

## Deliverable No. 8.2

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**MareFrame**

Project title:

**„Co-creating Ecosystem-based Fisheries Management Solutions"**

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### Revision Control

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<sup>1</sup> Document will be a draft until it was approved by the coordinator

<sup>2</sup> PU: Public, PP: Restricted to other programme participants (including the Commission Services), RE: Restricted to a group specified by the consortium (including the Commission Services), CO: Confidential, only for members of the consortium (including the Commission Services)

<sup>3</sup> The initials of the revising individual in capital letters

## **Deliverable D8.2**

# **Informative posters and booklets/brochures**

July, 2014

## Executive Summary

Posters and leaflets are tools MareFrame uses to present the project and promote its message to a target audience. The MareFrame information poster and leaflet were designed to disseminate project information. The materials were designed as simple tools to disseminate the project to a wide array of target audiences, complying with the FP7 visibility rules.

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## Introduction

Flyers, posters, brochures and research briefs about research projects and findings offer a concise and visually-appealing way to disseminate information to broad audiences. While these formats require extensive simplification of information due to limited space, much of the information created through the research process includes visuals like graphs and tables, which are particularly adaptable for this format.

## Methods

The project poster (Annex I) and the leaflet (Annex II) were designed in such a way as to point-out the main objectives of MareFrame in an accessible manner and language.

Generally, project posters and leaflets should include:

- The project name, acronym and logo;
- The logo of the funding provider (in compliance with the FP7 visibility rules);
- The project objectives, goal and logo;
- The strategy and focus of the project;
- The time scale and spatial coverage of the project;
- The reason why the project was launched;
- How people/the audience can benefit from the project;
- Contact details of the project coordinator including e-mail and website;

## Results

The results are represented by the project poster (containing major information about MareFrame, as well as indicating all partners in the consortium by the respective logos) and the project leaflet, also containing basic information about the project, an outline of the work packages, as well as all partners involved).

## Discussion

The materials were drafted in English, in an editable format, so that they can be translated into national languages, to be used during stakeholder meetings in each partner country.

PDF Format of the leaflet and poster were included in the main website <http://www.mareframe-fp7.org/> (Press Office – Communication materials).

The visual identification items of the FP7 Programme were complied with.

## Conclusion

The MareFrame poster and leaflet are effective tools in disseminating the objectives of the project. This type of visual instruments can be used especially during stakeholder meetings, as well as during scientific events and conferences. The communication materials will contribute to the introduction of MAREFRAME to the wider regional community and key stakeholders, as well as facilitation of the flow of information between experts and the wider public.

## References

MareFrame Description of Work (DOW)

[http://cordis.europa.eu/fp7/ict/participating/communication-best-practices\\_en.html](http://cordis.europa.eu/fp7/ict/participating/communication-best-practices_en.html)

## Acknowledgement

We acknowledge the contribution of Paul Fernandes in reviewing the materials from the language point of view.

## Annexes

### Annex I - MareFrame Poster

# MareFrame

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 613571



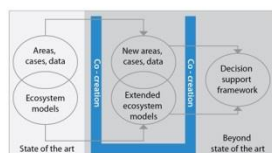
## Co-creating Ecosystem-based Fisheries Management Solutions

### Concept

MareFrame is a EC-funded RTD project which seeks to remove the barriers preventing more widespread use of the ecosystem-based approach to fisheries management.

The vision of MareFrame is to significantly increase the use of Ecosystem-based Approach to Fisheries Management (EAFM) when providing advice relating to European fish stocks.

The overall objective of MareFrame is to remove the barriers preventing more widespread use of EAFM through development of new tools and technologies, development and extension of ecosystem models and assessment methods, and development of a decision support framework.



### Strategy

Broad spectrum of ecosystem based models will be developed. These models will then be tested and compared systematically to the same ecosystems, and evaluated using the same underlying datasets. This allows for a robust approach to test scenarios that are less dependent on model choice.

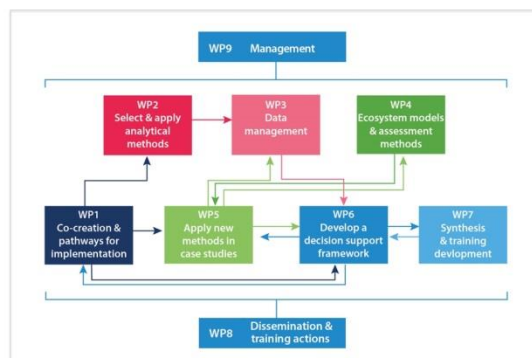
The new ecosystem approach will be based on responsiveness, flexibility, and stakeholders' involvement. It will be developed and demonstrated through training actions, role-play and workshops with stakeholders to enhance implementation.

### Objective

MareFrame seeks to remove barriers that currently prevent a more widespread use of an EAFM by developing:

- Novel data based on new tools and technologies
- Ecosystem models and assessment methods based on indicators of Good Environmental Status (GES)
- A Decision Support Framework (DSF) adapted to the needs of decision makers, managers, operators, and other stakeholders that will support the implementation of the new Common Fisheries Policy (CFP), Marine Strategy Framework Directive (MSFD) and Habitats Directive (HD)

More details: [www.mareframe-fp7.org](http://www.mareframe-fp7.org)



The publication of this poster was supported by the EU-FP7 Cooperation Project. The content of this poster is sole responsibility of MareFrame partners and does not reflect the views of the EU.

## Annex II - MareFrame Informative Brochure

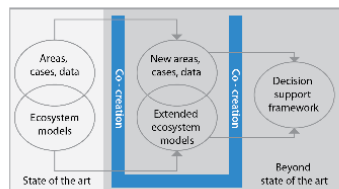
### Networking with other projects

MareFrame liaises with other national and international research projects and is highly relevant to the future management of marine resources in Europe in a changing environment, taking a holistic view incorporating socio-economic and legislative issues.



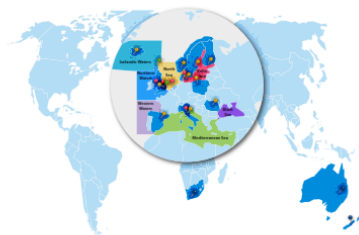
### Outcomes

- New tools and technologies
- Extended ecosystem models and assessment methods
- New Decision Support Framework (DSF) that can highlight alternative management actions and their consequences
- Development, acceptance and incorporation by stakeholders
- Support implementation of the new Common Fisheries Policy (CFP), the Marine Strategy Framework Directive (MSFD) and the Habitats Directive (HD)



## MareFrame

### Co-creating Ecosystem based Fisheries Management Solutions



Funded under the EU FP7 Programme  
A consortium of 28 partners from 14 countries  
Duration of four years: Jan. 2014 – Dec. 2017

Work programme topic addressed: KBBE  
2013.1.2-08: Innovative Insights and tools to Integrate the ecosystem-based approach into fisheries advice

### Project coordination

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### Aim

MareFrame seeks to remove barriers that currently prevent a more widespread use of an Ecosystem-based Approach to Fisheries Management (EAFM) by developing:

- Novel data based on new tools and technologies
- Ecosystem models and assessment methods based on indicators of Good Environmental Status (GES)
- A Decision Support Framework (DSF) adapted to the needs of decision makers, managers, operators, and other stakeholders that will support the implementation of the new Common Fisheries Policy (CFP), Marine Strategy Framework Directive (MSFD) and Habitats Directive (HD)

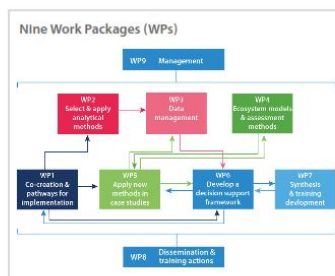
### Beneficiaries

MareFrame contains tangible benefits for groups of stakeholders who have primary interest in clear policy objectives. The benefits include:

- Efficient and effective decision-making and implementation
- Sustainable industry performance in terms of ecological, social and economic aspects



### The strategy



### The MareFrame focus will

- Enhance the capacity to provide holistic assessment on important issues
- Provide advice and decision support for an ecosystem based approach to fisheries management
- Look at feasibility for implementation

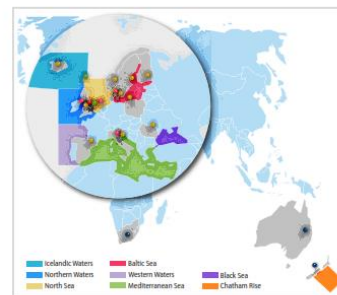
### MareFrame will allow for

- Collaboration across multiple scientific fields
- Collaboration between different ecosystems involved in catching of fish
- Co-creation approach which merges analytical and participatory processes in collaborative research with stakeholders

### A new approach

Broad spectrum of ecosystem based models will be developed. These models will then be tested and compared systematically to the same ecosystems, and evaluated using the same underlying datasets. This allows for a robust approach to test scenarios that are less dependent on model choice.

The new ecosystem approach will be based on responsiveness, flexibility, and stakeholders' involvement. It will be developed and demonstrated through training actions, role-play and workshops with stakeholders.



#### Eight case studies

Baltic Sea  
North Sea  
Northern Waters – Iceland  
Northern Waters  
Western Waters  
Mediterranean Sea  
Black Sea  
Chatham Rise – New Zealand

#### Six ecosystem models

GADGET  
Ecopath with Ecosim (EWE)  
FishSums  
Multi-species prod. models  
Size spectra  
Atlantis