

## Deliverable No. 8.3

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**MareFrame**

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<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)



## **Deliverable D8.3**

# **Plan for use and dissemination of MareFrame Foreground**

28/08/2014

*(rev 25/11/2015)*



## Executive Summary

The aim of the dissemination in the MareFrame project is to make the project results well-known in Europe and to disseminate the results to all potential stakeholders, i.e. SMEs, consumers, retailers, consumer organizations, solution providers and control authorities. In addition, MareFrame will disseminate the results to other on-going projects and initiatives relevant for the project in order to create synergies and to increase the visibility of the project worldwide. In other words, the project will inform about the outputs to a maximum audience outside MareFrame. The dissemination strategy will be focused on awareness (activities and outcomes), understanding and action (change of practice resulting in the adoption of the MareFrame approaches). WP8 is the primary building block for complete and effective communication, dissemination and exploitation of the MareFrame foreground (i.e. results, including information, materials and knowledge generated). Through the co-creation approach (WP1), MareFrame uses one of the most effective ways to increase utilisation (also to improve the quality and relevance of research) by involving potential users in the planning and implementation of the research design; ensuring the continued coherence of the research questions and the answers needed. Co-creation also replaces dissemination with participation, as stakeholders will feel greater ownership and responsibility for the goals, activities and successes of the project.

This Plan for Use and Dissemination of the MareFrame Foreground addresses the following issues:

- Definition of target audiences;
- Selection of key messages for each target audience;
- Planning and tailored communication channels for each target audience.

In addition, the dissemination material includes typical elements such as scientific papers, posters and presentations at conferences and workshops. Also, social media, popular scientific articles, newspaper articles, interviews for radio and TV will be considered.



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## Project Overview

**MareFrame** (Co-creating Ecosystem-based Fisheries Management Solutions) is a EC-funded RTD project which seeks to remove the barriers preventing a more widespread use of the **ecosystem-based approach to fisheries management (EAFM)**. This entails the development of new tools and technologies, the development and extension of **ecosystem models (EMs)** and **assessment methods**, and the development of a **decision support framework (DSF)** that can highlight alternatives and consequences. Most importantly, the removal of barriers depends not only on collaboration with stakeholders in general, but on close integration and co-creation with stakeholders in all development phases. This ensures that ownership lies with them and increases the chance of acceptance and uptake of the project outcomes.

Several fundamentally different modeling approaches have been applied by different scientific groups in recent years, sometimes providing conflicting results, but systematic comparisons of these approaches have been limited. Ecosystem models are representations of ecological systems, allowing for an understanding of the real system under a variety of alternative scenarios. A large number of EMs have been developed for marine and fisheries applications in recent decades, ranging from simple extensions of single-species assessment models, to more complex models dealing with whole ecosystems. Each EM has its different assumptions and methodological approaches, such that no single EM successfully accomplishes all the tasks required to support effective ecosystem based fisheries management. Four main **modelling approaches** will therefore be taken forward within MareFrame: GADGET, Ewe, FishSum, Atlantis. In addition to these main models, a regional approach will be reinforced by using specialized knowledge on the biology and models most applicable to the individual case studies.

The MareFrame case studies have been chosen as each of them have pressing management challenges, identified by stakeholders including managers, that requires an EAFM approach in order to be solved.

The **case studies** considered include the Baltic Sea, North Sea, Northern&Western Waters - Iceland Waters, Northern Waters - West of Scotland, South-Western Waters - Iberian Waters, Mediterranean - Strait of Sicily, Black Sea and New Zealand - Chatham Rise in order to cover a wide range of ecosystem types, biological complexity (e.g. Baltic/Mediterranean Sea), ecological knowledge (e.g. data poor/data rich areas) and a large array of management practices, issues and priorities. In addition, a Chatham rise case study will be developed and used for comparing cases in different hemispheres.

Applying models to ecosystems with different amount and quality of data will allow for an investigation of the effect of each model's complexity. Another challenging objective is to identify new ecosystem based reference points to be applied for evaluating the current status of the investigated ecosystems.

The proposed case study approach will allow to progress in the direction of the application of EAFM in the European Seas. This will be achieved in two ways: 1) by using ecosystem models to explore the direct and ecosystem-mediated implications of alternative management strategies, 2) by coupling the implementation of an Integrated Ecosystem Assessment to ad-hoc Decision Support Tools in the MareFrame platform.



As far as **governance** is concerned, MareFrame will ultimately generate innovative insights and tools to integrate an ecosystem-based approach into fisheries advice. The outcomes will include the development of tools to simulate the impact on the ecosystem under different management scenarios in collaboration with stakeholders of marine resources. The starting point of this research is to collaborate with stakeholders (Regional Advisory Councils - RACs) not only because it improves the results of a scientific study, but also since it helps stakeholders to develop their own positions and insights. Having established well-functioning working conditions for stakeholders through RAC involvement, MareFrame will introduce **innovative knowledge frameworks (IKF)** to secure genuine collaborative research through an effective dialogue at all project stages. The premise is that a genuine co-creation process among the stakeholders and the scientific community is the only way to support policies that balance objectives relating to economic development, ecosystem preservation, and human well-being.

Moving towards an EAFM approach, it is important to develop institutional structures which allow for stakeholder involvement in the advisory processes through interaction, iteration and learning in order to combine analytical and participatory approaches.

Decision-making relating to EAFM is highly complex due to the multiple policies that are involved; the differences in concerns and priorities between stakeholders, and the need to integrate information from multiple sources with inherently different reliabilities. Effective planning and decision-making in such a context can be systematically aided by decision support tools, which allow for interactive analysis of focal problems, as well as the test of alternative scenarios through simulation.

MareFrame will develop an innovative **decision support framework (DSF)** to provide an evidence basis for policy makers regarding the trade-off between various management options on a multispecies ecosystem basis. The DSF will comprise interactive and integrated tools for decision support, which in turn will draw on the developed and extended assessment and ecosystem models. The general decision support approach will be the analytic hierarchy process, supported with Bayesian belief nets, which represent a powerful technique for reasoning under uncertainty and allow for a rigorous treatment of uncertainty.

To overcome the barriers that have hindered the uptake of previous EAFM, it is essential that those primarily intended to benefit from the DSF (primarily decision-makers and stakeholders) find it to be a valuable tool for evaluating alternative management scenarios to address practical issues within an EAFM context. In line with the co-creation approach taken within the MareFrame project, these "DSF clients" will not only have a key role in specifying inputs for the decision analysis, such as the specific issues to be addressed in the case studies and the ranking of potentially conflicting objectives; they will also provide important feedback on the general DSF approach and the specific decision tools that will be developed. In practice, the specific decision tools developed for the specific issue in focus in each case study will be used to support the development of **Iterative Management Plans**. For decision or policy makers, the fishing associations and other stakeholders directly involved in the Management Plans of fisheries, specific activities in order to communicate major findings of the MareFrame achievements will be organized (workshops, meetings etc.).

**Key words:** *MareFrame, ecosystem-based approach to fisheries management (EAFM), ecosystem models (EMs), assessment methods, decision support framework (DSF), modeling approaches, case studies, governance, innovative knowledge frameworks (IKF), iterative management plans*

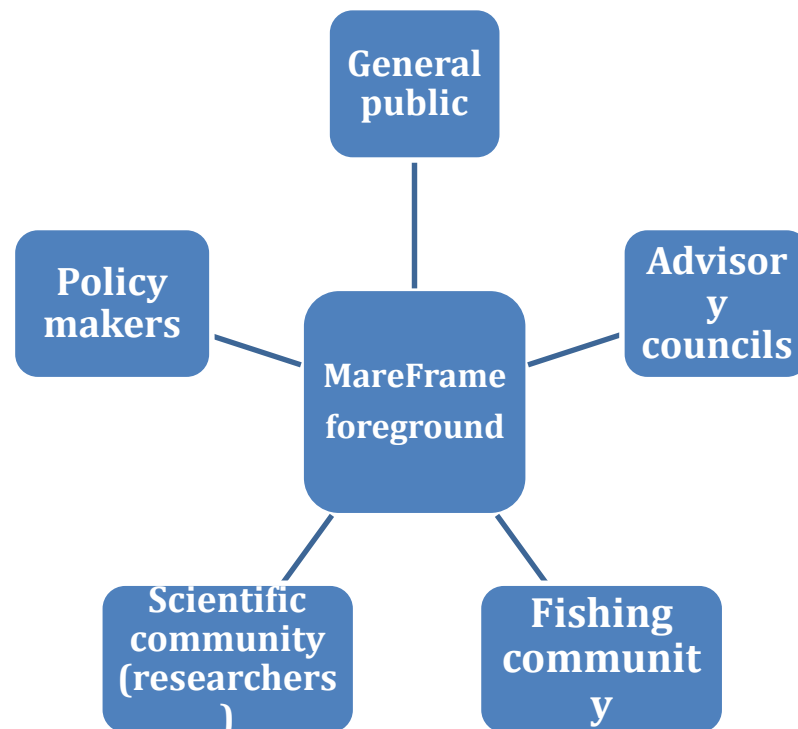
## Project target audiences & key messages

The first step in developing an appropriate communication strategy is the identification of the groups which need to be approached in the dissemination process. Once the groups have been identified, for each of them there will be specific key-messages concerning the outputs of MareFrame to be defined. This also means that there is no “one-fits-all” solution, in terms of dissemination modes, as various media/channels will be used.

### Who should be informed/involved?

To select an appropriate mix of dissemination modes and efforts, a stakeholder analysis is required. This analysis is seen as a key to successful communication and dissemination activities. The target audiences of MareFrame can be grouped as follows: general public, policy makers, advisory councils, scientific community (researchers) and the fishing community.

Special attention for dissemination activities will be paid on the “DSF users”. Furthermore, decision or policy makers, the fishing associations and other stakeholders directly involved in the Management Plans of fisheries should have specific activities in order to communicate major findings of the MareFrame achievements. More general communication should be address to stakeholders with the same profile.



**Fig. 1 - MareFrame target audiences**

**Table 1. Detailed description of target audiences**

Audience group	Description
General public	Civil society, non-governmental organizations (NGOs)
Policy makers	Policy makers and stakeholders from Ministries of Fisheries, regional and local fishery stakeholders, international fishery councils and agencies [European Commission (DG MARE, DG ENVIRONMENT), General Fisheries Commission for the Mediterranean (GFCM)].
Advisory councils	Regional Advisory Councils (RACs), Agreement on the Conservation of Cetaceans in the Black Sea, Mediterranean Sea and contiguous Atlantic area (ACCOBAMS), Black Sea Commission (BSC), Baltic Marine Environment Protection Commission (HELCOM), Mediterranean Science Commission (CIESM), European Marine Board etc., STEFC, ICES (including WG)
Scientific community (researchers)	Marine research institutes, universities, independent research institutions, invited scientific experts, other project consortiums
Fishing community	Independent fishermen, industry, including local, regional and European associations

### Tailored key-messages

In order to be able to achieve an adequate communication strategy, it is important to clarify its main goals, which are in base much shaped by the overall project goals. The message to be communicated obviously depends upon both the target and the objective of the specific dissemination activity. It is important that the right message is transmitted to the right audience. The focus will be on maximizing the impact of the communication by providing a clear message, which can be summarized in a few key points of the project.

The overall goal of MareFrame is to enhance the use of the ecosystem-based approach to fisheries management (EAFM). The specific objectives of the project are summarized in the table below:

**Table 2. Specific objectives of MareFrame**

SO	Description	Means of verification
1	To identify the paths for implementing EAFM through co-creation with stakeholders	A comprehensive overview of barriers to EAFM adaptation produced, including identification of how these can be removed or reduced
2	Apply novel analytical methods and integrate state-of-the-art data into EAFM	Can provide case studies with previously unavailable data relating to population structure, spawning components and trophic levels
3	Design integrated and harmonized database containing collated ecosystem data suitable for supporting EAFM development	Integrated database exists Database contains and provides data as specified





4	Extend existing ecosystem models	Extended ecosystem models with additional indicators, socio-economic data, report templates exist etc.
5	Develop innovative ecosystem based assessment methods/tools and conduct performance evaluation	Innovative ecosystem based assessment methods that address multi-species concerns developed and evaluated
6	Apply and configure the extended ecosystem models and the assessment tools in the respective case studies	Ecosystem models generated and configured for each case, assessment tools tested and verified for each case
7	Develop, test and adapt a decision support framework (DSF)	Tools and guidelines for decision support exist, used and evaluated as suitable by stakeholders
8	Compare and evaluate the developed ecosystem based models and the decision support system, including socio-economic impact	Overall evaluation exists, co-created in close collaboration with stakeholders in line with their opinion of the suitability and relevance of the main project outcomes
9	Develop interactive learning tools to facilitate the implementation of EAFM	Learning tools exist, used and evaluated as suitable by stakeholders

The outcomes of all the above mentioned specific objectives will make-up the MareFrame foreground, to be subsequently capitalized by the relevant end-users. Starting from the project specific objectives, some **key messages** were extracted, tailored for each group of the target audiences identified above.

**Table 3. Key messages of the MareFrame project**

Audience group	Description
General public	Turn the fisheries management towards the environment and socio-economic sustainability!
Policy makers	Knowledge-based policies are the pillars of sustainable development, considering all the aspects of marine ecosystems
Advisory councils	
Scientific community (researchers)	Manage ecosystems, including the human, instead of fish stocks!
Fishing community	Continue to fish sustainably! Improve the welfare of fisheries through sustainable fishing practices! Take the responsibility for strengthening fisheries management! Get involved in the management process to achieve sustainable fisheries!

## Dissemination strategy

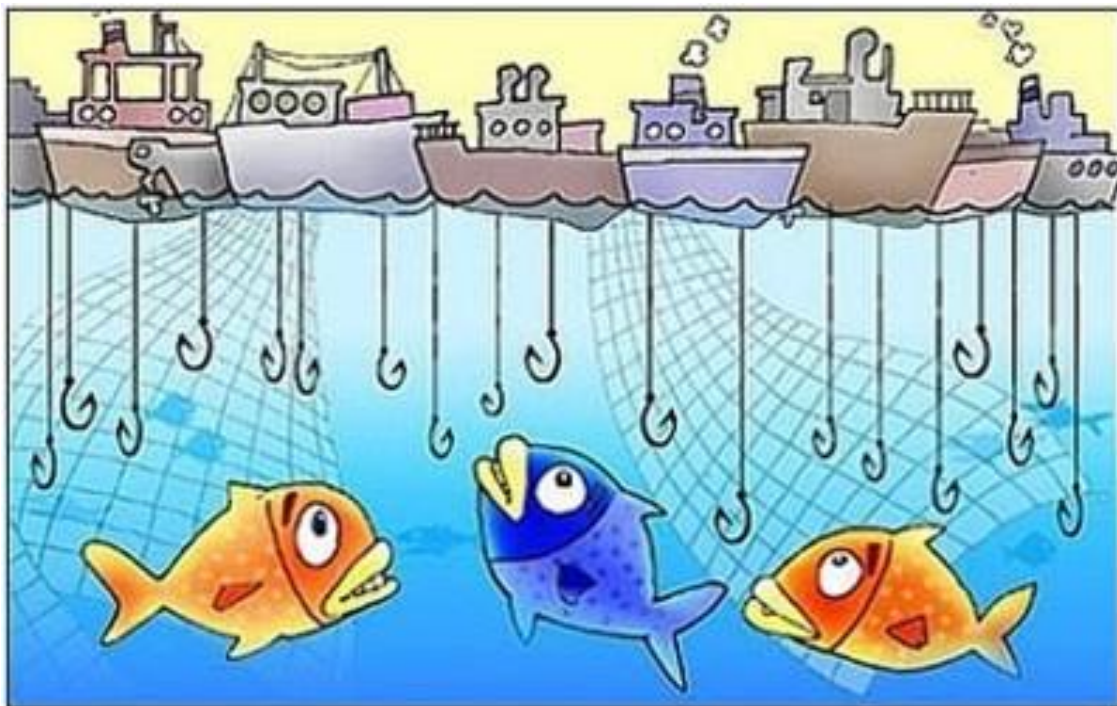
The manner of transmitting the key-messages must be adapted to the specific segment of the target audiences, thus the dissemination strategy is gradual and progressive. The best approach is the following: **GENERAL PUBLIC ► POLICY MAKERS ► ADVISORY COUNCILS ► SCIENTIFIC COMMUNITY ► FISHING COMMUNITY.**

**Step 1:** Be general and stimulate with gentle and understandable terms the general public (civil society & NGOs). Use the mass media (press releases to newspapers, magazines, TV, radio etc.) and social media (Twitter®, Facebook® and LinkedIn®);

**Step 2:** Stimulate the key informants and the decision makers. Private meetings/telephone conversations with/newsletter distribution to decision makers and advisers, in order to explain in depth the objectives of MareFrame towards the application of an ecosystem approach to fisheries management. Special attention will be paid on the stakeholders involved in the case studies;

**Step 3:** Stimulate the scientific community. The data which are produced within the project represent a first class opportunity for researchers to start acting and adding value to the scientific level. Participate in scientific events (conferences, symposia, workshops etc.), as well as publish papers on the project topic in peer-reviewed journals;

**Step 4:** Motivate the fishermen community to improve their management of fisheries. The end-users of the MareFrame foreground are, ultimately, the fishermen, who must overcome the gaps in knowing the principles of EAFM and performing environmentally friendly fisheries. Specific activities for the fishing associations will be carried out to guarantee the dissemination flow. Create reader-friendly dissemination materials (brochures) and involve fishermen in the co-creation process (Fish-in-Corner).



**Table 4. MareFrame dissemination matrix**



WHOM?	HOW?		WHEN?	
Target group	Method	Vehicle	Timing	Status
General public	<p>Inform the civil society on the main objectives &amp; outcomes of MareFrame. Motivate a constructive debate on how should be the future of fisheries. Create a community of readers about the news on ecosystem-approach for fisheries management in Europe.</p>	Press releases to newspapers, magazines, TV, radio	M1-M48	<i>Press releases already uploaded on the MareFrame website, as well as media coverage</i>
		Design & create informative leaflets & poster	M4	<i>The MareFrame poster &amp; leaflet were designed and are to be translated in partners' national languages for local use</i>
		MareFrame webpage & social media	M1-M48	<i>MareFrame webpage operational <a href="http://mareframe-fp7.org/">http://mareframe-fp7.org/</a> Facebook and Twitter account activated</i>
		Press office on the MareFrame website	M5	<i>Press releases already uploaded on the MareFrame website, as well as media coverage</i>
		Factsheets and non-technical and user-friendly summaries from deliverables	M12-48	To be edited after some information has been collected as deliverables (focused on the case study peculiarities)
		Newsletter	M12-48	To be edited yearly, containing the most relevant information
		Infomercial short movie	M12-48	To be edited using video material on MareFrame activities and scope from partners
Policy makers & Advisory councils	<p>Inform the policy makers on the main objectives &amp; outcomes of MareFrame. Motivate a constructive debate on how should be the management of fisheries, including specific task regarding the use of ecosystem-based approach.</p>	Press releases to newspapers, magazines, TV, radio	M1-M48	Press releases already uploaded on the MareFrame website, as well as media coverage
		Design & create informative leaflets & poster	M4	The MareFrame poster & leaflet were designed and are to be translated in partners' national languages for local use
		MareFrame webpage & social media	M1-M48	MareFrame webpage operational <a href="http://mareframe-fp7.org/">http://mareframe-fp7.org/</a> Facebook and Twitter account activated
		Press office on the MareFrame website	M5	Press releases already uploaded on the MareFrame website, as well as media coverage
		Open conferences & workshops for the co-creation of an applicable EAFM	M2-48	Stakeholders' events & workshops including: innovative knowledge frameworks (IKF) face-to-face and remote meetings, Pool of knowledge workshops with EAFM FP6-FP7, meetings with the RACs to be organized
		Newsletter	M12-48	To be edited yearly, containing the most relevant information



	Develop the innovative decision support framework (DSF). Take the decision-makers' feedback about this framework and tool through social media activities	DSF interface software - program	M18	Tools and guidelines for decision support to be used and evaluated as suitable by stakeholders
		Proceedings of the Advanced training school on EAFM tools and simulation training	M40-M48	Documented advice and guidelines to be made available to stakeholders
		Fact Sheets on case studies: summary of events and outputs	M40	The peculiarities of each case study to be emphasized for proper use by stakeholders
		Management plans for case studies	M45	Tailored management approaches for each case study to be applied
		Social media	M1-M48	
Scientific community (researchers)	Inform scientific community on the main objectives & outcomes of MareFrame	Press releases to newspapers, magazines, TV, radio	M1-M48	<i>Press releases already uploaded on the MareFrame website, as well as media coverage</i>
		Design & create informative leaflets & poster	M4	<i>The MareFrame poster &amp; leaflet were designed and are to be translated in partners' national languages for local use</i>
		MareFrame webpage & social media	M1-M48	<i>MareFrame webpage operational <a href="http://mareframe-fp7.org/">http://mareframe-fp7.org/</a> Facebook and Twitter account activated</i>
		Press office on the MareFrame website	M5	<i>Press releases already uploaded on the MareFrame website, as well as media coverage</i>
		Newsletter	M12-48	<i>To be edited yearly, containing the most relevant information</i>
	Inform scientific community on the new beyond the-state-of-the-art developments in EAFM	Participation in high level international conferences/symposia	M1-M48	<i>MareFrame was already introduced to the international scientific community during the AQUALIRES International Conference (Bucharest, Romania, 14-16 January 2014) &amp; the International Conference Ecosystem Approach to Fisheries in the Mediterranean and Black Seas (Barcelona, Spain, 9 - 10 April 2014) - FP7 EU CREAM project "Improving research in support to scientific advice to fisheries management in the Mediterranean and Black Seas"</i>
		Publishing papers in peer-review journals	M1-M48	<i>A short communication on the MareFrame objectives and scope has been accepted by the Journal of Environmental Protection and Ecology (JEPE) and is currently in press</i>

	Create a community of knowledge on ecosystem based management for fisheries	Through the social media, promote debates, discussions and share information on this topic		<i>Focus on the European framework, create activities about the recent publications on EAFM, News &amp; Blogs, Events (the project events and other related to EAFM).</i>
	Develop the innovative decision support framework (DSF)	DSF interface software - Program	M18	Tools and guidelines for decision support to be used and evaluated as suitable by stakeholders
		Proceedings of the Advanced training school on EAFM tools and simulation training	M40-M48	Documented advice and guidelines to be made available to stakeholders
		Fact Sheets on case studies: summary of events and outputs	M40	The peculiarities of each case study to be emphasized for proper use by scientists
		Management plans for case studies	M45	Tailored management approaches for each case study to be applied
Fishing community	Inform fishermen on the main objectives & outcomes of MareFrame	Press releases to newspapers, magazines, TV, radio	M1-M48	<i>Press releases already uploaded on the MareFrame website, as well as media coverage</i>
		Design & create informative leaflets & poster	M4	<i>The MareFrame poster &amp; leaflet were designed and are to be translated in partners' national languages for local use</i>
		MareFrame webpage & social media	M1-M48	<i>MareFrame webpage operational <a href="http://mareframe-fp7.org/">http://mareframe-fp7.org/</a> Facebook and Twitter account activated</i>
		Press office MareFrame website established	M5	<i>Press releases already uploaded on the MareFrame website, as well as media coverage</i>
		Factsheets and non-technical and user friendly summaries from deliverables	M12-48	To be edited after some information has been collected as deliverables (focused on the case study peculiarities)
		Newsletter	M12-48	To be edited yearly, containing the most relevant information
		Infomercial short movie	M12-48	To be edited using video material on MareFrame activities and scope from partners
	Define new ways for fishermen-science collaboration	Fish-in-Corner	M12-M48	To create a meeting point to be implemented in all stakeholders' events, with a short template to gather input, list of proposal for debate and facilitator to engage fishermen. The Fish-in-Corner can be set-up as a web-based platform for online exchange of



				opinions/data/information (forum for discussions, available for registered users)
	Engage learning with an easy to use EAFM simulation	Web accessible software	M36-48	Training tool for EAFM
	Develop the innovative decision support framework (DSF)	Fact sheets on case studies: summary of events and outputs	M40	The peculiarities of each case study to be emphasized for proper use by scientists
		Management plans for case studies	M45	Tailored management approaches for each case study to be applied

Networking among all target groups of MareFrame and between MareFrame and other fisheries related projects is crucial, as MareFrame draws upon existing resources and networks to the maximum extent possible while building new resources as needed by users. For such purposes, the following shall be had in view:

- Presentations at international symposia and conferences.
- Joint actions with on-going FP7 projects (ECOKNOWS, MYFISH, BENTHIS, CREAM, PERSEUS, COCONET etc.), national and international projects.
- Collaboration with Era-Nets (Bonus+, ERASYSBIO, COFASP).
- Liaison with International networks as the Ecosystem-Based Management Tools Network (EBMTOOLS, US) and Regional (transnational) cooperation initiatives as the Coral Triangle EBM.

Finally, one International Concluding Symposium will be arranged for the external community and stakeholders interested in EAFM and DSF, where the project results can be presented and discussed under the auspices of ICES if possible and in close collaboration with the European Commission (Vigo, Spain, *Month 48*).

## MareFrame Corporate Image

Corporate image identity relates to the appearance and visibility of a company to the outside world. The same principle can also apply in the case of the project corporate design. Corporate design creates a strong connection to the overall project. As a consequence, target groups and key actors are more likely to remember it. The project logo and slogan make-up the corporate image of MareFrame.

### Project logo

A logo is a graphic mark used to aid and to promote instant public recognition of a company and, in a restricted meaning, also of a single project.

The MareFrame logo instantly catches the two dimensions of the project: on the one hand, there is MARE (Latin word for sea), which immediately leads to marine resources exploitation, and, on the other hand, there is FRAME, suggesting the creation of a framework for cooperation with the ultimate aim of applying the ecosystem approach to fisheries in all 14 partners countries and beyond.



### Project slogan

A slogan is a short, memorable group of words used in advertising, marketing, public relations or awareness campaigns. However, it could easily be applied to a project such as MareFrame. The phrase(s) of a slogan are means of drawing attention to one distinctive feature (an aspect of a product/idea/campaign/project). The purpose is to emphasize a phrase that an entity wishes to be remembered by.

A functional slogan usually:

- states brand benefits for users;
- implies a distinction between it and other brands;
- makes a simple, concise, clearly defined, and appropriate statement.

Proposed slogans for MareFrame (*to be agreed by all partners and used in all subsequent dissemination materials; suggestions are welcomed*):

- **Smart fishing for smart living!**
- **Fish sustainably for the future!**
- **Healthy ecosystems, sustainable fisheries, responsible people**



## Language issues

The cultural and language diversity among partners must be considered, thus all dissemination materials drafted in English should be translated into the national languages of the partner countries (European Member States: Denmark, Ireland, Sweden, Finland, the Netherlands, Poland, United Kingdom, Spain, Italy & Romania; Associated Countries: Norway & Iceland; International Cooperation Partner Country: South Africa; Non-EU developed countries: Australia, Canada & New Zealand), in order to facilitate the transfer of information to local stakeholders. The templates in English should be used during project meetings with all partners and during international events.

It must also be noted that social media choice may vary from region to region. For instance, while in the United Kingdom Twitter is most often used, in Iceland, the Black Sea and the Mediterranean people tend to use Facebook more extensively.

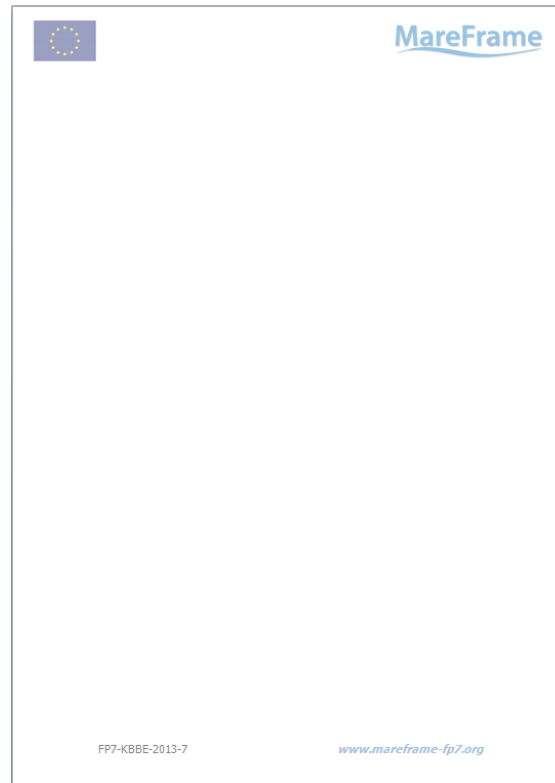
All project materials must comply with the EU/FP7 Cooperation Programme visibility rules.



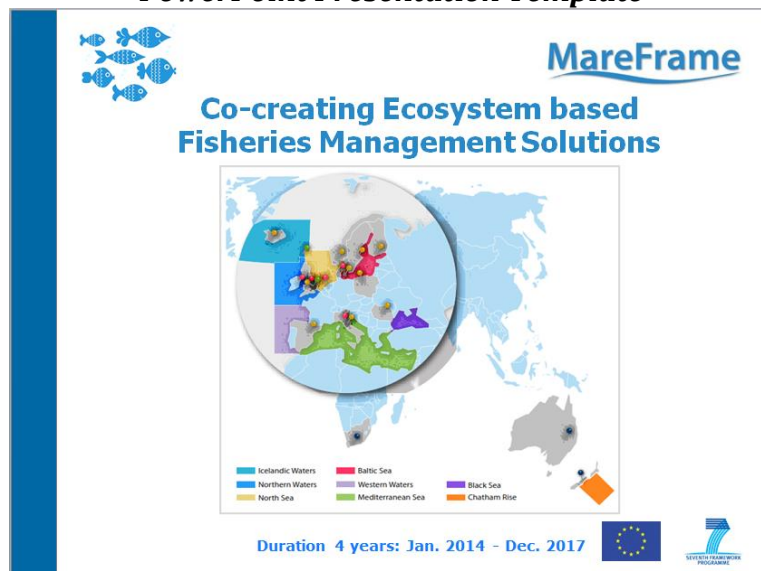


## Templates of dissemination materials

### Document letterhead



### PowerPoint Presentation Template



### Poster template



# 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

### Why?

MareFrame is a European research project which will increase the use of an Ecosystem-based Approach to Fisheries Management (EAFM) for better governance in European fisheries.

### How?

Our main strategies are:

#### Improving the science supporting EAFM

A total of six ecosystem-based models will be advanced and extended in eight ecosystems. These models are tested, compared and evaluated systematically, allowing for a robust approach to assess scenarios that are less dependent on model choice.

#### Decision Support Framework

The broad spectrum of models applied to the chosen ecosystems will provide knowledge that can be used for policy making by improving management plans and implementing EAFM. A Decision Support Framework will be developed to enable decision makers to compare relevant potential scenarios and their likely consequences.

#### Co-creation

MareFrame is developed in co-creation with stakeholders, demonstrated through training actions, role-play and workshops for successful implementation. It includes socio-economic and legislative issues and is based on responsiveness and flexibility.

### Who?

MareFrame is an international consortium of 28 partners from 14 countries and 3 continents, including a dynamic team of leading researchers from natural and social sciences, as well as the Advisory Councils and the multi-stakeholders platform within the Common Fisheries Policy.

### Would you like to know more?

Visit our website:

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

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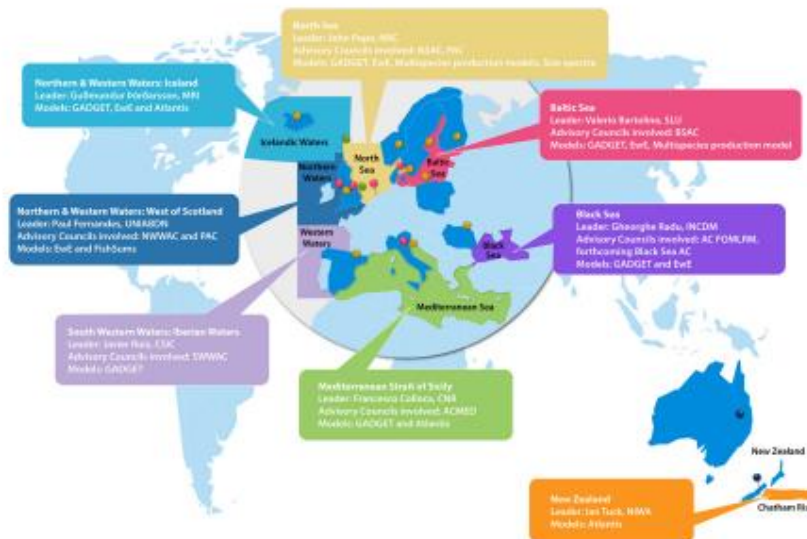
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Leaflet template (3-fold)



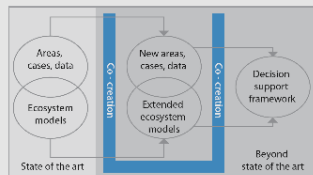
## Networking with other projects

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)



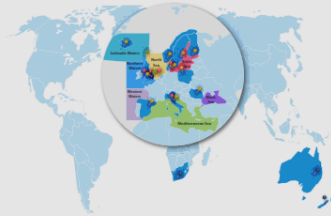
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# MareFrame

## 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



## 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 (IGES)
- 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)

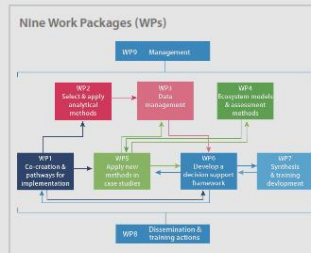
## Beneficiaries

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

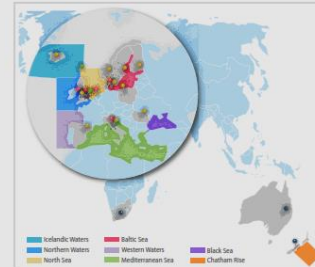
## MareFrame will allow for

- 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)  
 FishSum  
 Multi-species prod. models  
 Size spectra  
 Atlantis





## Success criteria

At the end of project implementation, the success of the dissemination strategy can be assessed both from the quantitative and qualitative point of view. Some sets of success indicators are set:

### 1) Indicator of quality/accuracy

Qualitatively, it is important to use accurate, documented and relevant information when disseminating the MareFrame foreground. Quality control is provided by always submitting any information on MareFrame dissemination to the Project Management Group (PMG) for approval.

### 2) Indicator of distribution/accessibility of the information

From the quantitative point of view, success can be measured by:

Visitors' counter on the MareFrame website;

Number of Likes/Re-tweets on Facebook/Twitter;

Number of articles in the media / press releases / newsletter /interviews;

Number of scientific papers published etc.;

Conference/stakeholders meeting participation

### 3) Indicator of sustainability

Follow up activities after information receiving by stakeholders and decision making (introduction of new fishery techniques/models considering the environment) after completion of the MareFrame project.