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Project acronym:

MareFrame

Project title:

„Co-creating Ecosystem-based Fisheries Management Solutions"

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¹ Document will be a draft until it was approved by the coordinator

² 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)

³ The initials of the revising individual in capital letters

Deliverable D8.4

Press office MareFrame website

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Executive Summary

The MareFrame Press Office was set-up as an independent section on the MareFrame website and designed as a hub where information of the project progress is constantly posted. It is divided into three main sections: “Press Release”, “MareFrame in Media” and “Communication Materials”. The Press Office enables spreading information to a wider array of audiences and also serves as a counter for media occurrences. For instance, after 5 months of project implementation, there are 13 occurrences in Icelandic media and 7 occurrences in Romanian media.

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Introduction

The MareFrame Press Office was designed as a hub where information of the project progress is constantly posted.

The press office will act as the office of the project consortium and provides information to newspapers, magazines, television news programs, and radio stations (<http://www.learnersdictionary.com>).

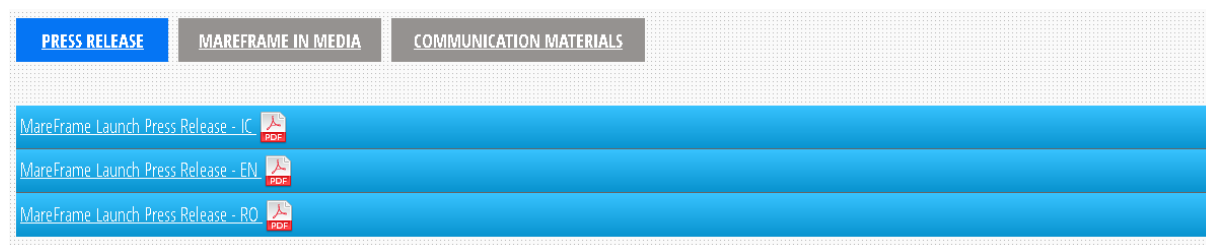
Methods

The MareFrame Press Office was set-up as an independent section of the website, just scrolling down the homepage.

It was divided into three main sections: “Press Release”, “MareFrame in Media” and “Communication Materials”.

Subsequently, the relevant materials were uploaded and will continue to be uploaded throughout the implementation of the project.

Results



The three main sections of the Press Office contain the following pieces of information:

Press Release section:

The official press releases of the project are uploaded in this section. So far, there are press releases on the project launching in Icelandic, English and Romanian.

Press Release

Launch of the MareFrame Project "Co-creating Ecosystem-based Fisheries Management Solutions"

On January 1st, 2014, a new EC-funded research and technological development project was launched, which aims to remove the barriers preventing a more widespread use of the ecosystem-based approach to fisheries management: "Co-creating Ecosystem-based Fisheries Management Solutions" (acronym: MareFrame). The main objective of MareFrame is to significantly increase the use of the ecosystem-based approach to fisheries management (EAFM) when providing advice relating to the management of European fish stocks. This will be achieved through the development of new tools and technologies; the development and extension of ecosystem models and assessment methods; and the development of a decision support framework that can highlight alternatives and consequences; all in close collaboration with key stakeholders in the co-creation process.

The project will address important issues within the Common Fisheries Policy (CFP), the Marine Strategy Framework Directive (MSFD) and the Habitats Directive (HD). MareFrame will contribute to the EAFM by developing options for supporting and maintaining a balanced marine community, incorporating the socio-economic components. The project will also develop innovative visualisation tools, using 3D gaming technology, and develop innovative learning simulations to communicate scientific results and management scenarios and raise public awareness towards the conservation of marine biodiversity.

The Project Coordinator and Administrative Manager of MareFrame is Matis ohf, a public commercial food research company from Iceland engaged in food research, innovation and safety to increase the value of food through research, development, dissemination of knowledge and consultancy. The MareFrame consortium comprises 30 partners and includes established RTD organisations with expertise in fishery science, including ecosystem modelling, model testing and assessment expertise, economics and social science and experienced leadership from 16 countries (Denmark, Sweden, Finland, Poland, United Kingdom, Spain, Italy, Romania, Norway, Iceland, South Africa, Australia, Canada & New Zealand).

The kick-off meeting of the MareFrame project will be held in Reykjavík, Iceland, on February 11th-13th, 2014.

For more information on MareFrame, please contact the coordinator:
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Comunicat de presă

Lansarea proiectului MareFrame „Soluții de management pescăresc bazate pe abordarea ecosistemică”

Începând cu 1 ianuarie 2014, a fost lansat un nou proiect de cercetare și dezvoltare tehnologică finanțat de Comisia Europeană, care își propune eliminarea barierelor ce împiedică utilizarea la o scară mai largă a abordării ecosistemică a managementului pescăresc: „Soluții de management pescăresc bazate pe abordarea ecosistemică” (acronim: MareFrame).

Principala obiectiv al proiectului MareFrame este intensificarea utilizării abordării ecosistemică a managementului pescăresc (AEMP) în ceea ce privește stocurile de pești din mările Europene. Acest lucru se poate realiza prin crearea de noi instrumente și tehnologii, dezvoltarea și extinderea modelelor ecosistemică și a metodelor de evaluare, și crearea unui cadru decizional complementar care să evidențieze alternativele și conexiunile ulterioare; toate acestea se vor realiza în strânsă colaborare cu toți factorii interesați, în cadrul unui proces de co-creare.

Proiectul va aborda domenii de importanță majoră din cadrul Politicii Comune pentru Pescuit (PCP), Directivei-Cadru Strategia pentru Mediul Marin (DCSM) și Directivei Habitats (DH).

MareFrame va contribui la dezvoltarea abordării ecosistemică a managementului pescăresc (AEMP) prin crearea de alternative pentru susținerea comunităților costiere echilibrate, care înglobează și componentele socio-economice. În cadrul proiectului se vor crea, de asemenea, instrumente de vizualizare inovatoare, utilizând tehnologia 3D, și simulări de informații pentru a comunica rezultatele cercetărilor științifice și ale scenariilor de management, pentru a atrage atenția opiniei publice în favoarea conservării biodiversității.

Coordonatorul proiectului și directorul administrativ al MareFrame este Matis ohf, o societate comercială de drept public din Islanda, care abordează cercetarea, inovarea și siguranța în domeniul alimentar, în vederea spornii valorii resurselor de hrană prin cercetare, dezvoltare, diseminarea a informației și consultanță.

Consortiul MareFrame cuprinde 30 de parteneri și include organizații de cercetare-dezvoltare de prestigiu din domeniile științe pescărești, modele ecosistemică, testarea și evaluarea modelelor, economie și științe sociale și leadership din 14 țări (Danemarca, Suedia, Finlanda, Polonia, Regatul Unit Spania, Italia, România, Norvegia, Islanda, Africa de Sud, Australia, Canada și Noua Zeelandă).

Înălțarea de inițiere a proiectului MareFrame se va desfășura la Reykjavík, în Islanda, în perioada 11-13 februarie 2014.

Pentru informații suplimentare referitor la MareFrame, contactați coordonatorul proiectului:
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Fréttatilkynning 10. febrúar 2014

Ísland með forystuhlutverk í nýju fjölþjóðaverkefni sem 7. Rannsóknarnefndunin í Evrópu styrkir með jafnvirði 943 milljón króna (6 milljón evra).

MareFrame verkefnið: "Co-creating Ecosystem-based Fisheries Management Solutions"

Matis og Háskóli Íslands gegna forystuhlutverki í nýju umragnisliku fjölþjóðaverkefni sem 7. rannsóknarnefndunin hefur nú ákveðið að styrki til fjögurra ára starfshli verkefnis er MareFrame og tilbilið á ensku: "Co-creating Ecosystem-based Fisheries Management Solutions". Styrkurinn hjótar upp á 6 milljón evra, en háskólinn fær virkilega 7,8 milljónir evra. Háskóli Íslands virkilega kemur um 275 milljónir íslenskra króna sem skiptir til milli Matis, Háskóla Íslands og Háfræðisráðgjafarinnar. Styrkurinn er meðal stærstu verkefnastríjuna Evrópu.

Matis er verkefnastríjari MareFrame sem hefur í því að eiga sér tilnefningu og er einn af 47% störfum í Áttarstærri og BÚ. Í viðgjafaverkefni. Fiskveiðistærna Evrópu með störfum er íslensku og er m.a. verið að eiga hlífð til stömmastigum við öfveði.

Í MareFrame verkefni er áætlað að þrjú fjölþjóðverkefni séu tilnefnd og fínna leðir til að að viðeigandi innleiðing þess í Evrópu. Áhersla er lögð á viðtæna, sjálfbærna, félagslega og hagnæma stjórnum. Einnig á samstarf við sjómenn, útgæfir og vinnu á samt öðrum hagsmunadögum sem loma að stjórnum fiskveiða.

Þrátt fyrir fjárfestingarþörf Evrópu með störfum er ufið árið í dag, þar af 47% störfum í Áttarstærri og BÚ. Í viðgjafaverkefni. Fiskveiðistærna Evrópu með störfum er íslensku og er m.a. verið að eiga hlífð til stömmastigum við öfveði.

Eitt af mæringum MareFrame verkefnisins er að byggja á því sem vel hefur tekið í gildi í fiskveiðistjórnun, m.a. notkun á fjölþjóðverkefni "Gadget" sem hefur þróað af íslenskum þéttlendum verkefni og er notað við áherslu. Jafnframt því er horft til meina samstarfs við þá sem starfa að veidum og vinnu í sjávarútvegnum sem og nanna hagsmunadögum við þróun fiskveiðistjórnunarinnar en það er lykilatriðið við innleiðinguna fiskveiðistjórnunarinnar. Í því sambandi mun MareFrame þróa m.a. sjómenn viðmót, tölu e ki og tölvustudnaðar mætingu til

www.mareframe-fp7.org

www.mareframe-fp7.org

MareFrame in Media section:

This is the section where all media occurrences are counted and centralized.

So far, there is coverage for the Icelandic and Romanian media.

Each article/interview is described in details in terms of time, place, medium type, name of medium, title and summary of the article, web link and the institution which initiated the material.

Press Office

PRESS RELEASE **MAREFRAME IN MEDIA** COMMUNICATION MATERIALS

ICELAND ROMANIA

1. MareFrame Project Launch - Iceland

When?	11.02.2014 at 07:00, 08:00 and 08:30
Where?	Iceland
Medium type	Bylgjan - private radio station
Name of medium	Bylgjan
Title	Leiða fjölbjóða rannsóknarverkefni // Leading a large multi-national project
Summary	Leading a large multi-national project, "Co-creating Ecosystem-based Fisheries Management Solutions".
Web link	None
Institute	Matís

Press Office

PRESS RELEASE **MAREFRAME IN MEDIA** COMMUNICATION MATERIALS

ICELAND ROMANIA

1. MareFrame Project Launch - Romania

When?	24.01.2014
Where?	Romania
Medium type	Newspaper
Name of medium	Liderul de Opinie
Title	Lansarea proiectului MareFrame "Solutii de management pescareasc bazate pe abordarea ecosistemica"/"Launch of the MareFrame Project "Co-creating Ecosystem-based Fisheries Management Solutions"
Summary	Announcement of the MareFrame Project Launch and outline of the objectives, aims, structure of the consortium etc.
Web link	http://lideruldeopinie.ro/120281/lansarea-proiectului-mareframe-solutii-de-management-pescareasc-bazate-pe-abordarea-ecosistemica
Institute	INCDM - National Institute for Marine Research and Development

Communication Materials section:

This is where the dissemination materials of the project are uploaded, namely the informative leaflet and poster, and soon there will be a short interactive presentation, as well as the infomercial short movie.

Press Office

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[Leaflet PDF](#)



[Poster PDF](#)

Discussion

The Press Office enables spreading information to a wider array of audiences and also serves as a counter for media occurrences.

For instance, there are so far 13 occurrences in Icelandic media and 7 occurrences in Romanian media, after 5 months of project implementation.

Conclusion

The MareFrame Press Office is a modern and useful tool for disseminating the project online, where information is easily accessible.