

## WP2 Creating a Visionary Narrative, Communication & Spaces

Wendy Namisnik and Jan-Stefan Fritz, KDM



A 'Mission Restore  
our Ocean and  
Waters' initiative.



Funded by the European Union, through its Horizon Europe Program, Grant No. 101056957 (PREP4BLUE). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or of the granting authority, the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.



# WP2 Strategic Objectives, Goals & Expected Outcomes

## Strategic Objectives

To develop guidelines for a strong, innovative, & attractive communication & dissemination strategy for the Mission that will contribute to stakeholder & citizen engagement.

- SO2.1: Develop a strong Mission Narrative as a means of realizing a transformative & systemic portfolio approach to support the Mission & its activities.
- SO2.2: Prepare an overarching Mission Communication Strategy as the basis for Mission contributors to understand the larger effort they are part of & make the Mission's relevance intuitively clear to European citizens, regardless of age, education, ethnicity, gender or background.
- SO2.3: Support preparation of the Mission Implementation Platform & its Forum by designing & piloting innovative physical & virtual Mission Spaces for the Mission community & general population.

## Goals

- Create inspiring & accessible platforms for communicating the Mission.
- Increase stakeholder & citizen awareness about, & engagement with, the Mission.
- Promote the Lighthouses & their contributions (show the successes, highlight the impacts, encourage mobilization, & convey the principles/values of why we're doing this).
- Advocate for and assist with consistency in messaging/branding across Mission partners.
- Provide helpful tools, information, & support in Mission communication activities.

## Expected Outcomes

- There is increased access to Mission information & therefore an actual increase in understanding of, and engagement with, the Mission.
- Prep4Blue partners, other CSAs, & Mission-related initiatives have & use the proper branding/messaging tools for instant recognizability and Mission cohesion.
- Stories that champion the Mission are published and circulated outside "echo chambers" for broader public appreciation, understanding, and engagement.
- Mission contributors & partners understand the larger effort they are part of & can more efficiently collaborate as well as articulate their work across audiences.



@PREP4BLUE

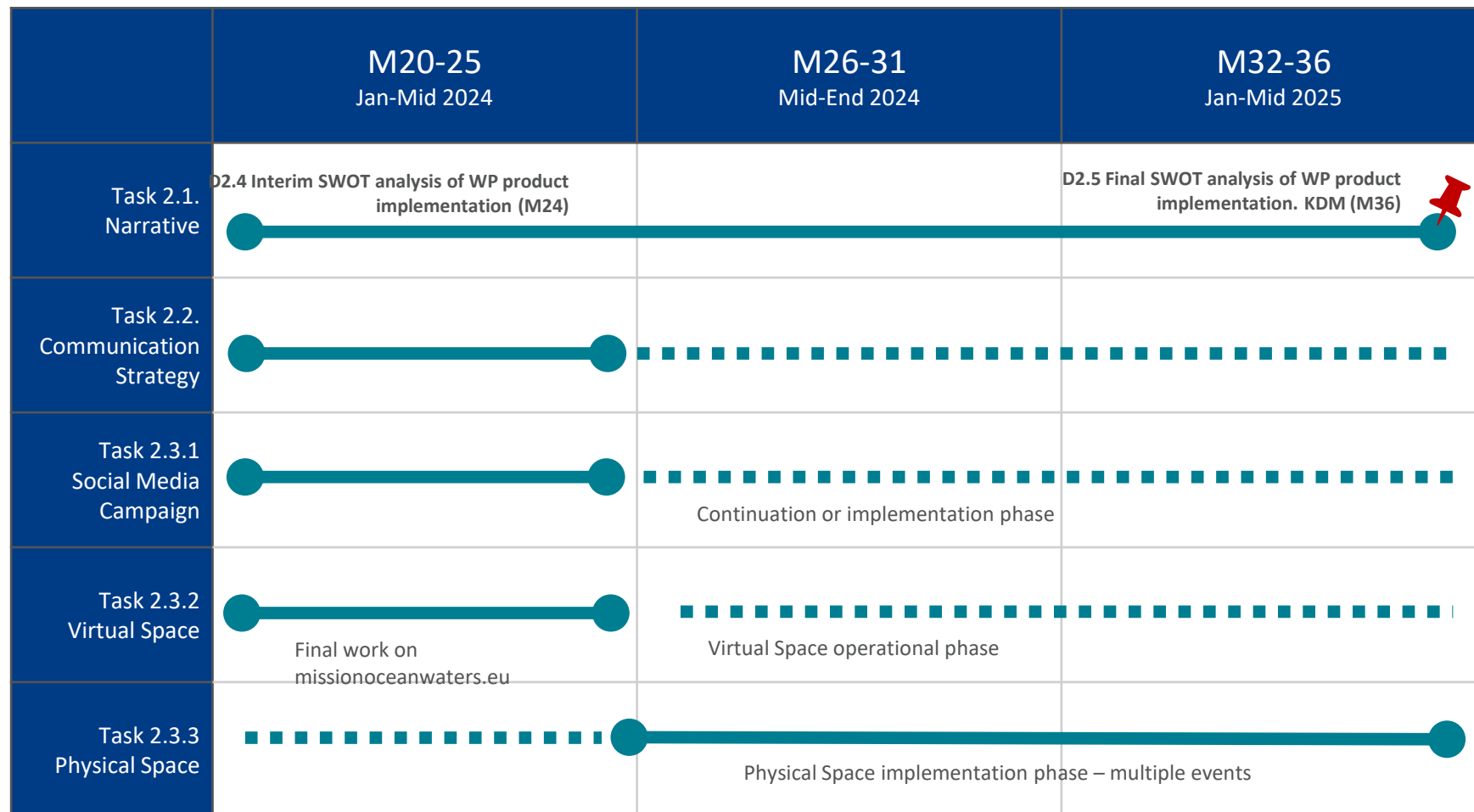
@OurMissionOcean



prep4blue.eu

MissionOceanWaters.eu

# WP2 Timeline 2024-25



@PREP4BLUE

@OurMissionOcean



prep4blue.eu

MissionOceanWaters.eu

# WP2 Main Results Achieved

WP2 actively supported Mission communication work beyond the planned scope of Prep4Blue.

Concrete results:

1. [Narrative Guide \(D2.1\)](#)
2. [Communication Strategy \(D2.2\)](#)
3. [Communications Collaborative WG](#) established for all communications partners
4. [Missionoceanwaters.eu Immersive Web Experience](#)
5. [Seven \(7\) social media channels](#) and campaigns focused on Lighthouse and EU events.  
A targeted Youth Campaign, including a cohort of young mobile journalists, Apr 1-11, 2024
6. [Trello Board](#) hosting information, tools, resources, links, etc. provided by CSAs/partners/EC
7. [Prep4Blue Communication Toolkit](#) is a PDF of the Trello Board. Emailed by MIP to Charter endorsers/new projects.
8. [Digital Academy](#) exclusive to project partners and Charter signatories to learn more about utilising social and other media to further promote the MO and their roles within it.



# WP2 Interactions with Projects/Stakeholders

1. Ongoing information and resource sharing role, incl. with Lighthouse CSAs, many new projects, MIP, and EC. Concrete activities include:
  - communicating all aspects of the Mission via social media/the web
  - helping to promote other CSA/partner/EC communications
  - working with the EC to obtain/distribute communication materials and help ensure brand compliance
  - supporting the CSAs/projects with newly requested materials
  - ensuring access to various resources
  - promoting and covering events, calls, etc.
  - providing a direct platform from the EC to the partners
  - engaging with the MIP to avoid overlap and ensure collaboration
2. Monthly Communications Collaborative meeting with >50 participants from CSAs, projects, MIP, and EC. Some meetings very diverse with >70 partners.
3. KDM is regularly called on by EC to participate in many more meetings/events than originally planned with the aim of communicating the Mission Ocean and Waters on a much larger scale.

**SUMMARY:** Prep4Blue has contributed to making the Mission more visible to a broader audience and establish many working relationships and networks via social media and personal interactions.



@PREP4BLUE  
@OurMissionOcean



prep4blue.eu  
MissionOceanWaters.eu

- **Several shifts of focus were needed**

WP2 committed to delivering an overarching Mission Communication Strategy (D2.2). Since EC had already created the branding when PREP4BLUE started, WP2 shifted focus to ensuring collaboration related to material use.

- **Strict and yet unclear rules governing EU-funded projects and EC interactions**

The working relationship with EC Communication teams was challenging esp. concerning common branding/communications and social media. Communications Collaborative WG has helped.

- **Overlapping MIP and Prep4Blue Tasks**

This necessitated establishing an ongoing working relationship to ensure collaboration. Communications Collaborative WG was adapted to accommodate and may lead to further changes related to social media and information sharing in 2024/25.



# WP2 Challenges Continued

- **Multiple overlapping and complementary web-based services and sites**  
Some elements originally envisioned in Prep4Blue (e.g. auditoriums, cinema, exhibition hall, social media wall, and information booth) became unnecessary. The missionoceanwaters.eu site changed focus in 2023 to emphasize the contributors to the Mission telling their stories and to providing more engaging content not captured elsewhere to better engage the public.
- **Rules on social media channels for EC and EC-funded projects**  
Given EC rules on social media channels for projects and the time-limited nature of CSAs, there is a danger that Prep4Blue sites could be lost if there isn't a long-term plan. The sustainability of these sites will be a WP2 priority in 2024/25.
- **Limited impact of CSA projects**  
Planning large, wide-spread events and reaching the public on an actual impact-yielding, behavioral change level is unrealistic at the small project level.





**Mission Ocean and Waters,  
Communications Collaborative**  
Agenda – 7 May 2025, 10:00-11:00 CET

Moderator: BlueMissionAA

- +70 participants at last meeting
- All agendas to date are available via this QR code.



@PREP4BLUE  
@OurMissionOcean



prep4blue.eu  
MissionOceanWaters.eu



# Trello Board

### Websites & Social Media

Share Your Stories & Content with Us to Help Promote the Mission!

- Mission Ocean & Waters Webpages/Websites (Links)
- Mission Ocean & Waters Social Media Info (Links)
- Official EC Social Media Info (Links)
- Lighthouse CSA Social Media & Website Info (Links)
- Affiliated Project Social Media Info
- Master File: Social Media Overview (PDF)
- Hashtag Checklist

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

### Digital Academy Resources for Media Production - Now Available to All

Checklists (Social Listening, Storytelling, Hashtag, Social Video)

Social Media Auditing Guide, Templates, and Tutorial Videos

Templates (Marketing Campaign Blueprint, Social Media Policy, Content Calendar)

Social Media Branded Graphic Templates - Editable

Open-themed Social Media Post Ideas & Content Repurposing Guide

Glossary of Terms

Mini-Video Tutorials/Trainings

Download a Free Chapter of Public Sector Marketing Pro

### Important Links

Service Portal, Newsletters, Helpdesks, Resources & Events

For Partners Only - Access the MIP Teams Group, Communications Collaborative, CIRCABC Group Folder, & Digital Academy

WaveLinks: PREP4BLUE Citizen Science Database: Find projects, citizen science initiatives, stakeholders, engagement methods, events, services, policies and funding, expand your network, stay up to date and keep track of our progress.

Blue Bio Match Platform: The Blue Bioeconomy Hub for connecting & sharing insights, products, projects, opportunities & more

Atlantic & Arctic Weekly Hour Webinar Series

PREP4BLUE Webinar Series on Planning for Citizen Participation in Mission Ocean & Waters

Endorse the Mission Ocean & Waters Charter & View Actions (Links)

### Useful Documents

PREP4BLUE Communication Toolkit

PREP4BLUE Toolbox for Citizen Engagement

Glossary of Terms Related to Mission Ocean & Waters

Beneath the Surface: A Collection of Recommendations & Good Practices in Aquatic Citizen Science to Support the EU's Mission Ocean & Waters

Mission Ocean & Waters Presentation Slides from the EC for Partner Use (PP and PDF - EC Publication)

Mission Ocean and Waters Factsheet (PDF - EC Publication)

What's In It For Me? (PDF Presentation on Mission Ocean & Waters - EC Publication)

Restore Our Ocean and Waters: A Synergy Info Pack (EC Publication)

### Branded Graphics/Images & Related Guidelines

Have a question about graphics? Can find what you need on this Trello Board? Select this card for more information.

8 Ready-to-Print Posters/Roll-Ups for All Lighthouses

EU Missions Guidelines for External Parties - Nov 2024

EU Missions Visual Representations Terms & Conditions

Use of EU Emblem Guidelines for Projects Funded 2021-2027

Get Your Mission Ocean & Waters Flag!



### Videos



Mission Ocean and Waters Video Presentation from 3rd Annual Forum

Video Series: Become a Blue Super Hero



Lighthouses in Mission Ocean & Waters

#MissionOcean #EUmissions #HorizonEU In the Mission Ocean and Waters we will set...

Mission Charter Videos - Batch 1

Mission Charter Videos - Batch 2

### Social Media Example Posts

#OceanCharter Posts

#OceanWildlife Posts

#OceanConservation Posts

#OceanAwareness Posts

#OceanCommunity Posts


#OceanClimate Posts

#OceanProtection Posts

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



Sample Mission Ocean & Waters Social Media Post

- The Trello Board hosts a variety of guidelines, examples, images, lists, Mission-branded templates and more to help Mission partners enhance their storytelling, grow their digital media engagement. and to reach new audiences.



@PREP4BLUE  
@OurMissionOcean

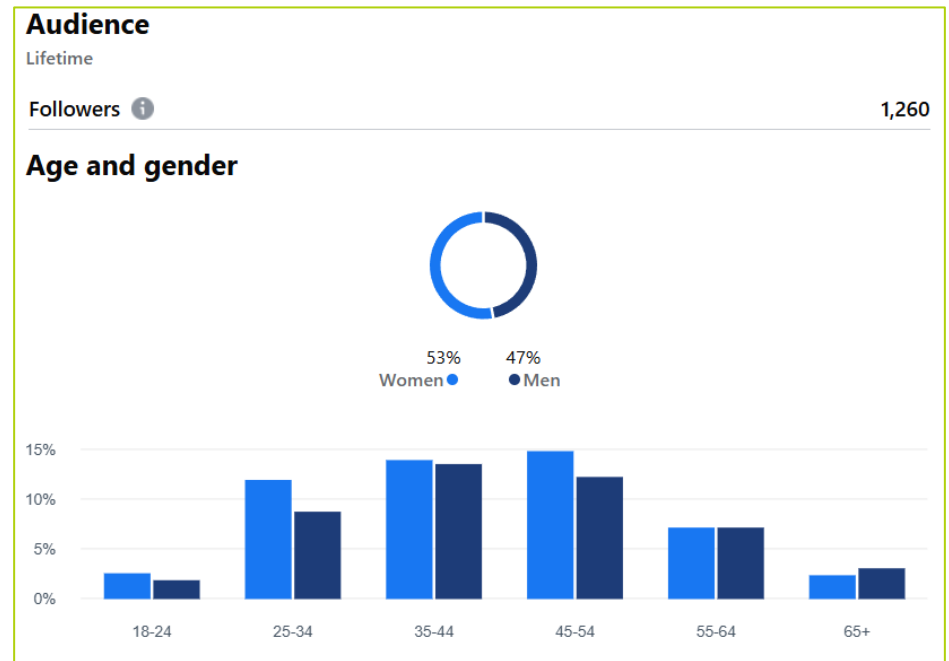


prep4blue.eu  
MissionOceanWaters.eu

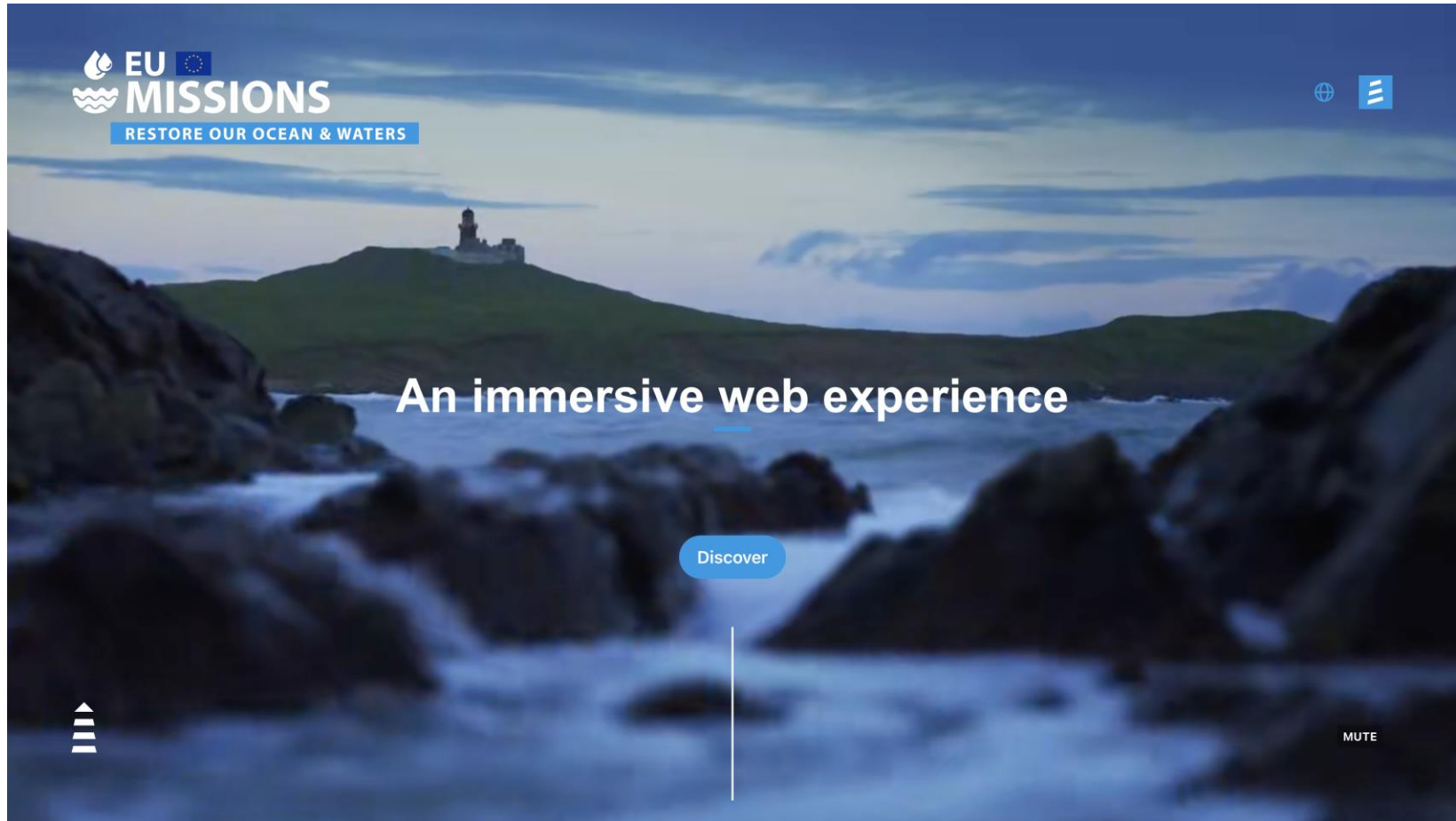
# Social Media

Social media followers: nearly 10k, via the following channels:

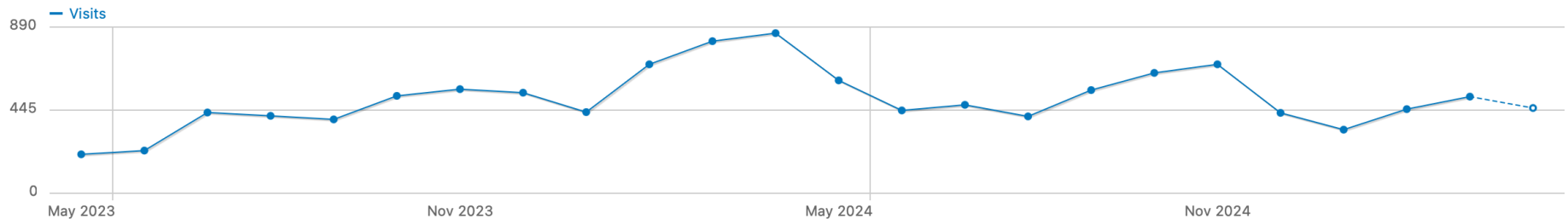
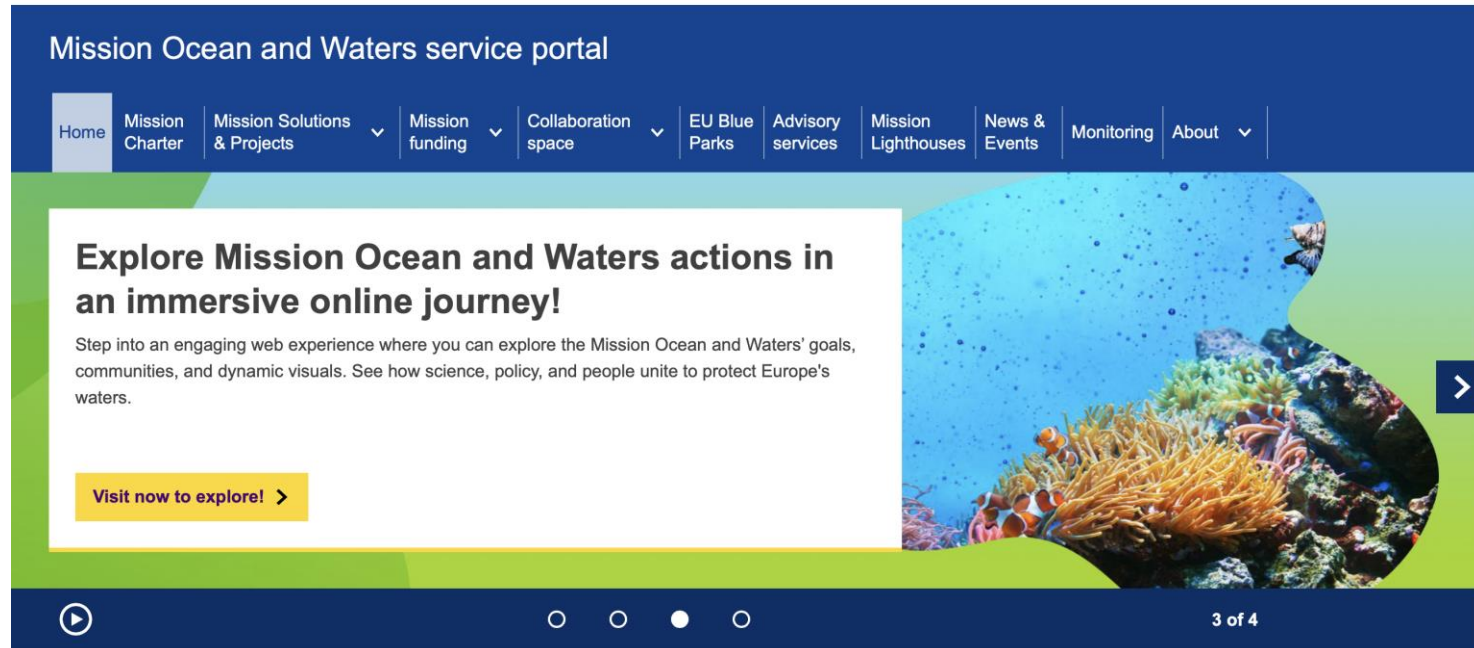
- LinkedIn: 5,105
- Facebook: 1,260
- Instagram: 1,059
- X: 2,032 (2,316 posts made)
- YouTube: 24 subscribers
- Pinterest: 2
- Tiktok: 14
- Total: 9496



# Storytelling Contributions to implementing the Mission



# Trends since the site is on Mission Portal



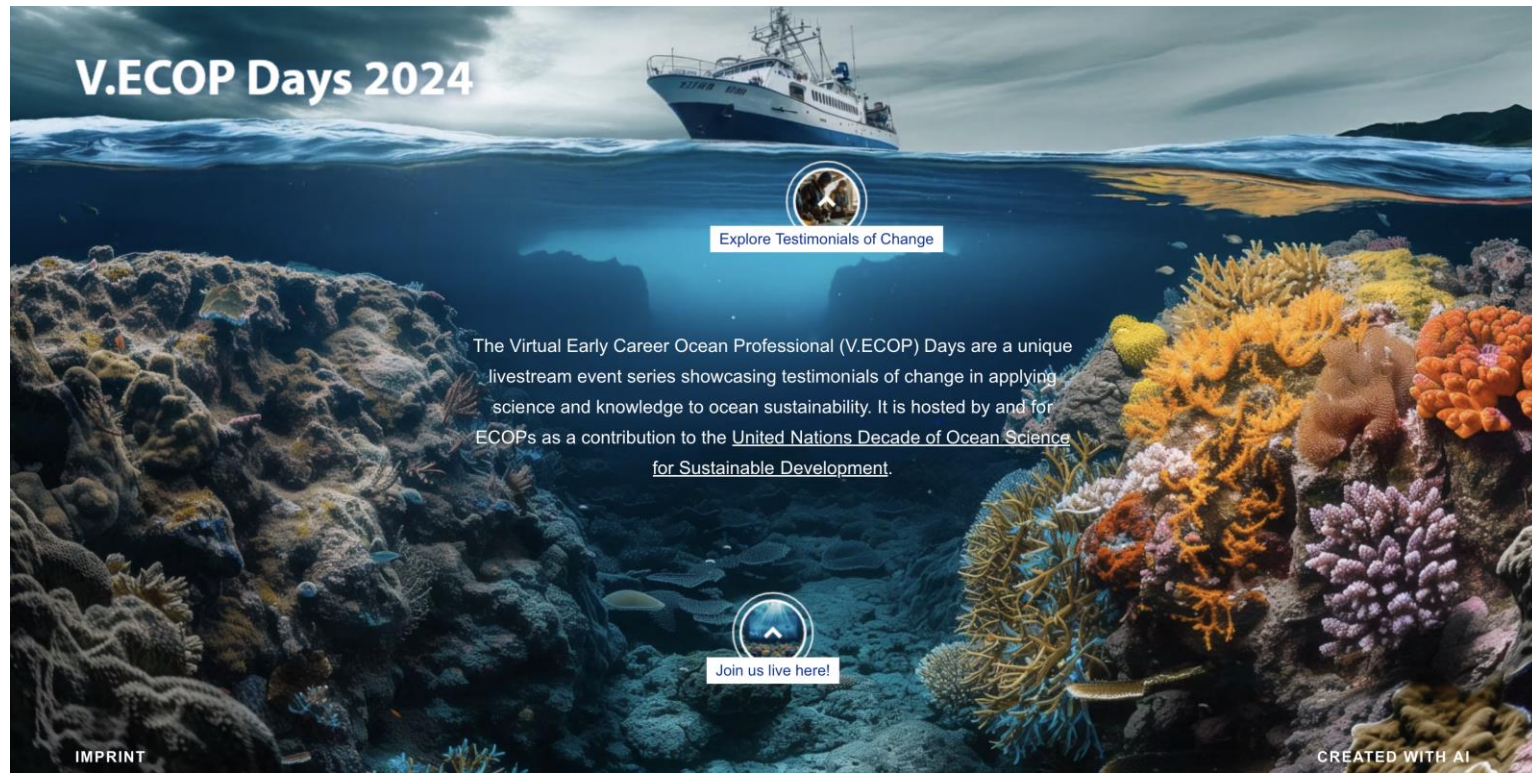
@PREP4BLUE  
@OurMissionOcean



prep4blue.eu  
MissionOceanWaters.eu



# Events for ECOPs



2024 → +100 programme contributions incl. about EU-Mission and over 400 participants

2025 → hybrid event in Nice from 9-10 June 2025

# Support to major art exhibition in conjunction with Venice Biennale

**TBA21–Academy Residency Program in Venice  
2024–2025**



[VIEW THE ARTISTS IN RESIDENCE](#)

Bringing together art, technology and science, S+T+ARTS4WaterII – Ports in Transformation is dedicated to tackling the complex environmental and societal challenges present in Europe's ports and port cities.

- Artists are currently in residence, working on subjects directly related to implementing Mission Ocean – ecological restoration, pollution reduction and sustainable economy.
- Events will start towards the end of 2025.



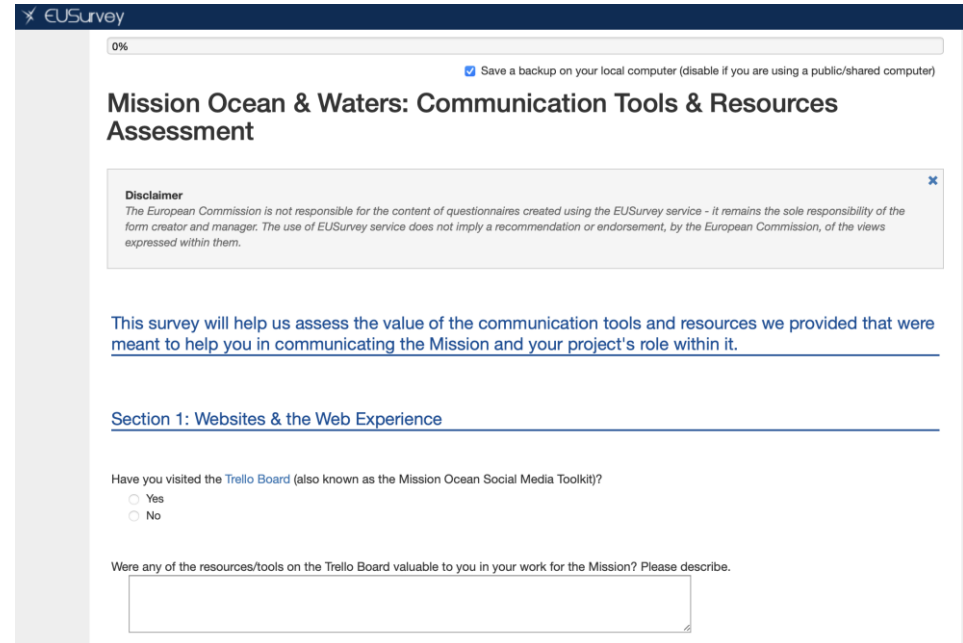
@PREP4BLUE  
@OurMissionOcean



prep4blue.eu  
MissionOceanWaters.eu

# Coming Stats for final report

- The Communications Collaborative group was invited to complete a survey on the communications tools and resources we created to better assess their usefulness.
- A final statistical report on social media is being prepared by the Digital Training Institute.
- The results of both will be available soon in our final SWOT analysis.



The screenshot shows the EUSurvey interface. At the top, there's a progress bar at 0% and a checkbox for 'Save a backup on your local computer'. The title is 'Mission Ocean & Waters: Communication Tools & Resources Assessment'. Below the title is a disclaimer box stating that the European Commission is not responsible for the content of questionnaires created using the EUSurvey service. The main text of the survey states: 'This survey will help us assess the value of the communication tools and resources we provided that were meant to help you in communicating the Mission and your project's role within it.' The first section is 'Section 1: Websites & the Web Experience'. The first question is 'Have you visited the Trello Board (also known as the Mission Ocean Social Media Toolkit)?' with radio buttons for 'Yes' and 'No'. The second question is 'Were any of the resources/tools on the Trello Board valuable to you in your work for the Mission? Please describe.' with a text input field.



# Final Thoughts – Accomplishments, Challenges & Recommendations

1. **A:** WP2 objectives and outcomes contribute to Mission Ocean by building bridges within and outside Mission community.  
**C:** However, that community is often an echo chamber of partners with limited access to the public.  
**R:** Communication and media attempts at reaching the public should be more concentrated and collaborative and facilitated through a common core team.
2. **A:** WP2 has facilitated extensive networking through in-person and virtual meetings and events. The most successful has been the Communications Collaborative which includes reps from projects, EC and Agencies, as well as others.  
**C:** The challenge is to ensure that projects know, engage, and invest the time to utilize MIP and Mission tools effectively.  
**R:** MIP already informs all partners about the group, but attendance could be mandatory and mandate expanded to play a larger role in facilitating coherent social media, website content, etc.
3. **A:** Social media has connected many partners and engaged a wider public.  
**C:** These platforms are continuing to grow but the current political climate makes assessing which platforms to use difficult.  
**R:** In future MO projects could be mandated to use one common platform, e.g. LinkedIn. A centralized social media team to collect and distribute information via that main platform would better ensure information reaches relevant stakeholders.
4. **A:** The Web Experience offers a storytelling perspective on the Mission, which complements EC site and MIP Service Portal.  
**C:** However, there are many dozens of websites at central and project levels all adding levels of intransparency.  
**R:** MO should have one website with everything for everyone. Project should simply provide content to that main site so stakeholders and public could easily access everything. Too many “one-stop-shops” have been created, resulting in no one-stop-shop existing.
5. **A:** Collaboration with the MIP as a nexus of communication has been successful throughout this project.  
**C:** However, the complexity of EU processes continues to be a challenge  
**R:** The MIP should continue to be a central player facilitating communications and community building.
6. **A:** WP2 was tasked with organizing events. V.ECOP Days has been a success, however, organizing events is time consuming and resource intensive.  
**C:** Given the vast numbers of events being held regionally and Europe-wide without clear coordination means that making time and financial commitments comes with substantial risks.  
**R:** If public engagement on a wide scale is expected, then much more strategic planning as well as focused budget and resources need to be available and coordinated.







# PREP4BLUE

METHODS AND TOOLS FOR MISSION OCEAN & WATERS

*Wendy Namisnik and Jan-Stefan Fritz, KDM*



@PREP4BLUE

@OurMissionOcean



prep4blue.eu

MissionOceanWaters.eu



A 'Mission Restore  
our Ocean and  
Waters' initiative.

**Project Coordinator:** Cécile Nys | [prep4blu@ifremer.fr](mailto:prep4blu@ifremer.fr)  
**Project Manager:** Eirini Apazoglou | [Eirini@euromarinenetwork.eu](mailto:Eirini@euromarinenetwork.eu)



**EU  
MISSIONS**

**RESTORE OUR OCEAN & WATERS**

Concrete solutions for our greatest challenges



Funded by the European Union, through its Horizon Europe Program, Grant No. 101056957 (PREP4BLUE). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or of the granting authority, the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.