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Draft concepts to set up the SPAMI Day and SPAMI Certificate

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ACRONYMS

COP	Conference of Parties
CSO	Civil society organization
EU	European Union
MAP	Mediterranean Action Plan
MPA	Marine Protected Area
NGO	Non-governmental organization
SPA/BD	Specially Protected Areas and Biological Diversity
SPAMI	Specially Protected Area of Mediterranean Importance
SPA/RAC	Specially Protected Areas Regional Activity Centre
TAC	Technical Advisory Commission
UNEP	United Nations Environment Programme
WWF	World Wide Fund for Nature

Draft Concepts to set up the SPAMI Day and SPAMI Certificate

1. Background

1. The Specially Protected Areas Regional Activity Centre (SPA/RAC) is a Component of the United Nations Environment Programme / Mediterranean Action Plan (UNEP/MAP)-Barcelona Convention system. It was established by the Contracting Parties to the Barcelona Convention in order to assist the Mediterranean countries in implementing the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD Protocol) of the Barcelona Convention. SPA/RAC's main objective is to contribute to the protection, preservation and sustainable management of marine and coastal biological diversity in the Mediterranean and, in particular, the creation and effective management of marine and coastal areas of particular natural and cultural value and the conservation of threatened and endangered species of flora and fauna in the Mediterranean.
2. In order to promote cooperation in the management and conservation of natural areas, as well as in the protection of threatened species and their habitats, the Contracting Parties to the Barcelona Convention have drawn up, in 2001, the "List of Specially Protected Areas of Mediterranean Importance" (SPAMI List). A SPAMI is a coastal, marine and/or high sea area that is of importance for conserving the components of biological diversity in the Mediterranean, contains ecosystems specific to the Mediterranean area or the habitats of endangered species, or is of special interest at the scientific, aesthetic, cultural or educational levels. The sites included in the SPAMI List are intended to have a value of example and model for the protection of the natural heritage of the region. To this end, the Parties must provide each SPAMI area with a legal status guaranteeing its effective long-term protection.
3. After several rounds of SPAMI ordinary periodic reviews (since the biennial period 2008-2009), the various technical advisory commissions (TACs) in charge of the evaluations have recommended to SPA/RAC to further promote networking and exchange among SPAMIs.
4. In this context, SPA/RAC initiated in 2018 the SPAMI Twinning Programme, which aims at developing and strengthening an effective management of SPAMIs, promoting networking and best practices/experience sharing among managers, building capacities, and involving the civil society organizations (CSOs) in marine and coastal protected areas management.
5. In order to facilitate exchanges among SPAMI managers, promote the SPAMI List and enhance its visibility, SPA/RAC has developed a SPAMI Collaborative Platform¹, which is a virtual workspace that provides users with resources and tools aiming to facilitate communication and human interactions around SPAMIs and marine and coastal protected areas (MCPAs) in general.
6. After having encouraged further cooperation and collaboration in the management and conservation of SPAMIs among Contracting Parties as well as among individual SPAMIs, COP 21 (Naples, Italy, 2-5 December 2019) requested the UNEP/MAP Secretariat (through SPA/RAC) to draft the concepts in order to set up the SPAMI Day and SPAMI Certificate, and submit them for consideration by the Contracting Parties at their COP 22 (Antalya, Turkey, on 7-10 December 2021) (Decision IG.24/6).

¹ <http://spami.medchm.net/en>

2. Methodology

7. The elaboration of the present SPAMI Day and SPAMI Certificate concepts was based on the review and analysis of useful documentation and sources of information related to relevant global and regional environmental initiatives, days and celebrations. This allowed to identify success stories and best practices to inspire and guide the development of these concepts.
8. Furthermore, a rapid overview of the previous SPAMI ordinary periodic review recommendations was made, in order to identify the main gaps hindering a greater SPAMI efficiency and outreach.

3. Objectives

9. The SPAMI Day intends to raise awareness on SPAMIs and marine and coastal protected areas in particular, and on Mediterranean marine and coastal ecosystem conservation and natural resource management, in general.
10. The target audiences are the following:
 - Decision makers relevant to MAP's mandate, such as Contracting Parties officials, and Focal Points;
 - Main actors relevant to MPAs management/development such as MPA/SPAMI managers, national institutions, CSOs, MAP partners, donors and business;
 - General public and influencers, such as journalists, scientific community, academic community.
11. The concepts to set up the SPAMI Day and SPAMI Certificate are tailored to address the challenges related to communication and outreach about SPAMIs at the Mediterranean level and beyond. Hence, the SPAMI Day and SPAMI Certificate aim to achieve the main following objectives:
 - to raise awareness of the general public on issues related to SPAMIs/MPAs;
 - to mobilize political will and resources to address the problems of SPAMI/MPA management and marine ecosystems conservation in the Mediterranean region;
 - to acknowledge and promote the achievements of existent SPAMIs, and value the initiatives of individual managers, rangers, mayors, volunteers, etc.;
 - to celebrate the inclusion of and deliver SPAMI Certificates to areas newly included in the SPAMI List;
 - to communicate on the SPAMI ordinary reviews results and lessons learned on a biennial basis;
 - to focus on cooperation, collaboration, exchange and dialogue, and encourage unity and not disparity or competition;
 - to create a forum/platform for SPAMI managers to meet and build a network, with a view to fostering cooperation among SPAMIs, sharing knowledge, offering twinning opportunities and encouraging the emergence of new projects and ideas with the contribution and collaboration of different stakeholders (e.g. donors, managers, CSOs, NGOs, institutional partners, and the research and conservation communities).

4. Expected outcomes and impacts

12. The SPAMI Day and SPAMI Certificate expected outcomes and impacts include:
 - The SPAMIs and SPAMI Day are promoted, and various target groups participation, including the general public, is enhanced;
 - The role of SPAMIs as examples and models for the protection of the Mediterranean natural heritage is promoted, at local, national and regional levels;
 - Effective conservation of the Mediterranean natural and cultural heritages;
 - Collaboration, cooperation, participation, and involvement of local communities is enhanced;

- Political will and resources are mobilized;
- The sustainability of SPAMIs through financing and co-financing opportunities is enhanced, and solid partnerships are implemented at regional and international levels;
- Increase opportunities for inclusion of new areas in SPAMIs List and their sound management.

5. SPAMI Day concepts

5.1. Themes

13. A SPAMI Day theme would be identified for each biennial SPAMI Day event. Preliminary discussions on the SPAMI Day theme could be held with relevant stakeholders such as the UNEP/MAP-Barcelona Convention Secretariat and other Components, SPA/BD Focal Points and SPAMI managers, to brainstorm ideas in this regard while observing the criteria listed below:
- Effective event theming would be utilized as to attract and inspire participants and the wider public, create pre-event interest, promote social media sharing and heighten engagement.
 - Themes would be simple, clear, appealing and relevant to the stakeholders. Incentives should be built-in the themes such as providing sustainable livelihoods and benefits of biodiversity conservation for all.
 - Themes would be linked to the main features characterizing SPAMIs, such as effective conservation of the Mediterranean natural and cultural heritage, collaboration, cooperation (bilateral and multilateral), participation, involvement of local communities, enforcement, exemplary and adaptive management methods and practices, effective protection measures, monitoring, education, awareness, effective legal framework enforcement, promotion of scientific research, promotion of sustainable development and coastal zone management within and around SPAMIs, etc.
 - Themes would determine the SPAMI Day event's prevalent aims at that period of time, linked to emerging global and/or regional priorities and does not distract from those aims and priorities.
 - Themes would reveal what the "takeaway" from the events would be and what is intended for the participants to remember and act upon after the events are concluded.
 - Themes would be incorporated onto invitations, programmes, brochures and electronic marketing, name tags, signs and event-related gifts or memorabilia.
14. Target groups could be engaged pre-launch, by voting for one of the theme options. Annual themes should be specified in the annual announcements to be made prior to the event, explaining the rationale and links with topical developments.
15. SPAMI Day themes could be derived from the following keywords: SPAMIs, marine protected areas, Mediterranean, importance, natural heritage, sustainability, cooperation, biodiversity conservation, sustainable livelihoods. Examples of themes: **"SPAMIs, the Mediterranean model of a sustainable livelihood"** or.... **"Protecting the Med, sustaining livelihoods"**

5.2. Date and periodicity

16. The starting point should be a COP of the Barcelona Convention, that may decide to include a number of marine and coastal protected areas in the SPAMI List. Usually, COPs take place at the end of an odd-numbered year (e. g. December 2021). Sometimes, it could be held at the beginning of the following year (e. g. February 2022).
17. The first SPAMI Day celebration following a COP should have the format of a regional face-to-face event (ideally in a SPAMI or a new SPAMI venue), where the SPA/RAC Director and MAP Coordinator could deliver the SPAMI Certificates to the newly declared SPAMIs.

18. This regional event could take place in Spring, few months after the COP (e. g. April 2022). It is proposed to be the **second week of April**; and even a specific date could be chosen (e. g. **15 April 2022** - an international celebration-free day).
19. The following SPAMI Day celebration, during the same biennium, should be a general public celebration at the level of each SPAMI (or those who wish to celebrate), with the support of SPA/RAC (e.g. 15 April 2023).
20. An indicative timeline for the preparation and organization of the first and second SPAMI Day editions (2022 and 2023) is presented in **ANNEX I**.

5.3. Slogans

21. SPAMIs are models for the other Mediterranean marine and coastal protected areas that provide a wide variety of benefits ranging from the conservation of whole areas that are home to important diversity of species, serving as nursery grounds for fisheries and enhancing fish stocks, protecting habitats that buffer the impacts of storms and waves, and removing excess nutrients and pollutants from the water. They also provide more sustainable tourism and economic benefits, as well as enhance other non-use values such as cultural and heritage values.
22. Slogans would be articulated to get the above messages across and expressing SPAMIs issues and the purposes behind these messages in a manner that captures the imagination.
23. Slogans would be linked to the themes of SPAMI Day editions, they would be short, so that they could be used on the different communication material. Hashtag as well as conventional slogans could be used. Following are a few relevant examples of Hashtags:
 - #MedNatureDay
 - #ProtectMedDay
 - #ThinkBlueGoGreen
 - #SPAMIsSupportSocieties
 - #ManySpecies1Planet1future
 - #SPAMILovers
 - #ProtectMEDAnd slogans:
 - Conservation works. Give the Mediterranean a chance
 - Let the Mediterranean heal itself
 - Time to make peace with nature in the Mediterranean
 - SPAMIs, the Mediterranean model of sustainability
 - The sea deserves our respect and care, polluting it is not at all fair
 - Turn the tide on sea level rise.
24. As for the themes, target groups could be engaged pre-launch, by voting for one of the slogan and hashtag options.

5.4. Logos

25. The SPAMI and SPAMI Day logo (a derivation of the latter) should be relevant and convey a key message such as supporting livelihoods, sustainable use of resources or an iconic species.
26. The logos should be attractive, balanced, easily recognizable, simple and follow the SPA/RAC branding, graphic charter colors and graphic lines. The logos should be versatile and well suited for a variety of applications such as letterheads, certificates, promotional materials, etc. Here below is an example of SPAMI and the derived SPAMI Day logos.



Above is an example of a SPAMI logo.



An example of the SPAMI Day logo is a deviation from the above logo (by adding the word Day).

5.5. Online dissemination, delivery and media resources

27. The SPAMI Day would be an occasion to raise awareness of the public on issues of concern, to mobilize political will and resources to address problems, and to celebrate and reinforce achievements. The proposed resources would be designed around the theme; address the gaps, key issues and desired outcomes; and will be performed in an artistic and informative manner using visually appealing material that would inspire and engage.
28. A wide variety of methods and techniques are available for delivering these resources and would be put to use in highlighting the gaps, messages, opportunities and relevant issues and promoting the SPAMI Day.
29. Furthermore, there should be the development of a SPAMI Day toolkit that provides resources to all those who wish to take part in the celebration, including by organizing their own micro-events in locations other than the venue where the main SPAMI Day event would be taking place (e.g. schools, universities, MPAs, etc.).
The following outlines the main dissemination mechanisms and resources to be utilized:

5.5.1. SPAMI Day website and resources

30. The world-wide web, social media and information technologies offer the most efficient means of communicating with a wide and ever-increasing range and number of target audiences.
For a Mediterranean-wide impact, the implementation of the campaign and the production of materials in all Mediterranean languages is recommended.
Following is a *prioritized* list of the resources that may be available on the SPAMI Day website (part of the SPAMI Collaborative Platform), many of which will be shared on other platforms:

5.5.1.1. Stylized map/guide of SPAMIs

31. This double-sided poster would include a stylized map of SPAMIs on one side; the map would be inlaid with artwork highlighting iconic marine species, seabirds, authentic people portraits and cultural landmarks. The other side would feature a photo and caption for each of the SPAMIs plus informative text.
32. Downloadable size of this map/guide of SPAMIs would be A0 (841 x 1189 mm) which could be folded to form a travel guide. (example at ANNEX II)
33. The map/guide could also be declined in other formats for use in digital communication channels (social media, website, etc.).

5.5.1.2. Interactive SPAMI discovery link

34. This is a progressive link which uses Google Technologies and takes the visitor to a ‘Virtual tour across SPAMIs’. This interactive and engaging feature will take the viewer on a tour of discovery showing photos, animations and a caption for each SPAMI. A beta version of this powerful resource with about 30 of the current 39 SPAMIs has been performed for demonstration purposes ([click here to view](#)).

5.5.1.3. Royalty free artwork

35. SPAMI Day and sponsors logos would be used by designers, SPAMI management, catalysts and other involved parties for a variety of applications such as inserting them on SPAMI Day posters and banners, artwork, press backdrop panels, drawing and other award certificates, promotional materials, letterheads, etc. Relevant advice and references could be included in the communication toolkit provided to the event organizers.

36. Graphic clipart such as endangered and iconic species silhouettes could be used by designers for creating artwork. Using a template of silhouettes would provide them with a tool for creativity and provide for a recognizable art expression for the SPAMI Day.



5.5.1.4. Posters and banners

37. The main poster/banner will be available in high resolution; Key ideas will include:

A. *SPAMI Day theme poster* (example at **ANNEX III**)

38. This poster will highlight the SPAMI Day theme in the context of marine diversity and cultural values around SPAMIs. Downloadable size posters of A0 (841 x 1189 mm) and A1 (594 x 841 mm) could be designed.

B. *Large Seamless panorama of SPAMIs* (example at **ANNEX IV**)

39. This large attention-grabbing poster/banner/exhibit will highlight main marine and coastal habitats throughout SPAMIs (or a specific SPAMI), iconic species, submersed archaeology, cultural landmarks and sustainable human activities such as artisanal fishing, responsible diving, sailing and whale watching.

40. The resolution and details would allow this banner to be printed at sizes ranging from 1 m x 10 m and up to 3 m x 30 m. It is designed to be printed on outdoor vinyl material and laid flat on the ground in order to eliminate the need for an exhibit space and erection costs while remain clearly visible to visitors. It is easily rolled and stored for later use.

41. A smaller version for standard size posters of A0 (841 x 1189 mm) and A1 (594 x 841 mm) would be available for download.

5.5.1.5. Royalty free photos

42. Royalty free photos (licenced under Creative Commons) are an excellent resource to open the field of creation to others and to enable regulated sharing, grab attention and spread awareness. These would include:

- SPAMIs seascapes

- SPAMIs exquisite coast lines
- Marine and terrestrial flora and fauna within SPAMIs
- Endangered species
- Iconic species
- Local people in authentic attire and cultural landscapes around SPAMIs.

5.5.1.6. Flyers and factsheets

43. Flyers are important in marketing. While we might live in an age of high-tech advertising, the humble flyer is still a priceless promotion tool. Flyers are an effective way to get our messages across, are extremely cost effective and have a high impact.

44. Flyers would focus on the following subjects:

- SPAMI Day announcements
- SPAMI Day events
- Messages
- Slogans with high impact photos
- Introducing webinars and other activities.

45. Factsheets provide readers from our target audience with compelling information in a clear and concise format. It is inexpensively presented on a piece of paper or digitally, and informs people about relevant topics such as:

- Endangered species
- Iconic species
- Cultural values in SPAMIs
- Burning issues
- Threats to marine conservation and livelihoods
- What you can do to help
- Good practices and interesting stories from SPAMIs
- New trends in marine conservation.

5.5.1.7. PowerPoint presentation

46. Presentations will be tailored in relation to a current SPAMI Day theme to highlight subjects such as:

- Promotion of networking among SPAMIs
- Communication skills with decision makers and key stakeholders
- Adaptive management plans
- Sustainable financing of SPAMIs
- Knowledge on values and benefits of SPAMIs/livelihoods
- Law enforcement
- Governance and institutions.

5.5.1.8. Stories and news

47. Storytelling can be an effective communication tool. This should be aligned with the messages that are yet to be crafted. Inspiring stories related to conservation such as success stories, cultures from around the Mediterranean, whales back from the brink and best practices in SPAMIs. SPAMI ordinary review results and lessons learned could also inspire and feed news about SPAMIs.

5.5.1.9. Promotional and outreach materials artwork

48. Artwork designed for promotional materials and goodies such as caps, bags, T-shirts and other everyday articles would be effective for conveying messages. These should be crafted if needed and considering the Barcelona Convention's zero-plastic policy and avoidance of all forms of waste.

5.5.1.10. Links to international days

49. Links to relevant social media platforms (following subject) and international days such as the International Day for Biological Diversity, World Environment Day, will be posted:
 - UN World Oceans Day website
 - Intergovernmental Oceanographic Commission (UNESCO)
 - UN Environment-Oceans
 - UN Decade of Ocean Science for Sustainable Development 2021-2030
 - 2020 UN Ocean Conference
 - SDG 14: Life underwater.

5.5.1.11. SPAMIs video

50. In addition to the existing ([“SPAMIs : Protecting the Mediterranean natural heritage”](#)), new 3 to 5-minute videos, with actual onsite footage would capture the awesome scenery around SPAMIs, the diverse cultures around the Mediterranean and stimulate the public and inspire them to value and engage in SPAMIs and the marine environment conservation.
51. Possibly, another long version, performed simultaneously, could be around 50 minutes. This is an ambitious project that would require an enticing story and actual onsite footage.

5.5.2. Social media

52. Our primary goal for the social media plan is to widely share the messages listed earlier, raise public awareness about relevant issues and promote the SPAMI Day at least 6 months in advance. Social media platforms will link to SPAMI's website. Twitter, Facebook and Instagram would be performed to promote the SPAMI Day and resources. The SPAMI Day communication toolkit should include assets for sharing on social media, such as digital cards with facts and figures, visuals and quote cards.

5.5.2.1. Twitter

53. What began on Twitter has now spread to Facebook, Instagram, Google search, and almost everywhere in between. Hashtags are an effective way to encourage engagement and get discovered.
54. A new event hashtag (e.g. #ProtectMedDay or #SPAMIDay) is proposed, while the following hashtags can be used whenever possible to connect to other ongoing conversations on Twitter. This also helps to spread the word to new potential users:
 - #SPAMIs

- #MPAs
- #BlueParks
- #marineparks
- #ocean
- #marine
- #MPAsWork
- #MedMPAs
- #mybluemed (used by WWF in Med/Euro region)
- #Mediterranean
- #SPARAC

5.5.2.2. Facebook

55. To optimize for the SPAMI Day event attendance and engagement the following should be created:
- Create the SPAMIs Day event page on Facebook
 - Invite friends and colleagues before promoting it outright
 - Post teasers with necessary details and a sneak peek
 - Post updates regularly
 - Use event hashtag and as most relevant from above twitter hashtags in posts.
56. SPA/RAC Facebook page would be optimized and aesthetics upgraded. More content of interest to engage enthusiasts, catalysts and other stakeholders needs to be included. Another Facebook group should be established in order to spread awareness and cater to these groups.

5.5.2.3. Instagram

57. Instagram is an entirely visual platform. Unlike Facebook, which relies on both text and pictures, or Twitter, which relies on text alone, Instagram's sole purpose is to enable users to share images or videos with their audience. The following could be performed:
- Share eye-catching imagery with message highlights.
 - Make Instagram stories.
 - Interview attendees on Instagram Stories.
 - Use event hashtag and as most relevant from above twitter hashtags in posts.

5.5.2.4. YouTube

58. SPA/RAC YouTube channel would be optimized in order to seek more views and better rankings. More videos of interest could be added including content exhibiting SPAMIs and their cultural and natural landscapes.

5.6. SPAMI Day activities

59. SPAMI Day activities will take place on the date of the event. These would take place on site and/or online depending on restrictions at the time such as budgets and other conditions, such as the current COVID-19 pandemic restrictions.
SPAMI Day activities which will take place on the date of the event are to be divided as follows:

5.6.1. SPAMIs Day onsite main event at the regional level

60. The SPAMI Day onsite main event would be supported by SPA/RAC main sponsors and held in rotation within a SPAMI venue, considering criteria such as available infrastructure to support the

event. In the event, a new SPAMI has been declared, the SPAMI Day could be celebrated at that SPAMI. This event will include the following:

5.6.1.1. *The large exhibit poster*

61. Noted at 5.5.1.3 B above, will be printed and exhibited plus resources available to the local level below will also be utilized.

5.6.1.2. *Regional actors*

62. Including stakeholders, the press, decision makers and relevant parties will also be invited.

5.6.1.3. *Resources*

63. Described for the local level below will also be applied as relevant.

5.6.2. *SPAMI Day onsite event at the local level*

64. The SPAMI Day would be celebrated at the local level utilizing available means and website resources according to available budgets.

5.6.2.1. *A Facebook event*

65. Would be created at least one month in advance and promoted across relevant online social media and online resources.

5.6.2.2. *The venue*

66. The venue would be a local meeting spot accessible to the public and stakeholders such as a local library grounds, a SPAMI, an MPA, a park or within an aquarium's grounds. The SPAMI Day may also be celebrated in other locations, including schools, universities, etc.

5.6.2.3. *Open Day*

67. At MPAs and SPAMIs would welcome visitors at no charge. A community walk, bike or run on the coast would entice visitors to learn about the key messages and be enlightened and excited about the different ways everyone can enjoy and help conserve these protected areas.

5.6.2.4. *A clean-up and zero-waste day*

68. Could be held on the coasts to learn about the SPAMIs and raise awareness of the mismanaged waste crisis by mobilizing the public to participate in clean-up and zero-waste actions. A biodiversity watch/talk on key species in the area could also be organized.

5.6.2.5. *Promotional and outreach materials*

69. Described at 5.5.1.9 above could be utilized and would be an effective for conveying messages.

5.6.2.6. *Exhibition*

70. Using the SPAMI Day website and other available local resources would be utilized.

5.6.2.7. Awards

71. Awards are an easy way to engage and generate likes and convert participants into catalysts. It's also a great way to uncover some user-generated content. The works would be derived from the theme and messages; it would be posted on Facebook and is one of the best ways to achieve our social media goals. Awards could be monetary, visit to a SPAMI or items from our promotional materials such as caps and T-shirts plus recognition on the SPAMI Day website under the past events link and social media. Awards would be given to:
- School children drawings competition
 - Mobile photo competition
 - Award of excellence for initiatives of individual managers, rangers, mayors, volunteers, etc.

5.6.2.8. Webinar

72. Addressing gaps, challenges, generating outputs and proposing solutions

5.6.2.9. Press kit

73. Properly crafted and appropriately distributed in a credible and pointed manner would reach key audiences with targeted messages that matter to them.

5.6.2.10. Speakers

74. Speakers representing stakeholders would present issues related to achievements of SPAMIs, challenges, sustainable development issues, sustainable financing, blue economy and investment in SPAMIs.

5.7. Monitoring and feedback

75. The SPAMI Day performance would have to be refined and updated through public and stakeholder engagement, continued review, monitoring and evaluation. Measuring the success after each event would allow us to set attainable goals and make more accurate estimations for future events, their planning and improvement.
76. These concepts successful implementation depends largely on its evolution through a long term and sustained effort. In this sense it is the beginning of a long-term process, which will be continually assessed, refined and implemented.
77. The following mechanisms will be used to monitor, evaluate and adapt the process; tracking progress event-to-event will aid in setting future goals:

5.7.1. Ongoing SPA/RAC internal review and monitoring

78. Internal review by SPA/RAC is key to monitor and analyze the various indicators listed below, adherence to budgets and also built-up experience to better manage future events. Information collected could also be discussed at the SPA/BD Focal Points meetings for feedback and recommendations.

5.7.2. Stakeholder consultation and review

79. Consultation with stakeholders, continued engagement, enhancement and integration of stakeholders' input and feedback is a cornerstone of a sustainable event. An after-event

questionnaire could be prepared and circulated to stakeholders for their evaluation of a completed event and recommendations on future ones. Face to face meetings or phone calls with key stakeholders could be of utmost benefit.

5.7.2.1. Social media and online activity

80. Will be carried on in the days leading up to the event. This will get attendees excited and talking about it on their own social network channels. Social media activity after the event will continue to be closely monitored.
81. Hashtags will be utilized to monitor social media mentions. A quantitative way to measure using social media would be to use audience growth, shares, mentions, likes and views. Various online visitation statistics specially those of the SPAMI Day website will also be monitored.

5.7.2.2. Attendance

82. Would be measured as an important indicator of success of the event.

5.7.2.3. Post-event surveys

83. Will be evaluated through a post-event survey. This will give a general idea of the attendees' perception. This helps in identifying weak points that could be improved upon.

5.7.2.4. Sponsor recognition

84. Is vital as they are the backbone of the event because they are the ones funding it. Were they pleased with how the event went? Did they feel the event met their expectations? How can future events be improved? To get feedback on this questions, online communication or a sit-down meeting with sponsor representatives will be held to gauge the sponsors' impression.

5.7.2.5. Media coverage

85. Publicity generated before and after the SPAMI Day event. Media coverage is an important indicator of the success of the event and can increase attendance for future events.

5.8. Stakeholders and partnerships

86. Partnerships and stakeholders' involvement are critical for making the SPAMI Day events a success. The following major stakeholder groups have been identified:
 - Organiser(s) and host organisation
 - Host community, including local authorities, businesses, tourism players
 - Sponsors
 - Media
 - Participants and spectators.
87. SPA/RAC will seek ad hoc partnerships based on the SPAMI Day theme, venue, context, budget, etc. SPAMI Managers and national MPA managing authorities (including SPA/BD Focal Points) will be key actors. They could be part of the organizers and host organizations.
88. Partnerships may involve local and national NGOs and CSOs, relevant regional and international partner organizations working on marine protected areas conservation, including SPAMIs, and other MAP Components.

5.9. Financing

89. The SPAMI Day celebrations financing will rely on external funds (external donor-funded projects, other ad hoc mobilized funds, sponsors, local partnerships, etc.).

6. SPAMI Certificate

90. SPAMI Certificates would be given to SPAMIs newly included in the SPAMI List, except for the first ceremony of certificate distribution which will involve all the SPAMIs included in the list since its establishment in 2001. Like most certificates, included fields should be few and relevant. The certificate could also include one outstanding biodiversity feature that makes the SPAMI so special i.e. corals, Posidonia etc. Following is a template which would be applicable:



Mediterranean
Action Plan
Barcelona
Convention



SPECIALLY PROTECTED AREA OF MEDITERRANEAN IMPORTANCE

By decision of the Barcelona Convention Conference of the Parties

Xyyyyyyy Marine Protected Area

has been included in the Specialty Protected Areas of Marine Importance

Athens, Greece
20 December 2023

Valid for six years from the date of issue

Mr. Gaetano Leone

UNEP/MAP coordinator

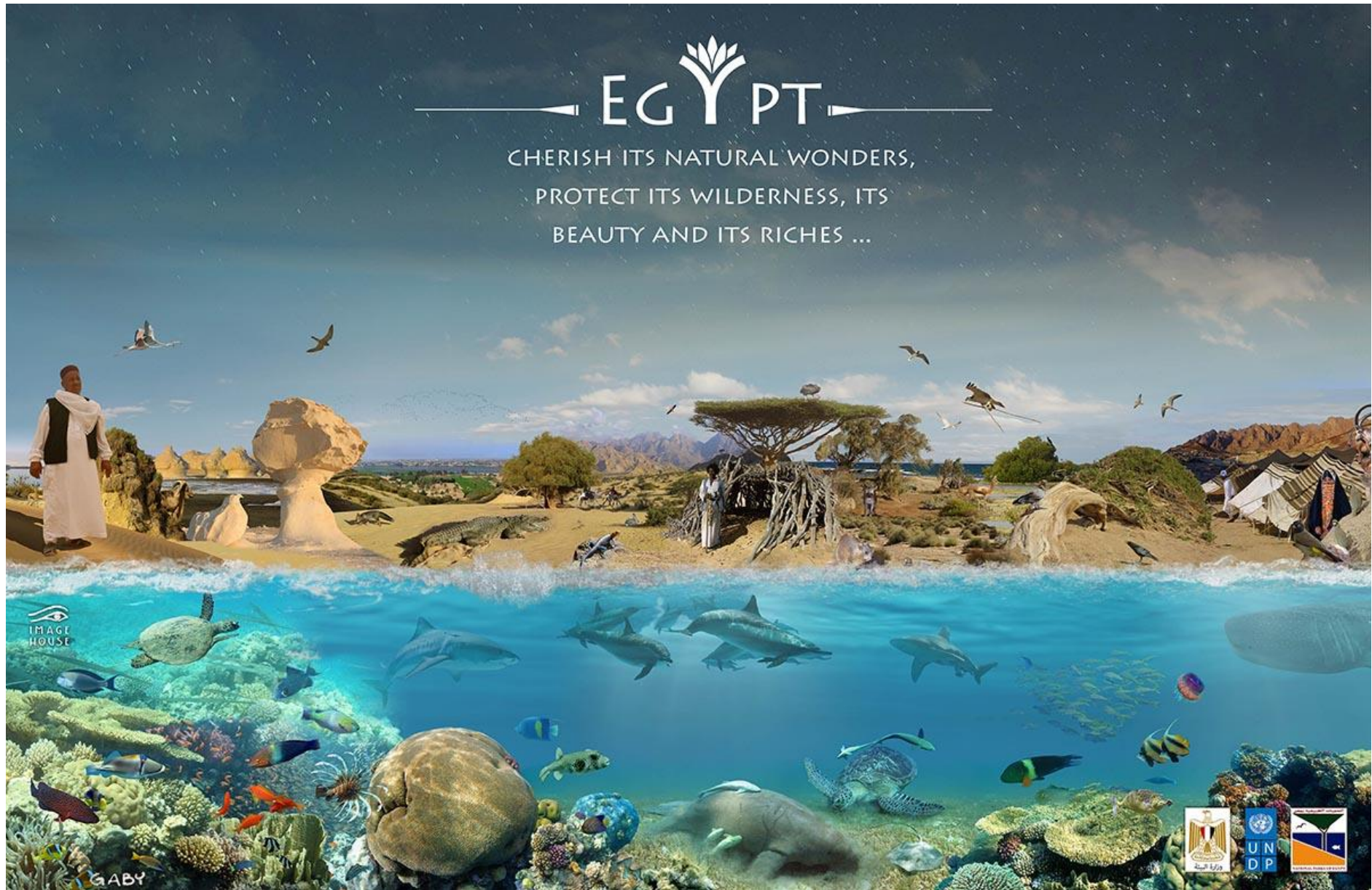
Mr. Khalil Attia

SPA/RAC Director

ANNEX II STYLIZED MAP/GUIDE OF SPAMIs EXAMPLE



ANNEX III SPAMI DAY THEME POSTER EXAMPLE



ANNEX IV LARGE SEAMLESS PANORAMA OF SPAMIs EXAMPLE

