

MAMA - Network Project

WP 7. MAMA-AWARE

Co-ordinated by UNEP/MAP (MB 11) - MED POL Unit

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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

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Tasks

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

- concepts of ocean observations and forecasting
- aims of MedGOOS
- present capabilities / priorities for capacity building
- types of products / benefits derived
- interaction and feedback with end-users
- national GOOS planning committees

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Tasks

7.2 General Awareness

- production/distribution of brochures/clips/documentaries
- use of MedGOOS www
- visits to high level authorities
- joint meeting with EEA-European Topic Centers

7.3 MedGOOS Commitments Conference

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Methodology and Work Plan

Task 7.1

UNEP/MAP (MB11) will conduct the WP with the support of IOI-MOC (MB 2)

National Meetings will be conducted at each country under 4 different groups

G1: FSR, INSTM, LEM, UA/DO, EGA (MB 8, 9, 16, 23, 28)

G2: IMS-METU, NCMS, HIMR, ALA (MB 7, 20, 26, 29)

G3: IOR, NIB, HEIS, DFMR-OS, NCMR, IHM (MB 21, 3, 4 ,6 , 13, 30)

G4: IEO, IOI-MOC, IOLR, IFREMER, ANPA (MB 19, 2, 10, 24, 25)

The content of the meetings will be worked on by the WP Steering Committee

WP SC: MB 11 and MB 2, 7, 8, 19, 21

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Methodology and Work Plan

Task 7.1

- **Preparation : 0-6 months**
 - Organization of the meetings by the SC of WP.7
 - Conference pack material

- **Conduction : 6-24 months**
 - National meetings
 - Meeting reports / proceedings (national/grouped)

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Methodology and Work Plan

Task 7.2

General awareness issues will be conducted by WP7 SC and all WP7 MBs through the full duration of the project (36 months)

Main deliverables : Awareness materials (brochures/ clips/ documentaries)

Information letters after the kick-off meeting addressed to the national authorities attached with a brief MAMA document

Task 7.3

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

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0-6 month work plan & schedule

Task 7.1 *National Awareness Meetings*

1. Planning the work of the Steering Committee (0-2 month)
2. Organization of National Meetings(2-6 months)
In close cooperation with the group leaders and the Advisory Board:
 - Discussion on, and formulation of, the content of each National Meeting on the basis of national and regional requirements;
 - Establishing time schedule for each National Meeting;
 - Preparation of conference pack material for use at national meetings. This pack will be updated for future national meetings to take note of updates and developments on GOOS, MAMA and other relevant programmes/projects.

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0-6 month work plan & schedule

Task 7.2 *General Awareness*

1. Information letters... .. (0-2 months)

Immediately after the kick off meeting, letters will be sent to national authorities and other related stakeholders with a brief on MedGOOS/MAMA Project, MED POL Programme, their interconnection and reciprocal benefits. This exchange will provide for a MAMA mailing list and correspondence file.

2. Preparation of national brochures... ..(0-6 months)

The MedGOOS Secretariat, with the supervision and assistance of the Steering Committee, will prepare a dedicated brochure on the content and objectives of the MAMA Project which will be widely disseminated throughout each country. The brochure will be in English, French and Arabic.

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0-6 month work plan & schedule

Task 7.2 *General Awareness*

3. Planning of Awareness Activities..... (0-2 months)

Each MAMA participant in this WP 7 will prepare an activity plan on awareness for the whole duration of the MAMA project. The awareness will cover not only MAMA, but also MedGOOS and GOOS in general. The necessary information and documentation will be sought directly by the participants.