

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

2017-2025

Action sheet 1

Action	<p>1. Building on existing material (e.g. OSPAR website) develop and implement a phased communications strategy for OSPAR listed species and habitats to:</p> <ul style="list-style-type: none"> • Share knowledge including on status and threats to help promote action by others; • Share knowledge and experience on measures that have been implemented and lessons learned, among both relevant management authorities and general public
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. As part of the first phase, a test page will be developed for sharks where materials developed by Contracting Parties will be shared.</p> <p>In a later phase, communication focuses on updated status assessments and communicating on actions taken by Contracting Parties by making this information available and the further development of the website.</p> <p>Target audience: The plan focuses on developing materials and showcasing results to a wider audience, such as OSPAR stakeholders (industry experts, NGOs, IGOs, academic institutions, government bodies).</p> <p>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"> - Develop a communication strategy/annual plan by elaborating the Action Sheet

	<ul style="list-style-type: none"> - Communication material on the roadmap to be prepared, a well laid-out, attractive pdf of the roadmap to share with a wider public; - Information updated on the website, e.g. the roadmap table indicating for which actions leads and supporting actors have been agreed; - Develop a test-webpage for sharks. Develop a template for species and habitat specific webpages with the aim of 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. Example of species specific pages and how information could be displayed https://nammco.no/marinemammals/; - 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; - 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"> o In 2015 Sweden produced an identification guide for sharks and rays that occur in Swedish waters, aimed at a), increasing the general knowledge about these species and their status and b), providing a basis for correct species identification and c), 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. <p>Plan for the second phase:</p> <ul style="list-style-type: none"> - update species/habitat specific websites as new status assessments are completed and uploaded to OSPAR's assessment portal (status and threats); - 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; - prepare Tweets/LinkedIn updates and news items for OSPAR's news feed when new material becomes available.
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 -> communicate on new assessment results, results from implementation reporting for the species and habitats Finalising at the end of the roadmap in 2025.</p>

Events	A launch event for the species/habitats specific website
Links to other actions	All other actions (collective and national)
Added value of action by OSPAR	This action can only be carried out by OSPAR, and communicating about the achievements will raise the profile of OSPAR work on threatened and/or declining species.
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. Estimate: 2 days per species/habitat</p> <p>Some financial resources needed to develop the proposed features on the website. Estimate: £ 3,000 to develop a web-page template and populate it with content for the listed 52 species and habitats</p> <p>Photographs and/or other images in high resolution of the listed species and habitats are needed. All Contracting Parties should submit information on national communication activities and photographs available for use to communications@ospar.org. Examples include;</p> <ol style="list-style-type: none"> the UK flicker page with photos and videos available for non-commercial use, the Netherlands Natural History Museum allowed anyone to upload photos on species to a system that ensured credits were included when the photos were used;
Barriers to Progress	<p>Lack of resources, including funds and materials submitted by Contracting Parties.</p> <p>Contracting Parties need to inform the Secretariat on actions taken that can be spread to a wider audience.</p>
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):	<p>Communication strategy</p> <p>Communication materials on the actions and roadmap (pdf shared online)</p> <p>Species and habitat specific websites</p> <p>Sharing and spreading national materials/examples as relevant</p>