

# **MAMA - Network Project**

## **WP 7. MAMA-AWARE**

*Coordinated by UNEP/MAP (MB 11) - MED POL Unit*

## WP 7 . MAMA-AWARE

### *Objective*

To set up a campaign for the promotion of awareness on MedGOOS and the benefits of ocean forecasting in the Mediterranean

The awareness campaign will address

- governmental agencies and authorities
- policy makers
- scientific community
- marine industries and services sector
- public

# WP 7. MAMA-AWARE

## *Tasks*

### **7.1 National Awareness Meetings**

(co. Task 1.2, subtasks 1.2.1 , 1.2.2 : Task 3.1 , 3.2 )

#### **General Aims**

- highlight the concepts of ocean observation and forecasting
- highlight the aims of MedGOOS
- present capabilities / priorities for capacity building
- presentation and discussion of types of products / benefits derived
- opportunity for interaction and feedback with end-users
- promote the creation of national GOOS planning committees

# WP 7 . MAMA-AWARE

## *Tasks*

### **7.2 General Awareness**

- production/distribution of information letters on Med GOOS/MAMA project
- preparation of national brochures
- planning of awareness activities

### **7.3 MedGOOS Commitments Conference**

MAMA general conference at the end of the project to cover one technical and one ministerial meeting.

# WP 7 . MAMA-AWARE

## *Methodology and Work Plan*

### Task 7.1 National Awareness meetings

- **Preparation : 0-6 months**
  - Preparation of guidelines for the meetings in consultation with the SC of WP.7 and the support of IOI-MOC
  - Preparation of the conference pack material
  
- **Conduction : 6-24 months**
  - Conduction of the national meetings based on pre-defined time-schedules
  - Meeting reports / proceedings

## WP 7 . MAMA-AWARE

### *Methodology and Work Plan*

#### *Task 7.2 General Awareness*

General awareness activities will be coordinated by WP7 Steering Committee, and contributed by all members of MAMA WP7 throughout the duration of the project (36 months)

#### Main deliverables :

- Awareness materials (brochures/ clips/ documentaries)
- Information letters addressed to national authorities accompanied by brief MedGOOS/MAMA documents.

#### *Task 7.3 MedGOOS Commitments Conference*

MAMA general conference will be organized at the end of the project to cover one technical and one ministerial meeting

#### Main deliverable:

- Declaration of consensus and commitment to the full implementation of the Mediterranean ocean forecasting system

## WP 7 . MAMA-AWARE

### *0-6 month achievements*

#### Task 7.1 *National Awareness Meetings*

1. Draft general guidelines for the Meetings have been prepared, with some contributions from the WP Steering Committee and MAMA Advisory Board. Guidelines to be finalized at the 2<sup>nd</sup> MAMA Meeting in Oristano.
2. The material of the conference pack for use at the national meetings has been selected. Some items have already been prepared by IOI-MOC.

# WP 7 . MAMA-AWARE

## *0-6 month achievements (cont.)*

### Task 7.2 *General Awareness*

1.

- MB11 (UNEP/MAP) has prepared and sent information letters to:
  - National MED POL Coordinators in 20 Mediterranean countries
  - A number of other relevant ministerial representatives in the Med countries, involved in UNEP/MAP
  - 23 selected Mediterranean Institutes involved in MED POL
  - The principal administrator of DG Environment of the EC.
  
- The MedGOOS Secretariat has sent information letters to:
  - the most important national organizations/ministries indicated by MAMA focal points
  - IGOs and NGOs indicated by UNEP/MAP, including:  
RAMOGE, the Black Sea Environment Programme, the EEA, the Helsinki Commission, the Oslo and Paris Commission, CIESM, IAEA, Greenpeace Int., the MedCOAST Secretariat, MIO/ECSDE, and WWF Int.



## WP 7 . MAMA-AWARE

*0-6 month achievements (cont.)*

### Task 7.2 *General Awareness*

2. The MedGOOS Secretariat, with the supervision and assistance of the Steering Committee and the support of ANPA, has prepared :

A brochure on the content and objectives of the MAMA Project.

A MedGOOS brochure

A MAMA flyer

# WP 7 . MAMA-AWARE

## *6-12 month tasks ahead*

### *Task 7.1 National Awareness meetings*

- **Prepare the ground for the meetings through :**
  - Sending info on MedGOOS and MAMA to a wide audience
  - Preparing national Med GOOs websites and promoting the event
  - Consultation with key national stakeholders
  - Establish organising committees with key stakeholders as members to promote "ownership" of the event
- **Finalize the preparation of all the conference pack documents**
- **Establish time schedule of the meetings**

## WP 7 . MAMA-AWARE

### *6-12 month tasks ahead (cont.)*

#### *Task 7.2 General Awareness*

- By the end of July 2002, to receive contributions from all participants on the planned awareness activities for the duration of the project
- MB11 (UNEP/MAP) to discuss with the MAP information officer the following:
  - An article on GOOS, MED GOOS and the MAMA project to appear in one of the next issues of "MEDWAVES", the MAP quarterly.
  - Providing regular information on the progress of the project, possibly in a special section of "MEDWAVES" dedicated to Med GOOS.
  - Information on the MAMA national awareness meetings in "MEDWAVES", including a calendar of the meetings when this becomes available and due notice of the schedule and venue of each individual meeting as it approaches.