EU MISSIONS
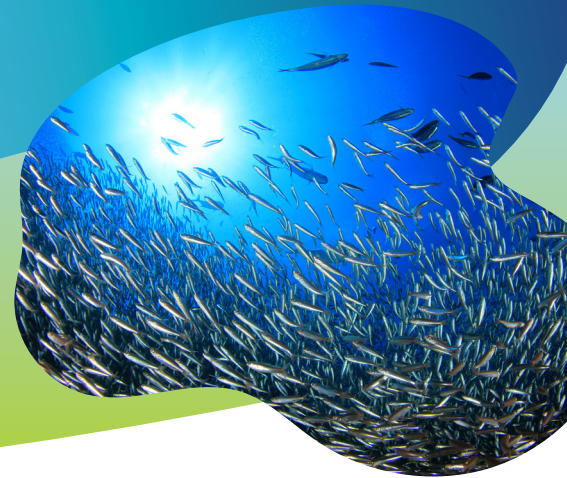
RESTORE OUR OCEAN & WATERS

PREP4BLUE Communication Toolkit

FOR MISSION OCEAN AND WATERS PARTNERS

Welcome to Mission Restore our Ocean and Waters by 2030!

This Mission Ocean and Waters Communication Toolkit was prepared by PREP4BLUE to help you, our partners, grow your digital media skills and capacities. By expanding our network of communicators, we can better showcase Mission Ocean and Waters relevance through engaging and inspiring content.

Some of the materials noted in this Toolkit can be edited and adapted to match individual communication styles and priorities. Additionally, most of this information, including graphic files and videos, is found online on the PREP4BLUE Trello Board at https://bit.ly/MissionOceanSocialMedia.

We encourage you to visit the Trello Board for easy viewing and access to important files as well as links to relevant websites and other resources, including our Digital Academy that offers free tutorials and other tools.

Additionally, those who have endorsed the Charter have exclusive access to the European Commission (EC) Mission Ocean and Waters Group folder via CIRCABC. All the details you need are included below, so read on!

MISSION BASICS

EU Missions

EU Missions are a novelty of the Horizon Europe research and innovation programme for the years 2021-2027 and are a new way to bring concrete solutions to some of our greatest challenges. They have ambitious goals and will deliver tangible results by 2030. They will deliver impact by putting research and innovation into a new role, combined with new forms of governance and collaboration, as well as by engaging citizens.

The five EU Missions are:

1. Adaptation to Climate Change: support at least 150 European regions and communities to become climate resilient by 2030
2. Cancer: working with Europe's Beating Cancer Plan to improve the lives of more than 3 million people by 2030 through prevention, cure and solutions to live longer and better
3. Restore our Ocean and Waters by 2030
4. 100 Climate-Neutral and Smart Cities by 2030
5. A Soil Deal for Europe: 100 living labs and lighthouses to lead the transition towards healthy soils by 2030

Learn more about EU Missions on the EC website at https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe_en.

Mission Ocean and Waters

With a 2030 target, the EU Mission "Restore our Ocean and Waters" aims to protect and restore the health of our ocean and waters through research and innovation, citizen engagement, and investments in the blue economy. The Mission's approach addresses the ocean and waters as one and plays a key role in achieving climate neutrality and restoring nature.

Cross-cutting enabling actions will support this objective, in particular broad public mobilisation and engagement and a digital ocean and water knowledge system, known as Digital Twin Ocean. The Mission supports regional engagement and cooperation through area-based "Lighthouses" in major sea/river basins, including the Atlantic-Arctic, Mediterranean Sea, Baltic-North Sea, and Danube-Black Sea. Mission Lighthouses are sites to pilot, demonstrate, develop, and deploy the Mission activities across EU seas and river basins.

Learn more about Mission Ocean and Waters on the EC website at https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters_en.

You can also find more information, including interviews, videos, and other dynamic content tailored for the public on the PREP4BLUE-created Mission Ocean and Waters website at https://missionoceanwaters.eu.
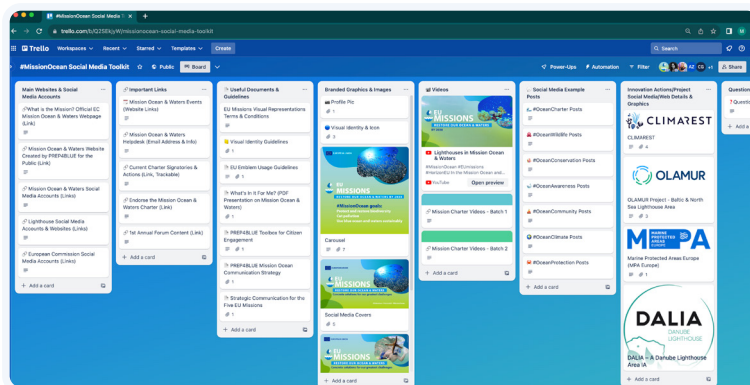
Charter Actions Interactive Map & List

View a map of specific Charter actions and a list of their details on the EC website at https://maritime-forum.ec.europa.eu/theme/research/mission-ocean-and-waters_en. Data displayed includes: organisation name, end date, title, partners, action types, proposed basin coverage, budget, and website links.

PREP4BLUE RESOURCES

As the first and overarching Mission Ocean and Waters Coordination and Support Action (CSA), PREP4BLUE's objective is to support the R&I goals of Mission Restore our Ocean and Waters and facilitate its successful implementation during the first phase. Through a series of pilots at the Mission's demonstrator or Lighthouse sites, PREP4BLUE is developing tools, guidelines, and methodologies to be used by stakeholders on all Mission funded projects to optimise and create synthesis across Mission activities and solutions, ensuring cohesion and connectivity across sectors, and between European citizens and stakeholders.

We encourage everyone to review and bookmark the PREP4BLUE project website at https://prep4blue.eu to stay informed on current project updates, events, activities, and more.

The Trello Board – A Resource Repository

Created by PREP4BLUE, the Trello Board (https://bit.ly/MissionOceanSocialMedia) is available to all Mission Ocean and Waters partners (CSAs, funded projects, Charter signatories, etc.) and hosts a variety of digital media content to help promote Mission endeavors using branded and example content. The goal is to help you facilitate your digital media engagement and grow the Mission Ocean and Waters community.
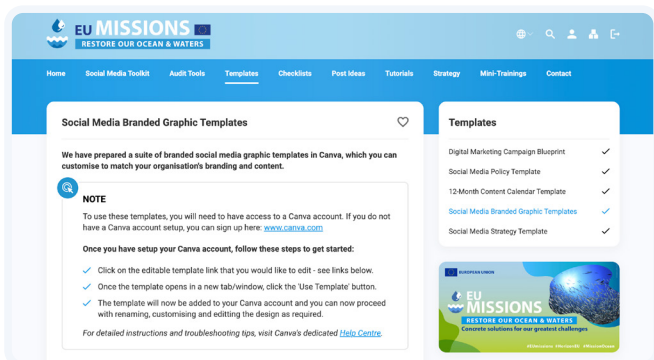

The Trello Board contains:

- **Useful documents** - examples include:
    - Toolbox for Citizen Engagement (a PREP4BLUE Publication)
    - Mission Ocean and Waters Communication Strategy (a PREP4BLUE Publication)
    - Strategic Communications for the Five EU Missions (an EC Publication)
    - What's in it for me? (an EC Publication on Mission Ocean and Waters)

- **Videos** - you can also access some them directly via batches on Dropbox at:
    - https://www.dropbox.com/scl/fo/vqzv348lf3qhkeab83aea/h?dl=0&rlkey=3k7sogbi03ihouk27qurpuhi7
    - https://www.dropbox.com/scl/fo/hg75vh440j1vbarf78hbv/h?dl=0&rlkey=jmicm7nj1txgvbuf59q6c3hhx

- **Social media account information** including handles, links, and relevant hashtags (main channels are also noted below)
- **Links to important websites and other files**, such as CIRCABC, events, dashboards, etc.
- **Branding materials** including logos, graphics, and terms and conditions for use (some are also highlighted below)
- General copy for social media posts

The Trello Board is ever evolving, and we welcome partners to contact us with information they'd like posted and available for all partners to be able to access and share. Email namisnik@deutsche-meeresforschung.de for more information about the Trello Board or to request to have your information added.

The Digital Academy

The Digital Academy was created by PREP4BLUE to help our communication partners grow their digital media skills and capabilities. It is exclusive to official Mission Ocean and Waters CSAs, officially funded projects, and those who have endorsed the Charter. Our goal with the Digital Academy is to further upskill and enable Mission partners in their capacity to share and promote Mission Ocean and Waters.

Within the Digital Academy, you'll find:

- Pre-recorded training videos/tutorials
- Example content
- Templates
- Checklists
- Audit tools
- Strategy

The Digital Academy platform includes a desktop and mobile Learning Management System which is only accessible by being granted log-in details by the administrator. The log-in lives on the PREP4BLUE-created website at https://missionoceanwaters.eu.

To get access to the Digital Academy, email Joanne Sweeney of the Digital Training Institute at joanne@digitaltraining.ie. Once you're approved, you will receive personalised log-in credentials.

THE CIRCABC MISSION OCEAN AND WATERS GROUP FOLDER

CIRCABC is an official European Commission website that houses the Mission Ocean and Waters Group folder with important information and files for those who have endorsed the Charter, including templates and graphics that can be edited/personalised to further promote involvement in the Mission via digital media. Some of the same content is found in the Digital Academy and on the Trello Board; however, those who have pledged the Charter will find exclusive-to-them content only in the CIRCABC Mission Ocean and Waters Group folder.

- Those who have endorsed the Charter should have received an email to request access to the Mission Ocean and Waters Group folder on CIRCABC.

- If you have not received an invitation to access the folder, email helpdesk_mission_ocean_waters@technopolis-group.com for assistance.

- In order to access CIRCABC, you must first set up your EU account at https://webgate.ec.europa.eu/ern/userguide/Content/A.HOW%20TO%20JOIN/Register%20on%20EU-Login.htm.

SHARE YOUR STORIES WITH PREP4BLUE

All Mission Ocean and Waters contributors, from funded partners to the public, are encouraged to share their Mission Ocean and Waters related events, success stories, data, pictures, videos, etc. with PREP4BLUE for promotion across our channels. Indeed, communicating Mission Ocean and Waters must be a collaborative effort, and its success will in part depend on the willingness of partners to share content.

Email namisnik@deutsche-meeresforschung.de for information.

THE MISSION OCEAN AND WATERS HELPDESK

The Mission Ocean and Waters Helpdesk provides assistance and facilitates cooperation among partners. The Helpdesk is managed by the Mission Implementation Support Platform which is tasked with assisting CINEA and the EC with the implementation of the Mission.

Contact the Helpdesk via email at helpdesk_mission_ocean_waters@technopolis-group.com.

MISSION IMPLEMENTATION SUPPORT PLATFORM

The Mission Implementation Support Platform acts as a centralised resource hub, providing various support services, including knowledge sharing, financial advice, dissemination of information, and innovations related to the Mission Restore our Ocean and Waters. It also provides access to knowledge for all citizens as well as technical assistance to entities involved in the implementation. It ensures Lighthouse coordination and synergy between Mission partners. The Mission Implementation Support Platform can be reached via email at helpdesk_mission_ocean_waters@technopolis-group.com. A website will also be available shortly.

THE COMMUNICATIONS COLLABORATIVE

The Communications Collaborative, comprised specifically of partner communications representatives, helps facilitate information sharing between PREP4BLUE partners, CSAs, the Mission Implementation Support Platform, EC communications leaders, and other EC-funded stakeholders to ensure all parties have the necessary and proper information, tools, and assets for enhanced communication of Mission Ocean and Waters activities. CSA partners take turns leading the monthly meetings, and the group works off an open agenda that any communications partner can contribute to.

If you work specifically on communications for your Mission Ocean and Waters project and would like to join the Communications Collaborative, email helpdesk_mission_ocean_waters@technopolis-group.com for more information.

EVENTS

Mission Ocean and Waters events are widespread, so we recommend you bookmark and regularly refer to the websites listed below for the latest event information.

EC, PREP4BLUE, and Lighthouse Event Webpages:

- EC Mission Ocean and Waters Event List: https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters_en#events

- PREP4BLUE CSA Event List: https://prep4blue.eu/events

- BlueMissionBANOS CSA Event List: https://bluemissionbanos.eu/events

- BlueMissionAA CSA News & Events: https://bluemissionaa.eu

- BlueMissionMed CSA News & Events: https://bluemissionmed.eu/news-and-events

- EcoDaLLi CSA Event List: https://ecodalli.eu/events.html

ACCOUNTS TO FOLLOW

There are many digital media channels (websites/pages, social media, etc.) dedicated to various aspects of Mission Ocean and Waters, including those from the EC, Lighthouse CSAs, PREP4BLUE CSA, and others. See the descriptions and table below for more information on and links to the channels. More channels and project links can be found on the Trello Board.

- **Official European Commission Webpages for Mission Ocean and Waters** – these webpages (https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters_en) live on the European Commission's website and primarily house information relevant for project partners and stakeholders, such as the Charter form for endorsement, dashboards, project partner lists, funding details, etc.

- **PREP4BLUE-created Mission Ocean and Waters Website** – this website (https://missionoceanwaters.eu) houses general information and captivating imagery on Mission Ocean and Waters and provides several testimonials, interviews, and otherwise dynamic content suitable for informing the public and project partners about the Mission. It also links to other relevant resources, including the Digital Academy, a resource for those who have endorsed the Charter as well as project partners interested in learning about how to digitally communicate their Mission work.

- **4 Lighthouse CSAs Websites** – the individual Lighthouse websites house general information on their area Lighthouses, including their roles within Mission Ocean and Waters, and are suitable for both project partners and the public to learn about area projects, partners, events, and other related endeavors.

- **Social Media** – When using social media to share your Mission Ocean and Waters content, we kindly request you use, at least, the hashtag **#MissionOcean** in your posts and tag relevant partners from the Mission Ocean and Waters CSAs and European Commission accounts to facilitate sharing. When possible, we also recommend using the hashtags #EUMissions and #HorizonEU. We encourage you to share news, pictures, videos, and other interesting content to enhance your public visibility and engagement with the Mission.

SAMPLE SOCIAL MEDIA POST

🌊 We are 💯 proud to be part of #MissionOcean, an 🇪🇺 EU initiative to restore our ocean and waters through research and innovation, citizen engagement, and blue investments.

#EUMissions #HorizonEU

EUROPEAN UNION

EU MISSIONS

RESTORE OUR OCEAN & WATERS

Concrete solutions for our greatest challenges

#EUmissions #HorizonEU #MissionOcean

ACCOUNTS TO FOLLOW

Mission Ocean and Waters Digital Channel Links

Project/Organization	Relevant Hashtags	Websites	Social Media Links & Handles
Mission Ocean and Waters	**#MissionOcean** #EUMissions #HorizonEU	EC Official: https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/eu-missions-horizon-europe/restore-our-ocean-and-waters_en Created by PREP4BLUE to engage the general public: https://missionoceanwaters.eu	• Facebook: https://www.facebook.com/missionoceaneu (@missionoceaneu) • Twitter: https://twitter.com/ourmissionocean (@OurMissionOcean) • Instagram: https://www.instagram.com/missionoceaneu (@missionoceaneu) • LinkedIn: https://www.linkedin.com/company/missionocean • TikTok: https://www.tiktok.com/@missionoceanwaters (@missionoceanwaters) • Pinterest: http://pinterest.com/missionoceanwaters (@missionoceanwaters) • YouTube: https://www.youtube.com/@missionoceanwaters1511 (@missionoceanwaters1511)
PREP4BLUE CSA	#PREP4BLUE	https://prep4blue.eu	• Twitter: https://twitter.com/PREP4BLUE (@PREP4BLUE)
BlueMissionAA CSA (Atlantic & Artic Ocean)	#bluemissionaa #AtlanticAll #aalighthouse #aaweeklyhours #netfridays	https://bluemissionaa.eu	• Facebook: https://facebook.com/bluemissionaa (@Bluemissionaa) • Twitter: https://twitter.com/bluemissionaa (@bluemissionaa) • Instagram: https://instagram.com/bluemissionaa (@bluemissionaa) • LinkedIn: https://linkedin.com/company/bluemissionaa • YouTube: https://www.youtube.com/@BlueMissionAA-CSA (@BlueMissionAA-CSA) • Mastodon: https://ohai.social/@bluemissionaa • Atlantic and Arctic Lighthouse Weekly Hours (coming soon): http://www.bluemissionaa.eu/aaweeklyhours
BlueMissionMed CSA (Mediterranean Sea)	#bluemissionmed	https://bluemissionmed.eu	• Facebook: https://www.facebook.com/bluemissionmed (@bluemissionmed) • Twitter: https://twitter.com/bluemissionmed (@bluemissionmed) • Instagram: https://www.instagram.com/bluemissionmed (@bluemissionmed) • LinkedIn: https://www.linkedin.com/company/blue-mission-med • YouTube: https://www.youtube.com/@bluemissionmed (@bluemissionmed)
BlueMissionBANOS CSA (Baltic & North Sea)	#bluemissionbanos #BalticSea #NorthSea	https://bluemissionbanos.eu	• Twitter: https://twitter.com/MissionBANOS (@MissionBANOS) • LinkedIn: https://www.linkedin.com/company/missionbanos
EcoDaLLi CSA (Danube-Black Sea)	#EcoDaLLi #Danube #DanubeLighthouse #DanubeRestoration #DanubeProtection #DanubePreservation #SustainableInnovation #SustainableBlueEconomy	https://ecodalli.eu	• Facebook: https://www.facebook.com/ecodalli (@ecodalli) • LinkedIn: https://www.linkedin.com/company/ecodalli-project
European Commission – Directorate-General for Research and Innovation (DG RTD)	#HorizonEU	https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/research-and-innovation_en	• Twitter: https://twitter.com/EUScienceInnov (@EUScienceInnov) & https://twitter.com/HorizonEU (@HorizonEU) • Facebook: https://www.facebook.com/EUScienceInnov (@EUScienceInnov) • Instagram: https://www.instagram.com/eu_science (@EU_science) • LinkedIn: https://www.linkedin.com/showcase/european-commission-joint-research-centre
European Commission – Directorate-General for Maritime Affairs and Fisheries (DG MARE)	#BlueEconomy #EUBeachCleanup	https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/maritime-affairs-and-fisheries_en	• Twitter: https://twitter.com/eu_mare (@eu_mare) • Facebook: https://www.facebook.com/Eumaritimefish (@eumaritimefish) • Instagram: https://www.instagram.com/ourocean_eu (@ourocean_eu)
CINEA - European, Climate, Infrastructure and Environment Executive Agency	#CINEA_EU	https://cinea.ec.europa.eu/index_en	• Twitter: https://twitter.com/cinea_eu (@cinea_eu) • LinkedIn: https://www.linkedin.com/company/cinea-european-climate-infrastructure-environment-executive-agency
European Commission - General Account	#EuropeanCommission #EU #EuropeanUnion #NextGenerationEU #EUGreenDeal #EUDataCrunch #EUFunded #EUHaveYourSay	Main: https://commission.europa.eu/index_en EC Representations in each EU country: https://commission.europa.eu/about-european-commission/contact/representations-member-states_en	• Twitter: https://twitter.com/EU_Commission (@EU_Commission) • Facebook: https://www.facebook.com/EuropeanCommission (@EuropeanCommission) • YouTube: https://www.youtube.com/@EuropeanCommission (@EuropeanCommission)

Find more social media account information, including additional accounts with links, hashtags, etc. on the Trello Board at https://bit.ly/MissionOceanSocialMedia.

You can find branded materials (photos, icons, color palette, etc.) on the Trello board in easily downloadable format. Those who've endorsed the Charter should also contact the Mission Implementation Support Platform to gain access to the materials in the CIRCABC Group Folder, if they have not already. It's imperative that EC terms, conditions, rules of use, guidelines, etc. are followed when using branded materials.

If after reading the documents below you still have questions regarding the use of branded materials, email the RTD GRAPHIC TEAM at RTD-GRAPHIC-TEAM@ec.europa.eu.

- **EU Missions Visual Representations Terms and Conditions**
  https://trello.com/c/HopCpjXO

- **EU Missions Visual Identity Guidelines**
  https://trello.com/c/cNqUQMuI

- **European Commission Graphics Guide to the European Emblem**
  http://publications.europa.eu/code/en/en-5000100.htm
  Please pay attention to a small legal caveat which is under "Use by third parties".

- **Terms and Conditions of Adobe**
  https://www.adobe.com/legal/terms.html
  https://wwwimages2.adobe.com/content/dam/cc/en/legal/servicetou/Stock-Additional-Terms-en_US-20210129.pdf

Mission Ocean and Waters Color Palette

The complete Mission Color Palette as well as information on logos, fonts, shapes, placement, etc. are all found in the Visual Identity Guidelines on the Trello Board. For the purposes of Mission Ocean and Waters, the colors below are used.

TEXT COLOURS

1	CMYK **100 80 0 0** RGB **0 51 153** #003399	4	CMYK **62 51 51 21** RGB **97 100 100** #616464
2	CMYK **100 0 0 53** RGB **0 100 139** #00648b	5	CMYK **71 60 59 45** RGB **60 66 67** #3c4243
3	CMYK **75 68 67 90** RGB **0 0 0** #000000		

BACKGROUND COLOURS

6	CMYK **36 3 1 0** RGB **155 212 240** #9bd4f0
7	CMYK **36 2 20 0** RGB **162 213 208** #a2d5d0
8	CMYK **37 0 100 0** RGB **176 209 14** #b0d10e

RESTORE OUR OCEAN & WATERS

04	CMYK **74 28 0 0** RGB **5 154 229** #059ae5
	CMYK **58 12 0 0** RGB **70 187 255** #46bbff
	CMYK **76 13 21 0** RGB **0 168 193** #00a8c1
	CMYK **100 87 19 6** RGB **0 59 134** #003b86

This document was prepared by KDM, PREP4BLUE Work Package 2 Leader, on behalf of PREP4BLUE, an officially funded Mission Ocean and Waters CSA. Feedback on this document should be emailed to namisnik@deutsche-meeresforschung.de.

For questions about the Mission, contact the Mission Secretariat at EU-MISSION-OCEAN-AND-WATERS@ec.europa.eu and the Mission Implementation Support Platform at helpdesk_mission_ocean_waters@technopolis-group.com.