



INTERNAL COMMUNICATION PROTOCOL

SECWEB project secretariat

RCG secretariat

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Author(s)	Susana Rivero Rodríguez		
Reviewed by	Rosa Fernández Otero	Date	04/04/2022
	Ana María Bastero Davila	Date	18/04/2022
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Internal Communication Protocol

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Internal Communication Protocol

1. Introduction

The internal communication protocol differentiates between two types of internal communication within SECWEB project, these are:

- **SECWEB project secretariat:** communication with project partners.
Project secretariat is composed by project coordinator and CETMAR team as WPI co-leader.
- **RCG's Secretariat:** communication with RCGs.
RCG's Secretariat is undertaken by CETMAR team.

2. Internal Communication Objectives

The specific internal communication objectives of the **SECWEB project secretariat** are the following:

- Inform all the consortium members about the progress and results of the project to ensure its effective and transparent management.
- Coordinate all the communication and dissemination activities among the consortium members.

The **RCG's Secretariat** has the following specific objectives to ensure and effective internal communication strategy:

- Guarantee an effective communication of the project activities and outcomes at the RCGs level and with end-users.
- Encourage support and participation in project activities and RCG activities beyond the lifetime of the project.
- Offer clear and cohesive information about RCG's work

3. Internal Communication Targeted audiences – key stakeholders

SECWEB project secretariat	RCG's Secretariat
Project partners	EU COM/ DG MARE_C3 team
Project officers	RCGs chairs
RCGs chairs	ISSGs chairs
	National correspondents (NCs)
	RCG experts
	Grant coordinators MARE 2020/08 projects (FISHN'CO, STREAMLINE, MED&BS RDDFIS)
	End- users (ICES, GFCM, ICCAT, CECAF, among others)



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4. Internal Communication Flow

In order to keep stakeholders committed to RCG's initiatives, effective communication is key. Figure 4.1 represents the flow for internal communications within Secweb project, RCGs network and end users and how the different element/units communicate with each other.

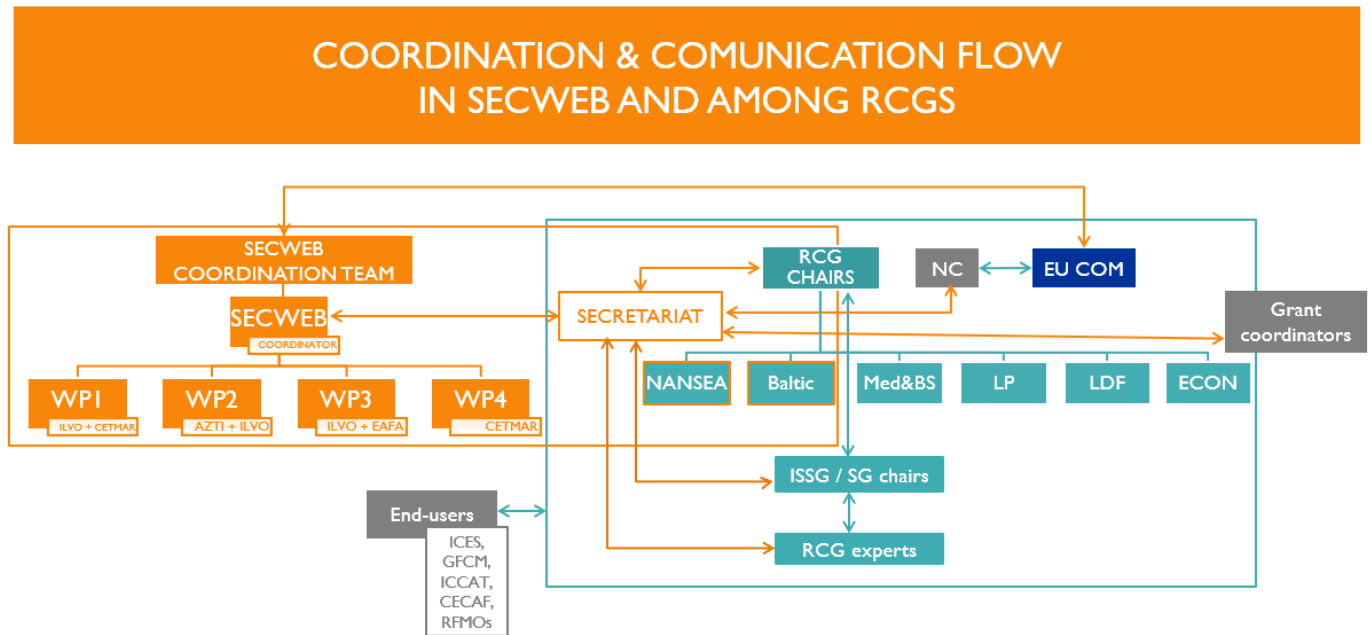


Figure 4.1: Internal communication flow within Secweb project, RCGs network and end users

4.1. Internal communication flow - SECWEB project secretariat

SECWEB project secretariat internal communication involves mainly two communication channels:

4.1.1. Communications between the members of the consortium and with RCGs chairs

These communications are essential to ensure a proper project execution, with communication messages formulated and targeted to the right person in the right moment. For this purpose, the main communication tool used among the consortium members will be the email and regular coordination meetings.

4.1.2. Communications with project officers

The SECWEB project secretariat will be in charge of coordinating and managing the communication activities with DG MARE officers at the project level.

The SECWEB project secretariat will duly inform EU COM technical officer about any changes that might affect project execution. Similarly, the coordination team will liaise with EU COM financial officer to communicate/consult any issues that might arise during the project execution.

4.2. Internal communication flow – RCG's Secretariat

4.2.1. Communications within RCG's network

These communications happen between the RCG's Secretariat and: RCGs' chairs; ISSGs' chairs; NCs; MARE 2020-08 Grant coordinators; and End-users. Usually, they respond to a WP or to an RCG need/request.

The Secretariat will establish close and direct interactions with key stakeholders. To this aim, an email account has been created secretariat@fisheries-rcg.eu

The interactions will have at least two levels: a mass communication level and a person-to-person level.

Mailing, regarding specific actions required (data calls, consultation processes, ...) or undertaken (to broadcast meeting details, reports, workshops, etc.). The Secretariat will receive the details/instructions of the type and content for the communication from WP leaders, project/grant coordinators and RCG chairs. For contact details see annex I.

One-to-one communications, this type of communication will be used to address specific issues that require an action.

Consultation processes that required the feedback of Member States are a common demand for the RCG's Secretariat.

4.2.2. Communications with key stakeholders.

Mass media communications and open dissemination to a wider audience

Working with media is also key to promote the visibility of the project, or the RCGs' activities and of their outputs and to reach a broader audience.

RCG's website, e-Newsletter and Twitter account would be the main tools used to reach a wider audience.

Electronic Newsletter releases will also be produced when reaching main project milestones. WP leaders should contact RCG's Secretariat to work collaboratively on the communication and dissemination of milestones. Similarly, RCG chairs, grant coordinators should communicate important milestones.

Video, a promotional video is developed to get the RCGs key messages across.

5. Internal Communications Tool and Procedures

5.1. SECWEB project secretariat

5.1.1. E-mail correspondence

- Messages should be clear, simple and easy to understand. Information overload should also be avoided.
- Messages should be tailored to the recipient(s) according to the subject of the email.
 - Project coordinator: ILVO
 - Project partners: ILVO, CETMAR, AZTI, EAFA and WMR
 - WPI leaders: ILVO and CETMAR
 - WP2 leaders: AZTI and ILVO
 - WP3 leaders: ILVO and EAFA
 - WP4 leaders: CETMAR

There is a project contact list, see annex I. The list identifies role of each person in the project and who to contact depending if subject it is related to a technical issue or rather financial or administrative issue.

5.1.2. Periodic Coordination Meetings (every 2-3 weeks)

- Project partners, RCG chairs and DG MARE officer are invited to attend project meetings over the course of the project.
- The agenda for the meetings, as well as any other relevant information will be circulated well in advance.
- Meetings will be scheduled using Outlook (or similar tool) so the meeting will show in participants' agendas. Virtual meetings will be held using videoconference platform.
- After the meetings, minutes will be circulated for comments and suggestions. The Secretariat will be in charge of compiling the comments and consolidating the minutes.

SECWEB project secretariat will be responsible for convening the meetings, circulating the agenda and producing the minutes, using the template made available for the partnership.

EU COM technical officer will be taking part on periodic coordination meetings. Thus, effective project follow up is guaranteed.

5.1.3. Online document repository area

There will be an online repository area, using MS Teams, as a file management system that allows working collaboratively.

- WP4 leader (CETMAR) will be responsible for setting up and managing the repository.
- There will be two different channels: one at technical level (SECWEB_TECH) and one for administrative and financial issues (SECWEB_ADMIN). Permit access to the different channels will be granted accordingly with project partners interest in the project, technical and/or administrative, and to the specific people they indicate in each case.
- Project partners should email CETMAR in case of any problems accessing/using the repository area.

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5.1.4. Deliverables and Reports

Project partners will make use of the templates and will comply with SECWEB's visual identity in all project communications.

WP4 leader will be the provider for the templates. Note, that there are two main types of templates:

- Deliverables (SECWEB templates), they will be developed within the project, following the visual identity established. Available at the document repository, under the following the route:

SECWEB_TECH > WPI_SECRETARIAT+Coord&Mngmt > TEMPLATES_PROJECT

- Project reports (EU templates), such as progress report, interim report and final report. The templates for these reports are provided by DG MARE and therefore follow their visual identity. Available at the document repository, under the following the route:

SECWEB_TECH > WPI_SECRETARIAT+Coord&Mngmt > TEMPLATES_REPORTS

The reports will be drafted by CETMAR with contributions from all SecWeb partners, supervised by EV-ILVO and subject to all partners revision before final version submission.

5.2. RCG's Secretariat

In its inception phase the RCG's Secretariat is set up as a pilot/case study to apply the experience to RCGs in 2021 and 2022. In particular, RCGs NANSEA and Baltic were selected for the case study to show case the full scope of services from the Secretariat. The pilot RCG's Secretariat also provides administrative support to other RCGs, although in these cases the commitment to additional tasks has to be evaluated and balance between the workload of RCG's Secretariat and Secweb project secretariat.

Any additional requests that are received by the RCG's Secretariat are communicated to Secweb project coordinator in order to guarantee the viability of the action within Secweb context.

We aim to ensure that we are clear on the audience we want to reach and that we utilise the most appropriate tools, channels and messaging in order to maximise engagement with stakeholders.

5.2.1. E-mail correspondence

RCG's Secretariat through its email account (secretariat@fisheries-rcg.eu) will act as the vehicle for mass communication within the RCGs network. Please see annex 2 for RCGs network contact list.

Stakeholders, in particular RCGs' chairs having identified the need for a mass communication should contact the Secretariat and provide details/instructions to carry it out. Then, the Secretariat will validate the communication with the proposer and send the communication asking for feedback, when relevant.

Below there are listed some examples of mass communication that might arise:

- **Consultation processes**, normally supported by an online questionnaire. The Secretariat will aid with the setting up of the online questionnaire, although the content and specific instructions will normally be provided to the Secretariat. The Secretariat will also send the corresponding reminders and report back with feedback and answers received.
- **Communication of events**, such as technical meetings, workshops, steering committees, etc. The Secretariat will work closely with RCGs' chairs in the communication and organization of such events.

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For example, the Secretariat will send the Save-the-date, invitation and agenda to the event, request for registration, etc.

5.2.2. Stakeholders database

A stakeholder database has been developed to allow easy access to a list of RCGs key stakeholders and to improve communication with relevant stakeholders.

The database has a search function where users can type text to filter the database. The tool allows to sort out the information on the database based on different criteria; country, role within the RCG network, expertise, etc.

The RCG's stakeholder database web app has two parts: the Back Office for the secretariat <https://secweb.smartfisheries.be/user/iframepage> and the Front Office for regular stakeholder users <https://www.fisheries-rcg.eu/stakeholders/>.

5.2.3. Meetings

The Secretariat will offer support for the organization of RCGs' meetings. In that respect, the person requesting the support (RCG chair, MARE 2020-08 grant coordinator, EU COM, ISSG chairs) should get in touch with the RCG's Secretariat to evaluate the scope of the meeting and the availability of Secretariat services.

5.2.4. Reports

Similarly, to the point above the RCG Secretariat will support RCGs reporting processes.

Templates for RCGs will be developed following the visual identity established.

Additionally, stakeholders are encouraged to contact the Secretariat in order to assess the possibilities to receive support with the reporting processes. Some of the services that the Secretariat can offer are listed below:

- Coordinate and track contributions to reports.
- Editing and formatting of reports.
- Extract key points/summary for dissemination purposes.
- Tailor templates on demand for the RCGs in case the need is not covered by the templates already available.

5.2.5. Mass media communication and open dissemination to a wider audience

RCG's website

Website structure and contents will be developed and regularly updated in close collaboration with RCG chairs.

The RCG's Secretariat will liaise with project partners, RCG chairs and other stakeholders, by means of email and coordination meetings in a bidirectional communication flow to get the necessary inputs:

- Relevant information to feed each section on the web
- Events for populating e-calendar, <https://www.fisheries-rcg.eu/calendar/>

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- News

The maintenance of the website will be the responsibility of AZTI while the project is running; it is expected that the RCG's Secretariat will take over this responsibility once the Secretariat has been officially established. Therefore, WP2 (AZTI) and WP4 (CETMAR) leaders will communicate regularly to assure that RCG's website is up to date with RCG's progress and latest activities.

e-Newsletter

CETMAR, as the leader WP4 – Communication, will coordinate the contents for e-newsletter. This implies to communicate with RCGs chairs, MARE 2020-08 grant coordinators, end-users among other stakeholders to receive feedback on RCGs activities, upcoming events, success stories, reports and press releases among other issues that are subject to be published.

Dissemination of the newsletter will be managed with the mailing list. The following link enables subscription <https://www.fisheries-rcg.eu/newsletter/>

Social media - Twitter

The presence of RCGs on social media is fundamental to accomplish the following project objectives, to disseminate the RCG work and its outcomes, to promote visibility, knowledge transfer and fluent communication.

It will be used as a relevant tool to reach third parties, the DCF community and to interact with the general public as well as attracting traffic to the RCG's website.

WP4 leaders will be responsible for managing the account <https://twitter.com/fisheriesRCG>.

All project partners and the RCG network are encouraged to follow the RCG twitter account through their institutional and/or personal accounts.

Partners could mention or tagging the Twitter account using @fisheriesRCG or use the hashtags #FisheriesRCG or others as #FisheriesDCF, #EUMAP, #FisheriesRCG, #EMFF, #DataCollection to spread news relating with the project. Those partners who are not using Twitter are strongly encouraged to open an account. All partners are encouraged to retweet any tweets made by the project accounts to increase the project's social media presence.

News Releases and press conferences

As a general rule, it is advised to include a description of RCGs at the end of every report/ press release with a link to our website and social media networks:

The Regional Coordination Groups are the main hub for regional coordination and cooperation within the different regions contributing to the fisheries Data Collection Framework.

RCGs consist of experts appointed by Member States, including MS' national correspondents for data collection, and the Commission.

More information: <https://www.fisheries-rcg.eu/> | secretariat@fisheries-rcg.eu | <https://twitter.com/fisheriesRCG>

Activity and the performance of tools and channels will be monitored and measured, and we will take learnings from the results and adapt our approach where necessary.

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Annex I – Secweb project contact list

Partner/ organization	Technical vs Administrative	Role	Name	e-mail
EV ILVO	Tech	Project coordinator/WPI leader/WP3 leader	Els Torrelee	els.torrelee@ilvo.vlaanderen.be
EV ILVO	Tech	Database and software expert	Wim Allegaert	Wim.Allegaert@ilvo.vlaanderen.be
EV ILVO	Tech	Software tools expert	Kevin De Coster	Kevin.DeCoster@ilvo.vlaanderen.be
EV ILVO	Admin	Financial and administrative coordination	Ivan Smet	Ivan.Smet@ilvo.vlaanderen.be
EV ILVO	Admin	Financial and administrative coordination	Sabine Depeuter	sabine.depeuter@ilvo.vlaanderen.be
CETMAR	Tech	WPI co-leader/WP4 leader	Rosa Fernández	rfernandez@cetmar.org
CETMAR	Tech	WPI/WP4	María Pérez	mperez@cetmar.org
CETMAR	Admin	WP4/Finacial and administrative coord.	Ana Bastero	abastero@cetmar.org
CETMAR	Tech&Admin	WPI/WP4	Susana Rivero	srivero@cetmar.org
AZTI	Tech	WP2 leader	Lucía Zarauz	lzarauz@azti.es
AZTI	Tech	WP2/website development	Ainhoa Ruano	aruano@azti.es
AZTI	Admin	Financial and administrative coord.	Mireia Dueñas	mduenas@azti.es
EAFA	Tech&Admin	WP3 leader	Simona Nicheva	simona.nicheva@iara.government.bg
EAFA	Tech	WP3 co-leader	Kolyo Zhelev	kolyo.zhelev@iara.government.bg
WMR	Tech	project partner	Sieto Verver	sieto.verver@wur.nl
WMR	Tech	project partner	Harriet van Overzee	harriet.vanoverzee@wur.nl
COM	Tech	Project officer - technical	Monika Sterczewska	monika.sterczewska@ec.europa.eu
COM	Admin	Project officer - financial	Françoise Verheyen	franchoise.verheyen@ec.europa.eu
COM	Tech&Admin	Generic Office - MARE call	MARE-2020-08	mare-2020-08@ec.europa.eu

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Annex 2 – RCG network contact list

Stakeholder	Role	Organization	Name	e-mail
NC	NC Belgium	ILVO – Fisheries	Els TORREELE	els.torreele@ilvo.vlaanderen.be
NC	NC Bulgaria	IARA- Executive Agency for Fisheries and Aquaculture	Simona Vasileva NICHEVA	simona.nicheva@iara.government.bg
NC	NC Croatia	Ministry of Agriculture of Republic of Croatia	Ivana VUKOV	ivana.vukov@mps.hr
NC	NC Cyprus	Ministry of Agriculture, Natural Resources and Environment	Myrto IOANNOU	mioannou@dfmr.moa.gov.cy
NC	NC Denmark	National Institute of Aquatic Resources (DTU Aqua)	Jørgen DALSKOV	jd@aqu.dtu.dk
NC	NC Estonia	Estonian Ministry of the Environment	Elo RASMANN	elo.rasmann@envir.ee
NC	NC Finland	Natural Resources Department	Heikki LEHTINEN	Heikki.Lehtinen@mmm.fi
NC	NC France	Ministère de l'agriculture et de l'alimentation	Louise VERON	louise.veron@agriculture.gouv.fr
NC		Direction des Pêches Maritimes et de l'Aquaculture	CC	mas.sdrh.dpma@agriculture.gouv.fr
NC	NC Germany	Thünen Institute of Sea Fisheries / Thünen-Institut für Seefischerei	Christoph STRANSKY	christoph.stransky@thuenen.de
NC	NC Greece	Hellenic Ministry of Rural Development & Food Directorate General for Fisheries	Kostas Katsafaros	kkatsafaros@minagric.gr
NC	NC Ireland	Marine Institute, Fisheries and Ecosystem Advisory Services	Linda O'HEA	linda.ohea@marine.ie
NC	NC Italy	Ministero delle Politiche Agricole Alimentari e Forestali	Maria Vittoria Briscolini	v.briscolini@politicheagricole.it
NC		Direzione Generale della Pesca Marittima e dell'Acquacoltura	CC	corrispondente.raccoltadati@politicheagricole.it
NC	NC Latvia	Institute of Food Safety, Animal Health and Environment "BIOR"	Didzis USTUPS	didzis.ustups@bior.lv
NC	NC Lithuania	Fisheries Department, Ministry of Agriculture	Vilda GRIUNIENE	vilda.griuniene@zum.lt

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Stakeholder	Role	Organization	Name	e-mail
NC	NC Malta	Ministry for the Environment, Sustainable Dev. & Climate Change	Jurgen MIFSUD	jurgen.a.mifsud@gov.mt
NC	NC The Netherlands	Ministry of Agriculture, Nature and Food Quality	Heleen VAN BEMMEL	h.h.a.vanbommel@minlnv.nl
NC	NC Poland	Sea Fisheries Institute	Irek WOJCIK	iwojczik@mir.gdynia.pl
NC	NC Portugal	Ministerio do Mar	Suzana Faria Cano	sfcano@dgrm.mm.gov.pt
NC	NC Romania	National Agency for Fisheries and Aquaculture	Alexandru Gheorghe	Alexandru.gheorghe@anpa.ro
NC	NC Slovenia	Ministry of Agriculture, Forestry and Food	Tim BERGINC	tim.berginc@gov.si
NC	NC Spain	Subdirección General de Investigación Científica y Reservas Marinas	Maria del Pilar VARA DEL RÍO	mvaradel@mapa.es
NC		Secretaría General de Pesca	CC	sgprotec@mapa.es
NC	NC Sweden	Swedish Agency for Marine and Water Management	Anna HASSLOW	anna.hasslow@havochvatten.se
NC*	NC Austria	Federal Ministry for Agriculture, Regions and Tourism	Margareta STUBENRAUCH	margareta.stubenrauch@bmlrt.gv.at
NC*	NC Czech Republic	Department of the Civil Service of Forest	Jiří DUBEC	dubec.jiri@uzei.cz
NC*	NC Hungary	Institute of Agricultural Economics Nonprofit Kft. (AKI)	Ágnes Irma GYÖRGY	gyorgy.agnes@aki.gov.hu
NC*	NC Slovakia	Ministry of Agriculture and Rural Development of the Slovak Republic Section of Agriculture	Dominik SKODA	dominik.skoda@land.gov.sk
RCG NANSEA	RCG chair	Secretaria Regional do Mar e das Pescas, Direção Regional das Pescas. DCF - Azores	Dália Reis	dalia.cc.reis@azores.gov.pt
RCG NANSEA	RCG co-chair	DTU Aqua	Josefine Egekvist	jsv@aqua.dtu.dk
RCG Baltic	RCG chair	Sea Fisheries Institute	Maciej Adamowicz	madamowicz@mir.gdynia.pl
RCG Baltic	RCG co-chair			
RCG ECON	RCG chair	Natural Resources Institute Finland	Heidi Pokki	heidi.pokki@luke.fi
RCG ECON	RCG co-chair	Wageningen University	Hans van Oostenbrugge	hans.vanoostenbrugge@wur.nl

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Stakeholder	Role	Organization	Name	e-mail
RCG LDF	RCG chair	Sea Fisheries Institute	Irek Wójcik	iwojcik@mir.gdynia.pl
RCG LP	RCG chair	Croatian Institute of Oceanography and Fisheries	Josip Males	josip-males@hotmail.com
RCG LP	RCG co-chair			
RCG MED&BS	RCG chair	Ministry for Agriculture, Fisheries, Food and Animal Rights. Department of Fisheries and Aquaculture	Jurgen Mifsud	jurgen.a.mifsud@gov.mt
RCG MED&BS	RCG co-chair	Instituto Español de Oceanografía - Centro Oceanográfico de Baleares	Beatriz Guijarro	beatriz.guijarro@ieo.es
RCG Secretariat	Secretariat	CETMAR	General email	secretariat@fisheries-rcg.eu
COM- DG MARE	Head of Unit	Unit C3 - Scientific Advice and Data Collection	Annette HURRELMANN	Annette.HURRELMANN@ec.europa.eu
COM- DG MARE	Policy Officer	Unit C3 - Scientific Advice and Data Collection	Monika STERCZEWSKA	Monika.STERCZEWSKA@ec.europa.eu
COM- DG MARE	Policy Officer	Unit C3 - Scientific Advice and Data Collection	Leonie O'Dowd	Leonie.O'DOWD@ec.europa.eu
COM- DG MARE	Policy Officer	Unit C3 - Scientific Advice and Data Collection	Venetia KOSTOPOULOU	Venetia.KOSTOPOULOU@ec.europa.eu
COM- DG MARE		Mare Data Collection Framework	General email	MARE-DATACOLLECTIONFRAMEWORK@ec.europa.eu
MARE-2020-08 Grant coordinator	SECWEB coordinator	ILVO – Fisheries	Els TORREELE	els.torrele@ilvo.vlaanderen.be
MARE-2020-08 Grant coordinator	FISHN'CO coordinator	IFREMER	Joël Vigneau	Joel.Vigneau@ifremer.fr
MARE-2020-08 Grant coordinator	STREAMLINE coordinator	Consorzio per il Centro Interuniversitario di Biologia Marina ed Ecologia Applicata	Alessandro Ligas	ligas@cibm.it
MARE-2020-08 Grant coordinator	MED&BS RDBFIS coordinator	Hellenic Centre for Marine Research	Stefanos Kavadas	stefanos@hcmr.gr

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Stakeholder	Role	Organization	Name	e-mail
End-user	Head of Advice Department	ICES Secretariat	Lotte Worsøe Clausen	Lotte.worsoe.clausen@ices.dk
End-user	Senior Project Manager	ICES	Henrik Kjems-Nielsen	henrik.kjems-nielsen@ices.dk
End-user	Advice Department Officer	ICES Secretariat - RCG focal point	Jan De Haes	jan.dehaes@ices.dk
End-user	Advice Department Professional Officer	ICES Secretariat	Ruth Fernández	ruth.fernandez@ices.dk
End-user	Data Compliance Officer	GFCM	Federico De Rosi	Federico.DeRossi@fao.org
End-user	Secretariat	GFCM	GFCM Secretariat	GFCM-secretariat@fao.org