

OSPAR Convention for the Protection of the Marine Environment of the North-East Atlantic

Meeting of the Intersessional Correspondence Group on the implementation follow up of measures for the protection and conservation of species and habitats (ICG-POSH)

Paris (France): 9-11 October 2018

## Roadmap for the implementation of collective actions within the Recommendations for the protection and conservation of OSPAR listed Species and Habitats

### DRAFT: Action sheet 1

Action	<p><b>1. Building on existing material (e.g. OSPAR website) develop and implement a phased communications strategy for OSPAR listed species and habitats to:</b></p> <ul style="list-style-type: none"> <li>• <b>Share knowledge including on status and threats to help promote action by others;</b></li> <li>• <b>Share knowledge and experience on measures that have been implemented and lessons learned, among both relevant management authorities and general public</b></li> </ul>
Participants	<p>OSPAR Secretariat</p> <p>Supported by: Sweden, ICG-POSH</p>
Plan:	<p>Communication applies to all listed species and habitats in all Regions.</p> <p>A phased approach is taken where, as a first step, the OSPAR website is further developed and basic communication materials on the roadmap are prepared. In a later phase, communication focuses on updated status assessments and communicating on actions taken by Contracting Parties by making this information available through the further developed website.</p> <p>The plan focuses on developing materials and showcasing results to a wider audience. This material can also be relevant for OSPAR internal communication, and OSPAR communicating with partner organisations, e.g. during meetings of the Collective Arrangement.</p> <p>Plan for the first phase:</p> <ul style="list-style-type: none"> <li>- Develop a communication strategy/annual plan by elaborating the Action Sheet</li> <li>- Communication material on the roadmap to be prepared, a well laid-out, attractive pdf of the roadmap to share with a wider public – COMPLETED - <a href="https://www.ospar.org/site/assets/files/35421/posh_roadmap_info_doc.pdf">https://www.ospar.org/site/assets/files/35421/posh_roadmap_info_doc.pdf</a> ;</li> <li>- Information updated on the website, e.g. the roadmap table indicating for which actions leads and supporting actors have been agreed COMPLETED - <a href="https://www.ospar.org/work-areas/bdc/species-habitats/implementation-of-species-and-habitat-recommendations">https://www.ospar.org/work-areas/bdc/species-habitats/implementation-of-species-and-habitat-recommendations</a> ;</li> <li>- Develop a template for species and habitat specific webpages with the aim of</li> </ul>

	<p>using agreed sections of the background documents on the species ecology and relevant threats. The species/habitat specific page will allow for future linking and cross referencing any actions reported and assessments taken on that species. Species/habitat specific pages will also have tailored search functions with the intention of raising the visibility of the work in general. COMPLETED;</p> <ul style="list-style-type: none"> <li>- Awareness raising of the species and habitats on the list is planned by preparing a weekly Tweet/LinkedIn featuring species/habitats and, as relevant, any action that has already been taken, exploring options of listing the Tweets on the species and habitats website;</li> <li>- Scope the actions already taken to find good national examples to promote regionally, with the aim of sharing lessons learned. <ul style="list-style-type: none"> <li>o In 2015 Sweden produced an identification guide for sharks and rays that occur in Swedish waters, aimed at <i>a</i>), increasing the general knowledge about these species and their status and <i>b</i>), providing a basis for correct species identification and <i>c</i>), encourage reporting of observations from fishermen, anglers and others. If there is interest from other CPs the identification guide could be expanded to cover all elasmobranch species in OSPAR region II, and a print-on-demand option to cover possible requirements concerning e.g. language could be explored.</li> </ul> </li> </ul> <p>Plan for the second phase:</p> <ul style="list-style-type: none"> <li>- update species/habitat specific websites as new status assessments are completed and uploaded to OSPAR's assessment portal (status and threats);</li> <li>- update species/habitat specific webpages as actions are taken nationally or collectively, main updates during reporting next time in 2019 but some links may also be made to past reporting 2016;</li> <li>- prepare Tweets/LinkedIn updates and news items for OSPAR's news feed when new material becomes available.</li> </ul>
Timeline	<p>Phase 1: 2017-2019 Phase 2: 2018-2025</p> <p>Major milestones coincide with release of new assessments or reporting on actions (national and collective)</p> <p>2019 – communicate on national reporting against Recommendations 2020 -&gt; communicate on new assessment results for the species and habitats Finalising at the end of the roadmap in 2025.</p>
Events	No specific events planned
Links to other actions	All other actions (collective and national)
Added value of action by OSPAR	OSPAR needs to carry out this action. Support and a spread of materials to a wider public can be achieved once the materials have been developed.
Resources	<p>Human resources at the Secretariat, preparing species and habitat specific webpages will require a significant amount of time to implement and in order to complete the task within a short amount of time it would be beneficial to have a dedicated person.</p> <p>Some financial resources needed to develop the proposed features on the website.</p>

	Photographs and/or other images in high resolution of the listed species and habitats.
Barriers to Progress	Possible lack of resources. Contracting Parties need to inform the Secretariat on actions taken that can be spread to a wider audience.
Stakeholders to engage	Encourage communication on any actions taken by stakeholders that are of relevance to the actions in the listed species and habitats.
Other Competent Authorities:	<i>none</i>
Product(s):	Communication strategy – COMPLETED ACTION SHEET UPDATED Communication materials on the actions and roadmap (pdf shared online) - <a href="https://www.ospar.org/work-areas/bdc/species-habitats/implementation-of-species-and-habitat-recommendations">https://www.ospar.org/work-areas/bdc/species-habitats/implementation-of-species-and-habitat-recommendations</a> Species and habitat specific websites - COMPLETED Sharing and spreading national materials/examples as relevant – TO BE DONE AS NECESSARY