HELCOM

Baltic Marine Environment Protection Commission

HELCOM Communications

Johanna Laurila, Information Secretary
UBC Communications Seminar
15 April 2015

Photo: Ulla Vuola

Play: HELCOM 40th anniversary video
[YouTube: HELCOM Channel]

The new HELCOM

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streamlining process 2013-14

Make HELCOM more

effective and flexible

Better focus

Where HELCOM has clear added value

Targeting policymakers first

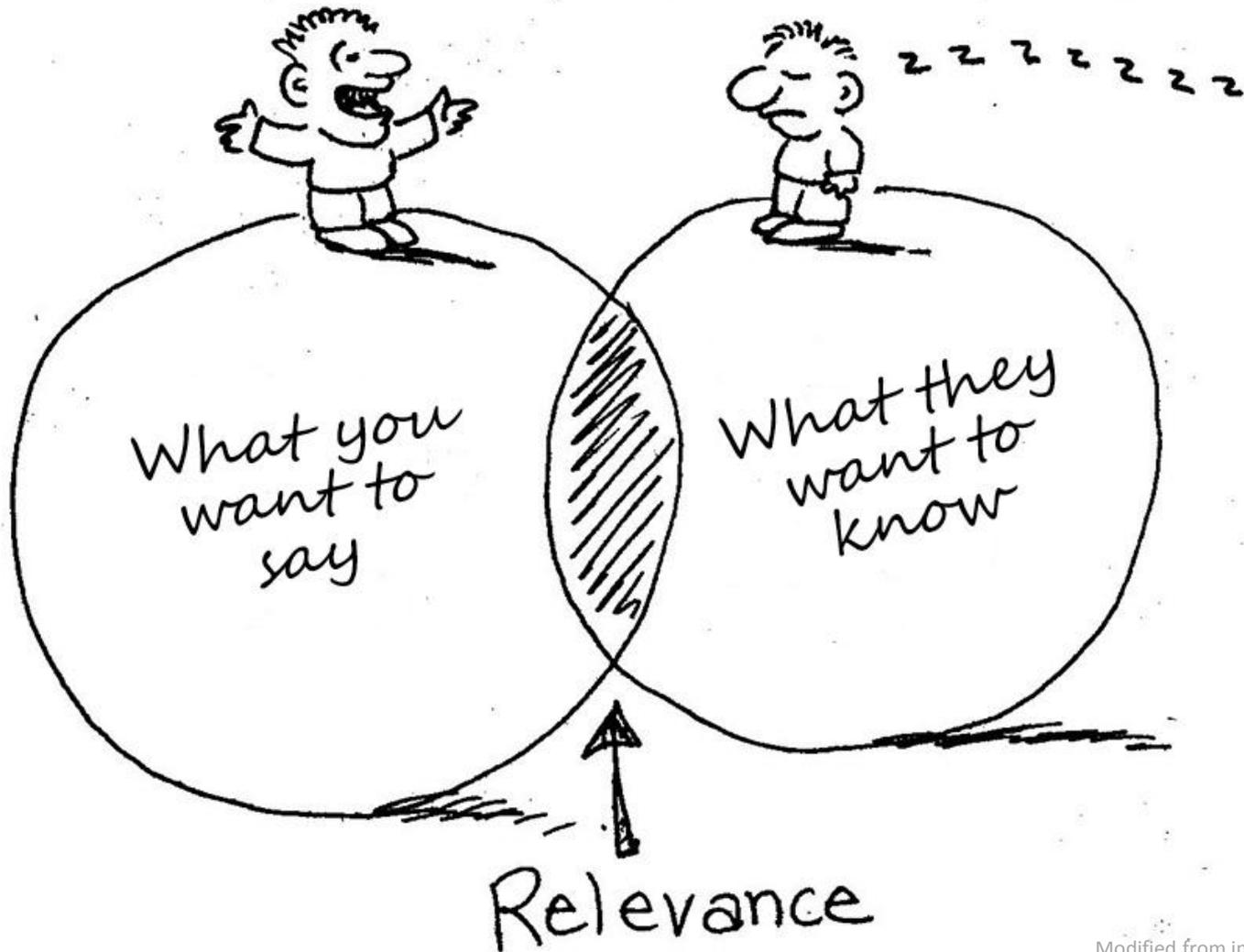Improved documentation

Less issues raised but more visibility

Cactus Farmland

More involvement

Better – and more concrete – involvement of the Contracting Parties

Focus on policy relevance

Modified from image of TheBlackFin

Adopted in 2014

Communication strategy

"Successful communication bases on a focused profile, or brand, of the organization, which in turn is rooted on its core goals, values and operational methods"
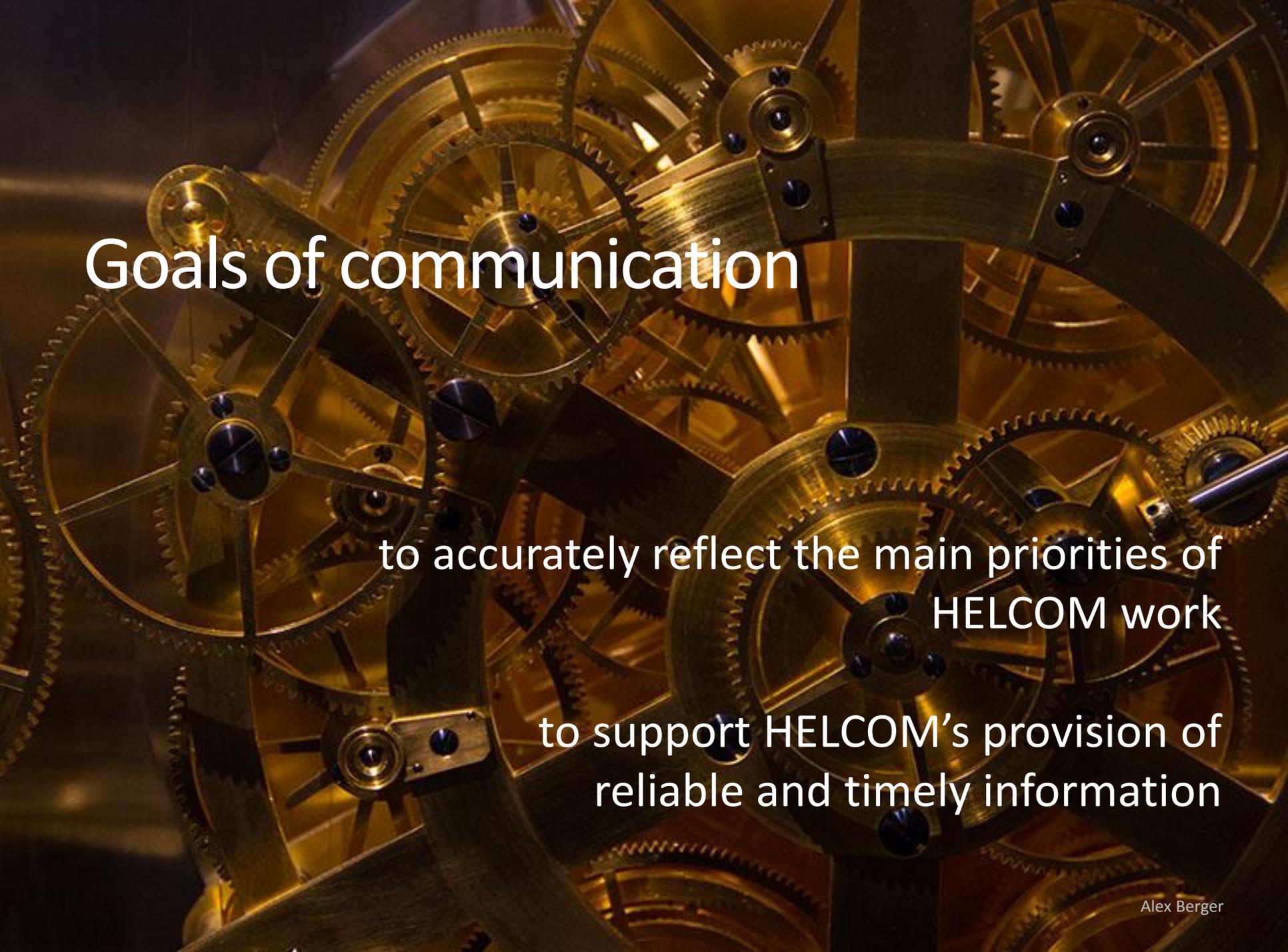
Goals of communication

to accurately reflect the main priorities of HELCOM work

to support HELCOM's provision of reliable and timely information

Objectives

1. Increase political and public interest in the Baltic Sea environment and the work of HELCOM

2. Increase awareness of and access to the outcomes and information on progress of HELCOM's work

3. Promote the need to implement the agreed measures and policies

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Target audiences

Other policy-makers and key stakeholders
in regional and national levels

General public

Environmental policy-makers and related groups
in global and sub-national levels

David James

Key messages

"Cooperation champion
in the Baltic Sea recovery through
informed decision-making"

"Bridges science and policy
for a healthier Baltic Sea"

"Strong connections to regional and global
partners and processes"

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Key messages (cont'd)

"Working across sectors and economic realities"

"Nations have direct benefit from HELCOM cooperation"

"We continue to be efficient" (internal communication)

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Other key components

Tools and methods

Coordination and partnerships

"Johanna, then there is the website update"

First: inspection of the existing structure and parts

Assignment 1

http://goo.gl/P2NuAL

What must change in the website

Visual look and feel

Structure (and how to improve?)

BALTIC MARINE ENVIRONMENT PROTECTION COMMISSION

Tell it together, tell it loud
Baltic communicators' meeting 16 June 2015, Jurmala, Latvia

Registration open!

Photo: iStock

ACTION AREAS

Agriculture

Fisheries

Industrial releases

Marine protected areas

Maritime spatial planning

Monitoring and assessment

Response to spills

Shipping

Species and habitats

Waste water & litter

NEWS

St. Petersburg event sparks discussion on the critical state of the Baltic Sea

19.03.2015   News
The HELCOM-supported Baltic Sea Day started today in St. Petersburg, Russia. The popular Forum has been organized for 15 consecutive years.

New Sweden-led project on Baltic maritime spatial planning kicks off

19.03.2015   News
HELCOM will provide the Baltic SCOPE project with maritime GIS data, especially on ship movements based on the AIS network.

More detailed reporting expected for aerial surveillance

11.03.2015   News
Reporting on harmful discharges other than oil from ships to the Baltic Sea is a key topic in the expert group

UPCOMING MEETINGS

FISH 2-2015

15.04.2015 - 16.04.2015   Warsaw
Second Meeting of HELCOM Group on Ecosystem-based Sustainable Fisheries

EWG SHORE 10-2015

15.04.2015 - 15.04.2015   Online meeting
10th Meeting of the Expert Working Group on Response on the Shore

GEAR 10-2015

21.04.2015 - 21.04.2015   Online meeting
10th Meeting of the Group for the Implementation of the Ecosystem Approach

MEETING OUTCOMES

TG HNS MANUAL 3-2015

17.03.2015 - 17.03.2015   Online meeting
3rd Meeting of the Task Group on revising the HELCOM

HIGHLIGHTS

HELCOM
Baltic Marine Environment Protection Commission

Annual report on
Shipping accidents in the Baltic Sea in 2013

Process

Involving the stakeholders
Having a dedicated core team

Don't make me think!

Shaodw Viking

How we really use the web?

Scanning

Muddling through

- NOT reading

Design for scanning

Clear visual hierarchy on each page

Take advantage of conventions

Design tips

Break pages up into clear areas

Make obvious what is clickable

Minimize noise

Navigation

To help us find what we look for

To tell us where we are

Gives us something to hold on to

Martin Fisch

Navigation (cont'd)

It tells us about contents

It tells us how to use the site

It gives us confidence in the people who built it

Schedule!

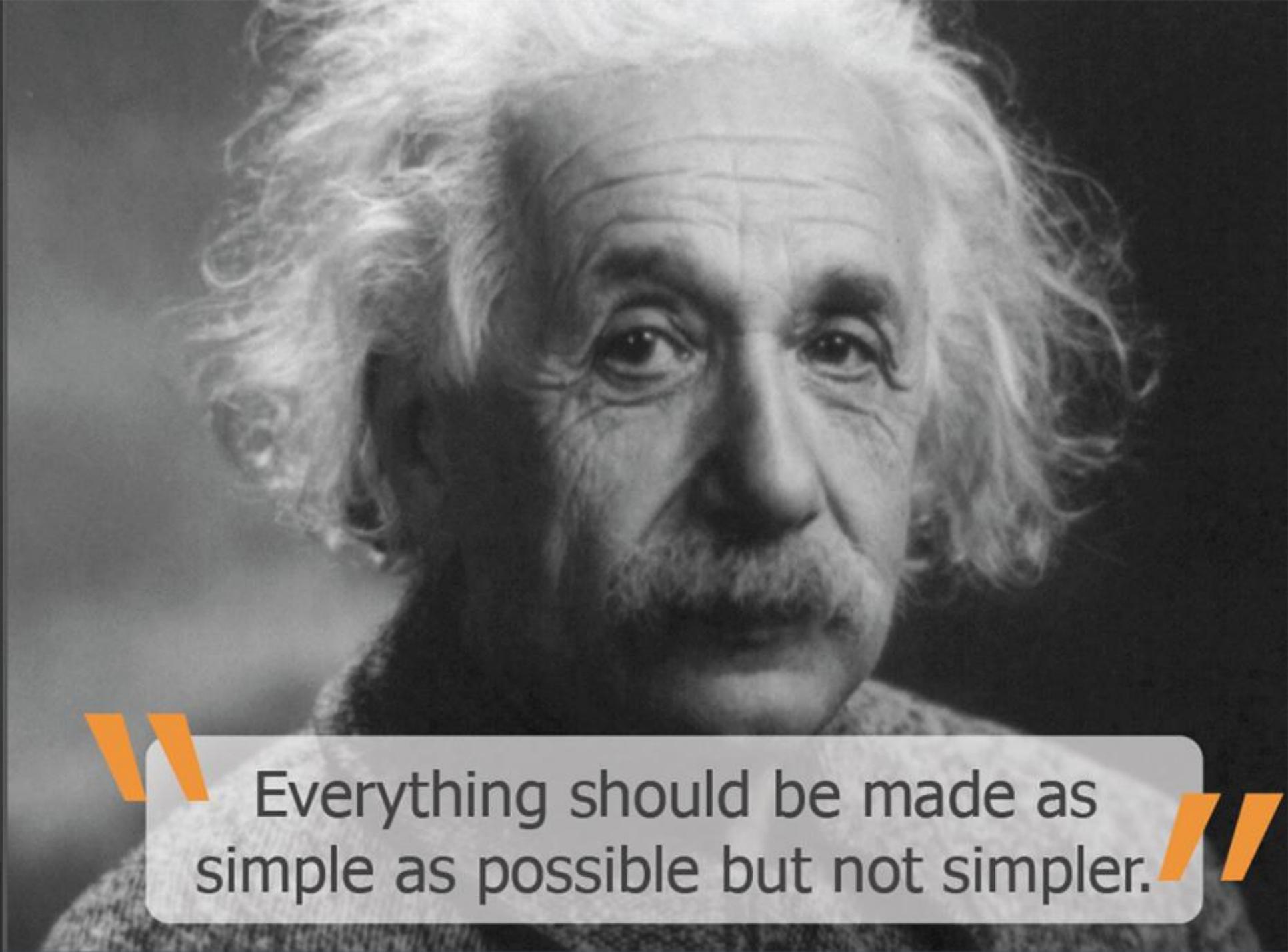Louis Berk

Testing

- and the Myth of the Average User

Allow for adjustments

"Everything should be made as simple as possible but not simpler."

Let's have a round trip

Tell it together, tell it loud

Baltic communicators' meeting
16 June 2015 Jurmala, Latvia
More info: helcom.fi

Good luck for the team effort

Dodik Putro

www.helcom.fi