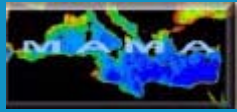


# MAMA - Network Project

## WP 7. MAMA-AWARE

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



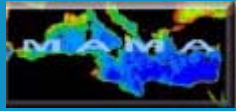
## WP 7 . MAMA-AWARE

### *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



### *Task 7.1 National Awareness meetings*

Produced guidelines .....

.... But organisation needs to be adapted to capture the best success conditions in each country

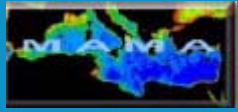
Build momentum prior to the NAW

Involve key stakeholders in the organisation

... seek partnerships

... give them an important part to feel part of the show

Involve key ministries



## WP 7 . MAMA-AWARE



### Problem-oriented

Chronic pollution

Acute pollution

Fish stock decline

Aquaculture

Dredging

Coastal development

Coastal erosion

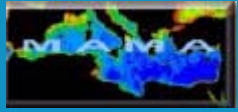
Harmful algal blooms

Water quality

Tourism pressure (carrying capacity)

Beach management

Coastal conservation



## WP 7 . MAMA-AWARE



### User-oriented

Environmental agency/authority

Tourism Authority

Planning Authority

Coast guard

Defense

Search and Rescue

Port management

Shipping and maritime transport

Marine-related industries

Fisheries and aquaculture



## WP 7 . MAMA-AWARE



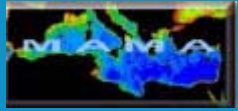
Share experiences

Report back in detail

Keep a record of the NAW...

... small publication

Establish a follow-up group that remains after  
the meeting



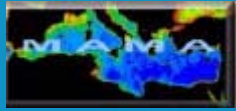
## WP 7 . MAMA-AWARE

### Task 7.2 General Awareness

Various tools available

- ... participate in local meetings/events with presentations
- ... write papers/reports on national/international publications
- ... make use of the media
- ... inform regularly
- ... use promotion material
- ... publicise the MAMA WWW
- ... put up your partner pages on the MAMA WWW

Meet directly key people.... Directors, managers, even ministers



## WP 7 . MAMA-AWARE



### Calendar of National Awareness Meetings 12/2002-12/2003

December 2002: Greece (3<sup>rd</sup> - 6<sup>th</sup>)

May 2003: France (21<sup>st</sup> -22<sup>nd</sup>)

June 2003: Turkey (13<sup>th</sup>)

September 2003: Bosnia & Herzegovina, Egypt, Israel(10<sup>th</sup>)

October 2003: Albania, Croatia, Syria (?)

November 2003: Palestine (?)

December 2003: Palestine (?), Slovenia, Syria (?), Malta

(last updated May 2003)