



**INFORMATION AND
COMMUNICATION PLAN
2007**

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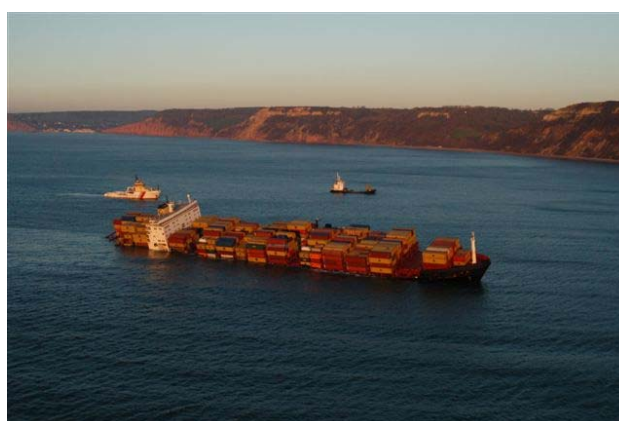
Information and Communication Plan 2007

1. Primary Objective

The objective of this plan is to describe the main information and communication activities in 2007. The main objective of the EMSA external communications activities, in general, is shown in Article 4(2) of founding regulation (EC) No 1406/2002, which states that *'the Agency may communicate on its own initiative in the fields within its mission. It shall ensure, in particular, that the public and any interested party are rapidly given objective, reliable and easily understandable information with regard to its work.'* Overall, the elements and tools generated should provide stakeholders with the best possible information on the activities of EMSA, having fully taken into account the Agency's tasks and objectives and the information and communication requirements in the founding regulation. It is vital that EMSA's stakeholders understand its goals, and perceive the Agency as a well qualified technical body which meets them effectively and efficiently. This plan has been generated with these things in mind.

2. Agency Background

EMSA was set up to contribute to making EU waters safer and less polluted and to improving security on board ships. Although there remains much work to do in these areas, at the beginning of 2007, the Agency has reached a significant level of development and maturity, having begun work on its operational tasks in 2004 and having over two years of operational experience in a number of key areas. To add perspective at this stage, it is worth reminding ourselves of the past record, the growing risk scenario (particularly with respect to tankers) and of the many accidents which continue to occur in EU waters each year. This will give an indication of the maritime safety task still facing the EU. For example, although the record with respect to major accidents is improving, the past couple of decades saw the environmental consequences of the *Prestige*, *Erika* and *Braer* oil tanker spills and the *Estonia* and *Herald of Free Enterprise* passenger/ro-ro ferry disasters. More recently, of note were the accidents involving the *Levoli Sun* (chemical tanker) and the *Tricolor* (freighter) and, in the last year, among many other accidents, there have been serious passenger ferry collisions in Italy and the UK and a number of serious groundings and spills in the Baltic Sea and other areas. The structural failure and grounding of the container ship *MSC Napoli* off the UK also provided a good example of using a place of refuge to minimise the effects of an accident.



MSC Napoli at its place of refuge before unloading

At this stage, among other tasks, the Agency has a significant track record in assessment and inspection, having carried out significant numbers of assessments of classification societies and national port state control systems and many inspections of non-EU maritime education systems and institutions. It is well on the way to setting up an EU-wide ship and hazardous cargo monitoring system and an effective pollution monitoring and response system. It has

provided extensive assistance to accession and new member countries in their efforts to play a full part in joining the maritime component of the EU and has provided technical assistance to the European Commission and Member States in a number of areas. Last, but not least, EMSA is setting up databases in appropriate areas so that Member States and institutions can have access to EU-wide maritime information.

During this time, both the operational resources and, consequently, the information and communication requirements have grown significantly. In particular, the volume of information on the website is now growing rapidly.

3. Stakeholders

The Agency has many different types of stakeholders, and each of these has differing interests in the work of the Agency. The primary stakeholder groups can be seen in Annex 1.

At EU level, the most directly influential organisations are the European Commission Directorate General (DG) for Energy and Transport, DG Environment* and the European Parliament (Transport, Budget and Budget Control Committees) as they generate the relevant policies and define the resources available to the Agency to execute its tasks.

Close behind are the Member State government maritime administrations and organisations, and it is vital that the Agency continues to have the best possible interpersonal relationships with these organisations, in order to achieve the desired developments and improvements in line with EU policy. EMSA has therefore established close ongoing relationships with the appropriate people in all of these organisations.



High level representatives at EMSA on Inauguration Day

Relationships with the International Maritime Organisation and other international bodies such as the Paris Memorandum of Understanding and the International Association of Classification Societies are also of significant importance, as these are the most influential bodies that work in similar fields to EMSA. Agency staff put continuous effort into developing these relationships at all levels.

Member State implementation authorities are also important stakeholders and, in addition to interpersonal contacts, the website, publications, events and eventually extranet are vital in maintaining up to date awareness of the activities of the Agency.

For administrative and financial issues, the contacts within the Commission are working in DGs Budget and Admin.

With respect to the wider stakeholder community (not only the maritime sector, but also the transport, environment, energy, safety, security sectors, both in industry and other areas, etc.), the website, the newsletter, general/specialised publications and press releases are the main means of communication. The distribution network is of particular importance here.

The media, and particularly the press, are a significant EMSA stakeholder, so the strategy for press releases and interviews is taken very seriously and much effort is put into ensuring effective responses to the regular questions from journalists.

Finally, the public, and in particular those travelling on ships, living on the coast or who visit the coast, have a keen interest in maritime safety, security and pollution matters, as their lives, livelihood and/or leisure interests may be closely affected. EMSA has been tasked with communicating directly with citizens and it is in contact primarily via its website, press releases and its 20 language Agency brochure.

4. Tools and Implementation

At a broader level, EMSA's stakeholders may be divided into two primary groups: the general stakeholder community and the public and; more specific groups of specialist stakeholders with whom EMSA has closer contact.

The implementation of the plan will be carried out on the basis of specific aims for each of these groups, as well as incorporating more general aims, in the ways shown in this section. In each case, the aims, activities and tools are described and, in addition to the regular activities, shorter term outputs which are specific to 2007 are also shown.

4.1 General Stakeholder Community and the Public

4.1.1 *Aims*

EMSA's general stakeholder community comprises all individuals working in the maritime and associated sectors (eg transport, safety, environment, security). In this area, the aims of the Agency continue to be:

- * to communicate, whenever important information becomes available, directly via the specialist media and specialised sections of the general media.
- * to provide key information in a user friendly form via the production and active/passive distribution of brochures and leaflets at different levels.

The aim, when communicating with the public, is to provide them with objective, reliable and easily understandable information on the work of the Agency.

4.1.2 *Activities/Tools*

The principal publications which EMSA uses to address the general stakeholder community and the public are the general Agency brochure, sector brochures and leaflets (describing the individual operational activities) and the Agency newsletter. 2006 saw significant developments in each of these areas, and EMSA now has a range of publications which it can use selectively. This work will be built on in 2007.



The EMSA brochure was printed in 20 languages and can be seen on the website

Also targeting the same groups are the Agency's media related activities. These involve the set up of media interviews and meetings, the generation and distribution of press releases and, when appropriate, the supply of information for articles published in the press. There was a significant increase in media interest in the work of EMSA during 2006, due largely to the maturing of existing assessment and inspection tasks and to the development of new operational tasks. This interest is expected to continue during 2007.

The general stakeholder community, and to a lesser extent the public, will be the biggest users of the public documents generated by, or in the possession of, the Agency. With this in mind, the web-based 'access to documents' system is upgraded on a regular basis so that interested parties can continue to easily identify, and access, all public documents of interest.

Should stakeholders not be able to find what they want on the website, or in the other published information, the EMSA general enquiries system continues to be manned on a day-to-day basis, so that stakeholders can send specific requests for information to EMSA. The great majority of enquiries are normally answered on the day that they arrive.

4.1.3 Specific Outputs in 2007

With respect to publications, having produced the Agency multilingual brochure in 2006, the main focus will be on producing sector leaflets which describe the main activities in more detail. These focus on describing the main issues associated with the subject, both at global and European levels, and on explaining the added value that EMSA contributes in carrying out its work programme.

The *Improving Port State Control* leaflet gives an idea of the volume of shipping in EU waters, the geographical complexity of the region and the magnitude of the associated problems. It then goes on to show the importance of inspecting ships in a regular and prioritised way in Member State ports, and of the role of EMSA in ensuring that inspections are done efficiently and consistently throughout the EU.

The *Ensuring Consistent, Effective Seafarer Education* leaflet highlights how critical it is to have quality seafarers as well as high quality ships. In support of the European Commission, EMSA has taken over the role of inspecting non-EU maritime administrations and education establishments in this area to ensure that they fully comply with international legislation. In 2007, it will also begin doing the same task within the EU. Further leaflets are planned as shown below.

The *Better Ship Construction and Maintenance* leaflet will deal with the issues associated with countries which register ships delegating their work to classification societies. In particular, it will highlight the importance of EMSA experts assessing their work to ensure that ships are constructed and maintained in accordance with international safety standards. Together with the port state control work described above, these are vital tools in the fight against sub-standard shipping.

The *CleanSeaNet* leaflet will describe EMSA's work in detecting pollution by using low earth orbit satellites. Ships often discharge oil and other pollutants into the sea, either accidentally or deliberately, and satellite monitoring is an efficient and cost-effective way of detecting these events. The data from the satellites is downloaded to receiving stations, analysed, processed and sent to the most appropriate users. In cases where the pollution has not already been reported, the system gives Member States the information that they need to assess the situation in greater detail and, if necessary, to take action to identify and prosecute the polluters. This will be one of a series of pollution related publications which are released on a regular basis. For example, an update of the *Inventory of EU Member States Oil Pollution Response Capacities* will be published in 2007, as well as the first *EU inventory of hazardous and noxious substance (HNS) emergency response capabilities*. In addition, the *Marine Pollution Response Assistance: Frequently Asked Questions* publication was re-printed at the beginning of 2007 due to popular demand.



EMSA oil pollution response vessel Santa Maria

The *Learning Lessons from Accidents* leaflet will show what is being done on improving the approach to accident investigation in Europe. It will put perspective on the number and seriousness of accidents which have occurred and describe the main reasons why it is important to learn lessons from these. It will also describe the role of EMSA and the importance of setting up the European Maritime Casualty Information Platform (EMCIP) with an EU maritime accident database at its core.

Finally, the *network of contact points* will continue to grow during 2007. The stakeholder database will be expanded to include more individuals and organisations in the existing EU Member States, as well as to include contacts in new and accession countries.

In addition, the press database will continue to be expanded to include specialists from a larger number of countries and, in particular, details of the main maritime and associated specialist journalists working for, or on behalf of, the national press in EU Member States.

4.2 Principal Specialist Stakeholders

4.2.1 Aims

The aim is to consolidate the efficient and effective integration of the EU institutions, Member State and international organisations, industry and other stakeholders into the EMSA network, so that the greatest possible benefit can be obtained from their interaction. From a communications perspective, this will be achieved by operating an extensive events programme in order to further improve the productive exchange of information and dissemination of best practice between EU Member States and other interested parties in the network.



Stakeholders take a break at an EMSA event

4.2.2 Activities/Tools

During 2007, EMSA will operate a substantially larger programme of targeted events for Member State experts in order to exchange, collate and synthesise ideas and information and to disseminate best practice.

EMSA will give a growing number of presentations at external conferences, workshops and meetings in order to ensure the widest possible awareness of the activities of the Agency, to solicit beneficial input and to develop a network of contacts in relevant organisations.

In addition to the Agency's more general publications described previously, a substantially larger number of specialist publications will be generated, although many of these will contain information on organisations being assessed or inspected which cannot be publicly disseminated. Consequently, such reports will be confidential in nature. However, many will be for public access, such as inventories of Member State capabilities and resources, high level reports on key issues and guidelines documents for use by specialists.



EMSA provides daily information on accidents

In order to ensure that EU level decision makers in EMSA and the European Commission can obtain timely notification and information should a maritime disaster occur, the Early Warning Alert Mechanism (EWAM) monitors international newswires and other key sources 365 days per year. In parallel, having been set up in 2006, a system for ensuring that the Agency is quickly notified of major actual or potential oil spills, and for notifying and mobilising its contracted oil pollution response vessels, is now fully operational.

During 2007, EMSA will continue to monitor web-based media and maritime information sources to ensure that Agency and European Commission are given the latest summarised information on the hundreds of accidents and serious incidents that occur in EU waters each year, as well as on items of policy interest.

4.2.3 Specific Outputs in 2007

The forward plan envisages a programme of 77 such events being held throughout 2007, as compared to an anticipated 18 events anticipated at the same time in 2006. These include 25 international workshops, 3 meetings of the EMSA Administrative Board and a substantial number of other international meetings, as well as training sessions for new Member States and accession countries. The number of events eventually held is expected to substantially exceed the number in the forward plan.

During 2006, the Agency began the set up of an Information Centre, which includes an electronic document storage and retrieval system (DSR) and a physical Infocentre for storing and perusing hard copy reports and other documents. The set up of these will be finalised in early 2007, and access will be made available to Agency staff and others subject to a set of governing rules and procedures.

In parallel with the development of a DSR, an Extranet capability is planned, but these are dependent on the set up of a new content management system (CMS - see later). The Extranet will enable experts working directly with EMSA to have a secure means of exchanging messages and other information. They will also be able to amend and/or update documents on line in an organised way.

4.3 Supporting Activities/Tools for all Stakeholders

4.3.1 Aims

During 2007, EMSA will undertake information and communication activities and develop tools which are mainly targeted at most or all of its stakeholders, rather than at specific groups.

4.3.2 Activities/Tools/Resources

EMSA's most important information and communication tool, the website, falls into this category. It is the primary source of information on its activities for all stakeholders and is a widely accessed site. It is fundamental that it contains all the necessary information for stakeholders and that it enables them to get where they want to go quickly. At the beginning of 2007, an average of around 10,000 page views per day were recorded, and this is rising. Both the website and intranet are in a continuous process of improvement and updating, and the appearance of the website will be modified in early 2007, prior to a significant overhaul once the new CMS is operational. It is intended that this will provide greater flexibility and efficiency in structuring, accessing and presenting the information on the site.



The homepage on the EMSA website

In order to distribute the latest key information on the Agency to a broad spectrum of stakeholders, EMSA has published a monthly newsletter since 2004. Each month, a small number of significant developments are selected, which may relate to such things as events, inspections, exercises and other elements in the work programme, etc. with the purposes of giving interested parties an idea of the most important things that have happened during the period concerned. In addition to being sent to a broad target audience by email, the newsletter is also put on the website to give anyone obtaining access the opportunity to view the information.



EMSA monthly newsletter

In addition to the previously mentioned publications, EMSA has a legal requirement to produce two key documents as part of the annual budgeting cycle. These are the work programme, which gives the outlook for the year ahead, and the annual report, which summarise the work done in the previous year. After adoption by the Administrative Board, these documents are submitted to the European Parliament, the Council, the Commission and the Member States. They are also published on the EMSA website and made available more widely to stakeholders in hard copy. The Work Programme 2007 and the Annual Report 2006 will be published in early 2007.

The EMSA stakeholder database is being continually developed and will eventually centralise all the contact and other information on EMSA stakeholders so that targeted distributions of EMSA information and communication materials can be carried out.

4.3.3 Specific Outputs in 2007

The project to develop a new content management system for the Agency crosses the boundary between 2006 and 2007 and will be finalised during the latter. This will enable greater flexibility in designing, modifying and populating the website and intranet site. It will also enable EMSA to efficiently set up the planned Extranet, so that Agency staff can interact more effectively with their external contacts.

Note: A Communication Plan is a living document which allows for changes within a financial year, depending on changing priorities and requirements. The plan will be revised on an annual basis to include the best estimate of communications activities and tools required for the following year.

Main EMSA Stakeholders

1. International/Member State Administrations

European Institutions

- *European Commission (DG TREN and others)*
- *European Parliament*

International/Non-EU Administrations

- *International Maritime Organisation*
- *Paris Memorandum of Understanding*
- *International Association of Classification Societies*

Member State Policy/Legislative Authorities

Member State Implementation Authorities

- *Maritime Safety Agencies or Equivalent*
- *Coastguards or Equivalent*
- *VTMIS/Ship Tracking Organisations*
- *Emergency Services*
- *Customs Authorities*
- *Coastal Stations*
- *Ports (Public Sector Operated)*

2. EU/National Level Representations/Lobby Groups

- *Maritime representative*
- *Regional public sector*
- *Environmental*

3. Maritime Industry

- *EU Level Industrial Representations*
- *Classification Societies*
- *Ship Constructors*
- *Ship Owners/Operators*
- *Ship Maintenance Industry*
- *Ship Insurers*
- *Ports (Operating as Businesses)*
- *Industrial Unions*

4. European Public