (Higher Education, Research)	Participation to a Conference	International Conference on Microplastic Pollution in the Mediterranean Sea	15-18 September 2019	CAPRI, Italy - Micromed -	100
Scientific Community (Higher Education, Research)	Training	Integrated advanced training course on Blue Biotech-nologies, Aquatic products and Blue Bio-economy	15-19 March 2021	Virtual	30
Policy makers and Scientific Community	Participation to a Workshop	InnoBlueGrowth (BlueMED presentation)	16 April 2019	Marseilles, France	40
Other	Participation to a Conference	BlueMed National event in Egypt	16 July 2018	Alexandria, Egypt	120
Other	Training	"Understanding and Acting for a Healthy Plastic Free Mediterranean Sea" - BlueMed e-training on marine litter	16 June 2020 - 21 July/2020	Virtual	427

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Other	Participation to a Workshop	European Maritime Day 2019	16-17 May 2019	Lisbon, Portugal	50
Policy Makers	Organisation of a Workshop	Interministerial Group on Blue Growth	17 July 2019	Rome, Italy	20
Scientific Community (Higher Education, Research)	Participation to a Conference	International Conference on Microplastics	17 September 2019	Capri, Italy	100
Policy Makers	Participation to a Workshop	PANORAMED GOVERNANCE PLATFORM - Innovation Camp	17-18 October 2019	Barcelona	100
Scientific Community (Higher Education, Research)	Participation to a Conference	Responsible Research and Innovation in Science, Innovation and Society 2018 (RRI – SIS 2018)	17-19 September 2018	Tartu, Estonia	30 ca.
Policy Makers	Organisation of a Workshop	Spanish Consultation on BlueMed Strategic Actions	18 December 2020	Virtual	23
Policy Makers	Organisation of a Workshop	Regional authorities meeting: French national white paper	18 January 2018	Sète, France	16
Policy Makers	Organisation of a Conference	A basin of research and innovation for sustainable growth	18-19 April 2017	Sliema, Malta	200
General Public	Exhibition	BlueMed Pilot - Bioeconomy Village	18-19-20 October 2019	Maker Faire, Fiera di Roma, Rome, Italy	1500
Other	Participation to a Conference	Ocean Dialogues - At the Science-Policy-Society interface. Supporting Effective Ocean Governance - The role of Responsible Research and Innovation and Ocean Literacy	18-20 March 2019	Bruxelles	100 ca.
Scientific Community (Higher Education, Research)	Organisation of a Workshop	Meeting JPI-Oceans/BlueMed Ita	19 July 2019	Venezia, Italy	7
Other	Organisation of a Conference	BlueMed Third Italian National event	20 December 2018	Rome, Italy	100
Policy Makers	Participation to an Event other than a Conference or a Workshop	EUSAIR TSG4 Meetings	20 November 2019 and 09 June 2020	virtual	60
General Public	Flyer	Update of the BlueMed leaflet and drafting of the French and Arabic versions	2019 - early 2020	Virtual	
General Public	Other	BlueMed Pilot Action Roll-up	2019 - early 2020	Virtual	
General Public	Other	BlueMed priorities roll-up	2019 - early 2020	Virtual	
General Public	Other	Infographics on “BlueMed keywords” - poster	2019 - early 2020	Virtual	
General Public	Other	Infographics on “What is BlueMed like?” for the website	2019 - early 2020	Virtual	
General Public	Other	Infographics on “BlueMed timeline” - poster	2019 - early 2020	Virtual	
General Public	Other	Infographics on “What is BlueMed about?” - poster	2019 - early 2020	Virtual	
General Public	Other	Infographics on “What is BlueMed about?” for the website	2019 - early 2020	Virtual	
General Public	Other	Infographics on “Why BlueMed?” - poster	2019 - early 2020	Virtual	
General Public	Website	BlueMed website renovation	2019 - early 2020	Virtual	
Other	Participation to a Conference	UN-Decade of Ocean Science for Sustainable Development - Med Workshop	21-23 January 2020	Venice (UNESCO)	130
Policy Makers	Organisation of a Workshop	Interministerial Group on Blue Growth	22 February 2019	Rome, Italy	20
Other	Participation to a Conference	EUSAIR Forum	22 May 2018	Catania, Italy	100
Scientific Community (Higher Education, Research)	Training	Short Course: “SCIENCE-POLICY-SOCIETY INTERACTIONS IN ECOSYSTEM-BASED MARINE RESOURCES MANAGEMENT AND PLANNING”	22-26 March 2021	Virtual	50

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Scientific Community (Higher Education, Research)	Participation to a Workshop	PANORAMED event "Reassessing Governance in the Mediterranean"	23 – 24 Sep 2019	Heraklion, Crete	50
Scientific Community (Higher Education, Research)	Organisation of a Workshop	BLUEMED Info Day at MARBEC's research institute (IRD + CNRS: http://www.umr-marbec.fr/fr/)	23 January 2017	Sète, France	12
Policy Makers	Organisation of a Workshop	Meeting with French Mediterranean regional authorities	23 October 2017	La Seyne-sur-Mer, France	14
Scientific Community (Higher Education, Research)	Organisation of a Workshop	Workshop on "Musing on the concept of Good Environmental Status: the complexity of the status and the status of complexity", jointly organised by JPI-Oceans and Bluemed CSA	2-4 December 2020	Online	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Plastiche nei mari" on "Il Quotidiano di Sicilia"	24 February 2021	Virtual	
Other	Participation to a Workshop	SEALINES Start-up Action 1st meeting	24 June 2019	Ravenna, Italy	50
General Public	Participation to a Workshop	MSPglobal Initiative, Marine Spatial Planning in the West Mediterranean	24 June 2020	Virtual	100
Other	Participation to a Conference	BlueMed National event in Algeria	25 June 2018	Algiers, Algeria	40
General Public	Organisation of a Workshop	WESTMED, Maritime Spatial Planning in Italy and in the Western Mediterranean Basin	25 June 2020	Virtual	100
General Public	Participation to an Event other than a Conference or a Workshop	Presentation of BlueMed at 'Nnumari event	2-5 October 2019	Licata, Sicily (Italy)	60
Scientific Community (Higher Education, Research)	Training	Lesson for the UNIMED Summer School	2-5 October 2019	Licata, Sicily (Italy)	20
Other	Participation to a Conference	BlueMed National event in Tunisia	26 June 2018	La Marsa, Tunisia	50
General public/policy makers	Participation to a Workshop	World Youth Forum Egypt, 2018	2-6 November 2018	Sharm El Sheikh, Egypt	3000 youths from 60 delegations
Scientific Community (Higher Education, Research)	Organisation of a Workshop	PRIMA and BLUEMED national info day	26 October 2017	Zagreb	50
Scientific Community (Higher Education, Research)	Participation to a Conference	Stati Generali della Ricerca Marina, Università degli Studi di Milano Bicocca	26-28 September 2018	Milano, Italy	60
Other	Participation to a Conference	BlueMed National event in Turkey	27 June 2018	Ankara, Turkey	40
Other	Participation to a Workshop	ECOMED PORT Start-up Action 1st meeting	27 September 2019	Bologna, Italy	40
General Public	Participation to a Workshop	Ecomedport Workshop	28 May 2020	Virtual	50
Scientific Community (Higher Education, Research)	Participation to a Workshop	Cross-Basin collaboration workshop	29 August 2019	Brussels, Belgium	10
Other	Participation to a Conference	BlueMed National event in Jordan	3 July 2018	Amman, Jordan	30

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Other	Participation to a Workshop	BlueMed Pilot Workshop 2	3 July 2019	Brussels, Belgium	30
Other	Participation to a Conference	WestMed Italian Stakeholders Conference	3 May 2019	Rome, Italy	40
Other	Participation to a Workshop	SEALINES Start-up Action 3rd meeting	30 September - 1 October 2019	Milan, Italy	40
Other	Organisation of a Conference	BlueMed Second Italian National event	31 July 2018	Rome, Italy	100
Other	Participation to a Workshop	European Maritime Day 2018	31 May - 1 June 2018	Burgas, Bulgaria	50
Other	Participation to a Conference	MedCoast4BG - Med Coasts for Blue Growth - 1st JOINT PROJECT MEETING	31 October 2018	Barcelona, Spain	60
Investors	Participation to a Workshop	Summit of the Shores - Deep dive event	4 February 2020	Paris	60
Other	Other	BLUEMED Meeting with Occitanie Region / organized by MESRI	4 October 2018	Montpellier, France	12
Other	Other	BLUEMED Meeting with PACA Region / organized by MESRI	5 October 2018	Marseille, France	12
Scientific Community (Higher Education, Research)	Participation to a Conference	XXIV Congresso dell'Associazione Italiana di Oceanologia e Limnologia	5-7 June 2019	Bologna, Italy	45 ca.
Other	Participation to a Conference	Organization of the BlueMed sessions and physical stand and participation to EcoMondo 2019	5-8 November 2019	Rimini fair	
Scientific Community (Higher Education, Research)	Organisation of a Workshop	Knowledge meeting: French national white paper	8 January 2018	Marseille, France	30
Other	Participation to a Conference	Sustainable Development at Black Sea High-level Conference	8-9 May 2019	Bucharest, Romania	150
Scientific Community (Higher Education, Research)	Organisation of a Workshop	Horizon 2020 SC2 info day	9 February 2017	Zagreb	60
Other	Communication Campaign (e.g. Radio, TV)	BlueMed Newsletter - issue n° 3	August 2018		
Investors	Website	Population of the BlueMed page on the SEMED portal	Autumn 2020	Virtual	
Other	Participation to a Conference	WestMed Stakeholders Conference	December 2018	Algiers, Algeria	100
General Public	Other	Interactive infographics on the Pilot Action National Hubs	early 2020	Virtual	
Other	Participation to a Conference	Participation to the All-Atlantic Ocean Research Forum by Badr El Mahrad, the Moroccan BlueMed Young Communication Ambassador	February 2020	Brussels	
General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 2 infographics	February 2021	Virtual	
General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 3 infographics	February 2021	Virtual	
General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 4 infographics	February 2021	Virtual	
General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 5 infographics	February 2021	Virtual	

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General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 6 infographics	February 2021	Virtual	
General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 8 infographics	February 2021	Virtual	
General Public	Other	"Acting for the Med Sea - The BlueMed Implementation Plan" - priority 9 infographics	February 2021	Virtual	
General Public	Other	Design and publishing of the templates and tutorial for the gadget LORI - The SaiLORIgami	February 2021	Virtual	
General Public	Other	Design of the character of LORI - The SaiLORIgami (different expressions)	February 2021	Virtual	
General Public	Other	Live cartooning panels - graphical recording of the final conference	February 2021	Virtual	
Other	Organisation of a Conference	BlueMed CSA Final Conference	From 22 February 2021 to 24 February 2021	Virtual	600
Scientific Community (Higher Education, Research)	Training	Deep Blue Programme Traineeship - Marine litter and Blue Economy: a case study in Mediterranean touristic areas (collaboration to define the project)	From January to March 2021	Virtual (Spain)	1
Civil Society	Non-scientific and non-peer-reviewed publication (popularised publication)	MARINazine - Our engagement with the Ocean - Newsletter of the Marina Project n.2 January 2018	January 2018		
Other	Organisation of a Conference	BlueMed Pilot Event (back to back with the UNESCO Decade event)	January 2020	Venice (CNR-ISMAR)	50+
Other	Non-scientific and non-peer-reviewed publication (popularised publication)	"The BLUEMED Italian White Paper: an overview of relevance, obstacles and proposals of the key sectors for a Blue Growth"	July 2018		
General Public	Other	Infographics on BlueMed tour in non-EU countries	July 2018		
General Public	Other	The BlueMed priorities - infographics for the website	July 2020	Virtual	
Other	Communication Campaign (e.g. Radio, TV)	BlueMed Newsletter - issue n° 4	March 2019		
Other	Communication Campaign (e.g. Radio, TV)	BlueMed Newsletter - special issue for Ocean Dialogues	March 2019		
other	Participation to a Conference	Participation to the 4th Edition of the International Conference on Geo-IT and Water Resources by Badr El Mahrad, the Moroccan BlueMed Young Communication Ambassador	March 2020	Virtual	
General Public	Video/Film	BlueMed Ambassadors' videos - self-introductions and motivations	March 2020	Virtual	
General Public	Communication Campaign (e.g. Radio, TV)	News at "Futuro24" on Rainews Italian national channel: "Mediterraneo da proteggere. Per 4 anni il progetto europeo 'BlueMed', coordinato dal CNR, che ha analizzato dati, ricerche, promuovendo il confronto fra tutti gli stati che si affacciano sul bacino." Interview to: Fabio Trincardi, CNR, and to: Fedra Francocci, CNR, and to: Martina Pierdomenico, CNR	March 26 and 28 2021	Rome	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	Publication of the article "Nel Mediterraneo, stessa acqua diversi business" for the 'Formiche' magazine	May 2018		
General Public	Participation to an Event other than a Conference or a Workshop	Science in the Citadel	May 2018	Gozo	500
General Public	Other	Infographics on BlueMed prioritisation	May 2019		
Other	Organisation of a Conference	Ecomondo 2018	November 2018	Rimini, Italy	50
General Public	Video/Film	BlueMed introductory video	November 2019	Virtual	
Other	Organisation of a Workshop	Training of the BlueMed Ambassadors	October 2019	Barcelona	

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Other	Participation to a Conference	Participation to the BlackSea-Connect Virtual Event on “Research and Innovation in the Black Sea: Empowering the next generation for a healthy, resilient and productive Black Sea” by Deniz Yapilcan, the BlueMed Young Communication Ambassador for Turkey	October 2020	Virtual	
General Public	Other	Design, drafting and printing of the “BlueMed plogging bag”	September 2019		
General Public	Other	Realization of a poster "What is BlueMed about?"	September 2019		
General Public	Other	Realization of a poster "Why BlueMed"	September 2019		
General Public	Other	Realization of a poster on BlueMed keywords	September 2019		
General Public	Other	Realization of a poster on the BlueMed timeline	September 2019		
General Public	Other	Realization of a roll-up on BlueMed Pilot Action	September 2019		
General Public	Other	Realization of a roll-up on BlueMed prioritisation	September 2019		
General Public	Communication Campaign (e.g. Radio, TV)	Issue of periodic BlueMed newsletters	throughout the project	Virtual	
General Public	Social Media	knowledge circulation and networking via Twitter	throughout the project	Virtual	
General Public	Social Media	update and sharing of the BlueMed YouTube channel	throughout the project	Virtual	
General Public	Communication Campaign (e.g. Radio, TV)	Animated video on plastic pollution generation and reduction, realised by Fella Moualek, the Algerian BlueMed Young Communication Ambassador			
General Public	Communication Campaign (e.g. Radio, TV)	Beach cleaning campaign organised by Badr El Mahrad, the Moroccan BlueMed Young Communication Ambassador		Morocco	
General Public	Communication Campaign (e.g. Radio, TV)	Beach cleaning campaign organised by Deniz Yapilcan, the Turkish BlueMed Young Communication Ambassador		Turkey	
General Public	Communication Campaign (e.g. Radio, TV)	Beach cleaning campaign organised by Fella Moualek, the Algerian BlueMed Young Communication Ambassador		Algeria	
General Public	Communication Campaign (e.g. Radio, TV)	Beach cleaning campaign organised by Inès Boujmil, the Tunisian BlueMed Young Communication Ambassador		Tunisia	
Other	Communication Campaign (e.g. Radio, TV)	Environmental Education Activities organised by Fella Moualek, the Algerian BlueMed Young Communication Ambassador, in collaboration with the Centre National de Recherche en Pêche et Aquaculture (CNRDPA) for the World Fish Migratory day		Algeria	
General Public	Communication Campaign (e.g. Radio, TV)	Infographic on plastic pollution use and reduction, realised by Fella Moualek, the Algerian BlueMed Young Communication Ambassador			
General Public	Communication Campaign (e.g. Radio, TV)	Video documentary on plastic pollution: “The story behind the ‘ghost’ plastic traps”, by Inès Boujmil, the Tunisia BlueMed Young Communication Ambassador		Tunisia, online	
General Public	Communication Campaign (e.g. Radio, TV)	Videoclip on the effects of marine litter pollution on Turkish beaches: script and storyboard, by Deniz Yapilcan, the BlueMed Young Communication Ambassador for Turkey			
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	article "Presentati i risultati del progetto "BlueMed" coordinato dal Consiglio nazionale delle ricerche" on "Il Quotidiano di Sicilia"			
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	Chapter on Tunisia in the UN outreach book series “A better world”, by Inès Boujmil, the Tunisian BlueMed Young Communication Ambassador and Cherif Sammari, BlueMed Tunisian Delegate		Virtual	
General Public	Non-scientific and non-peer-reviewed publication (popularised publication)	news on "STAFFETTA 26 QUOTIDIANA": "Blue Med", evento conclusivo online.			

TARGET STAKEHOLDERS	TYPE OF ACTION	ACTIVITY TITLE	DATE	PLACE	PAX N.
Other	Other	Publication of the BlueMed Implementation Plan		Virtual	
Scientific Community (Higher Education, Research)	Website	BLUEMED webpages (http://www.izor.hr/web/guest/bluemed)			
Scientific Community (Higher Education, Research)	Website	BLUEMED webpages (https://mzo.hr/hr/bluemed-inicijativa)			



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