



Bonn Agreement
Accord de Bonn

BE-AWARE Communication Plan

1. Introduction

The overall aim of the Bonn Agreement: Area-wide Assessment of Risk Evaluations (BE-AWARE) is to ensure that Bonn Agreement Contracting Parties have a full knowledge of the potential risk of mineral oil and hazardous and noxious substances (HNS) pollution in the Greater North and its Approaches.

Predicted increased storminess as a consequence of climate change, increased export of oil products from the Russian Federation transiting through the Greater North Sea, and new maritime uses and activities (energy generation, ocean aquaculture, and marine protected areas) collectively contribute to a complex pattern of sea use and maritime development. Therefore an overview risk assessment to highlight potential improvements to disaster prevention and ensure that an adequate balance of resources is maintained for response work is vital.

BE-AWARE is part funded by the European Union through the Civil Protection Financial Instrument, administered by DG ECHO, and will be coordinated within the framework of the Bonn Agreement. The Bonn Agreement is the mechanism by which the North Sea States, and the European Union, work together to help each other in combating pollution in the North Sea Area from maritime disasters and chronic pollution from ships and offshore installations and carry out surveillance as an aid to detecting and combating pollution at sea. The North Sea States are Belgium, Denmark, France, Germany, Ireland, the Netherlands, Norway, Sweden, and the United Kingdom of Great Britain and Northern Ireland.

2. Communication Plan Aims

In order to ensure that BE-AWARE Project is as successful as possible and provides the maximum return on investment for the Coordinating and Associated Beneficiaries, the EU (DG ECHO), Bonn Agreement Contracting Parties and the wider public, several communication aims have been established:

- To ensure effective and ongoing internal communication within the project contributing towards good management and early identification of potential difficulties in implementation;
- To keep Bonn Agreement Contracting Parties informed of project progress and outputs;
- To ensure coherent and well-planned external communication of project results to the wider Civil Protection and Environment Community and to the general public;
- To increase the visibility of the objectives and contribution of the Civil Protection Financial Instrument;

3. Main Messages

The main messages that the BE-AWARE project needs to communicate to its stakeholders are:

- BE-AWARE is the first area-wide risk assessment of potential mineral oil and HNS pollution for the Greater North Sea and its Approaches.
- BE-AWARE will provide Bonn Agreement Contracting Parties with increased knowledge of the potential for major pollution incidents on an area-wide basis.
- BE-AWARE will define a common methodology to assess the environmental sensitivity of the greater North Sea and its approaches to pollution from mineral oil and HNS.
- BE-AWARE will highlight gaps in the resources available to tackle marine pollution at a regional level and inform future preparedness actions.
- BE-AWARE will share its results with a wide range of stakeholders to maximise the outcome of the project.

4. Target Groups

The project has several specific target groups that it needs to communicate project progress and outputs with on a regular basis.

1. Greater North Sea Stakeholders

- Policy makers and Civil Servants from in Ministries responsible for the marine environment and maritime affairs in Greater North Sea Countries.
- National Agencies responsible for prevention, preparedness and response to marine pollution in Greater North Sea Countries.
- Regional and Intergovernmental Organisation with an interest in the marine environment, such as the OSPAR Commission.
- Regional and Local Government with an obligation to respond to marine pollution incidents.

2. European Stakeholders

- The European Maritime Safety Agency (EMSA)
- Regional organisations in other sea areas in Europe dealing with protection of the marine environment against pollution from shipping:
 - Baltic Marine Environment Protection Commission (HELCOM)
 - The Commission on the Protection of the Black Sea Against Pollution (the Black Sea Commission)
 - Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea (REMPEC)

3. BE-AWARE Project Partners and Co-financers: Bonn Agreement Secretariat, Royal Belgian Institute of Natural Sciences (RBINS) (Dept. VI: Management Unit of North Sea Mathematical Models (MUMM)), RWS Noordzee (Netherlands), Admiral Danish Fleet Headquarters, Norwegian Coastal administration – Department for Coastal Response and Federal Public Service Public Health, Food Chain Safety and Environment, DG Environment, Marine Environment Unit.

4. General Public in States in the Greater North Sea and its Approaches

5. **Media:** Particularly the print media both general and sector specific. Existing contacts and expertise within Bonn Agreement Contracting Parties will be utilised to access media contacts within Greater North Sea States.

5. Communication Objectives

In order to implement this plan it is important to have clear, measureable and achievable objectives that can highlight progress in implementing the plan and raising the visibility of the project. Key communication objectives for the BE-AWARE Project are:

- i. Ensure effective communication between the Coordinating and Associated Beneficiaries by implementing online project management and collaboration tools to allow easy access to all project communication and documentation.
- ii. Provide feedback reports to meetings of the Bonn Agreement, OTSOPA Working Group and Relevant Committees of OSPAR Commission to ensure understanding of the project in the wider civil protection and environmental community.
- iii. Develop a project space on the Bonn Agreement website to highlight the project to the general public and act as a depository for project outputs and reports
- iv. Develop contacts with communication experts within each Associated Beneficiary to increase the promotion of communication products in Greater North Sea States.
- v. Develop project materials (leaflets, presentations, media pack and press releases) to highlight the projects aims and expected outputs to target groups.
- vi. Report project progress to the EU through technical and financial progress and implementation reports.
- vii. Undertake a final conference to disseminate project results to target groups and highlight where further work is required
- viii. Produce a final report to highlight project outcomes to all target groups.

6. Communication Tools and Responsibilities

In order to communicate the project messages and outcomes to the target groups it will be important to use the full range of communication tools at the project's disposal. The table below outlines the communication tools to be used by the project, what media is to be used, who is responsible for implementation, which target groups are addressed and how much project budget is available.

Tool	Frequency	Medium	Responsible Party	Target group	Budget
Basecamp project management site	Ongoing	Online	All	3	N/A
WebEx online meetings	As required	Online	All	3	N/A
BA Meetings	Twice a year	In person	Secretariat/Task Managers	2,3	N/A
External Meetings	As required	In person	All	1,2,3	N/A
Project Leaflet	Once	Print	Secretariat	All	€2000
Website	Ongoing	Online	Secretariat	All	€1000
News Letter	6 Monthly	Print/Electronic	Secretariat/All	All	N/A
Personal	As required	In person	All	1,2,3,5	N/A

emails and calls					
Press Releases	As Required	Electronic	Secretariat/ Task Managers	5	N/A
Press Kit	Once	Electronic	Secretariat	5	N/A
Press Conference	Once	Event	All	5	€500
Final Conference	Once	Event	All	1,2,3,5	€10,000
Layman's report	Once	Print/Electronic	Secretariat/Task Managers	4,5	€1000
Final Report	Once	Print/Electronic		1,2,3	€3000