



Baltic Marine Environment Protection Commission

HELCOM Communications



Johanna Laurila, Information Secretary
UBC Communications Seminar
15 April 2015

Photo: Ulla Vuola

Life gets
better
after



Watch animation

**1970's
AWARENESS
OF BALTIC
SEA POLLUTION
INCREASED**



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



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The new HELCOM

HELCOM
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

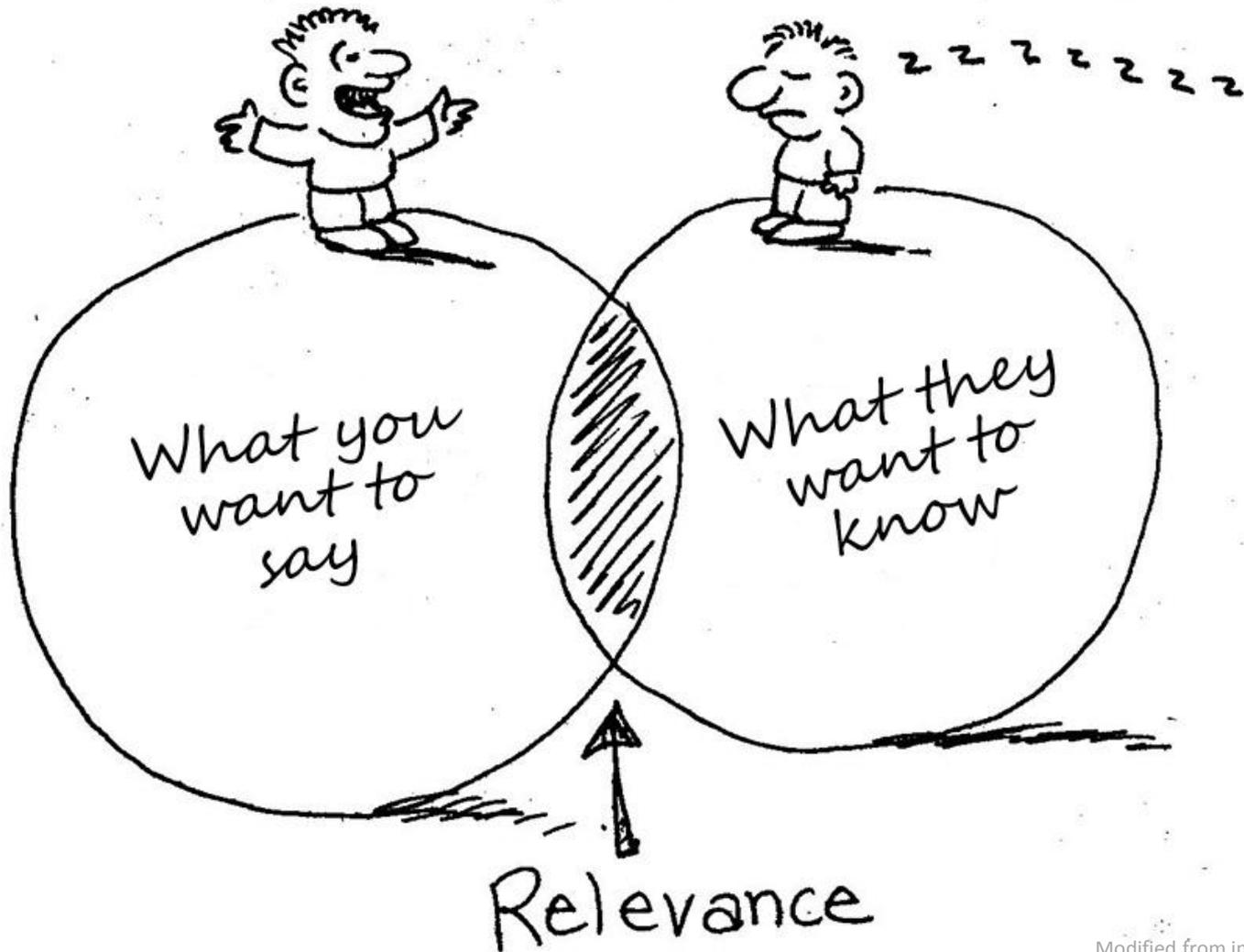


More involvement

Better – and more concrete –
involvement of the Contracting Parties



Focus on policy relevance



Adopted
in 2014



Baltic Marine Environment Protection Commission

As adopted in HELCOM Annual Meeting 2014

Communication Strategy

The overall objectives of the HELCOM communication activities are:

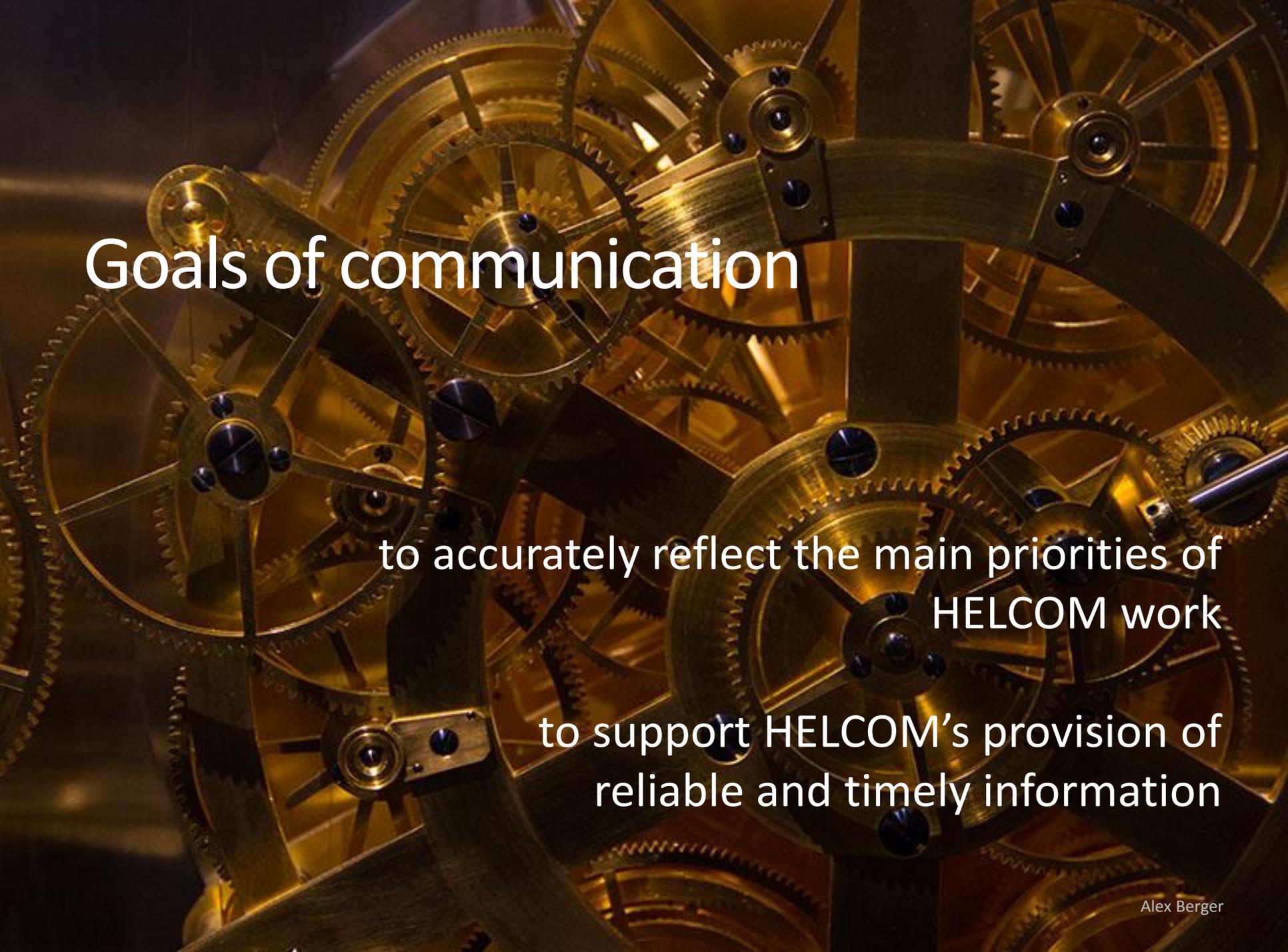
- a) to **increase political and public interest in the Baltic Sea environment** and the work of HELCOM, including improving awareness of HELCOM Baltic Sea Action Plan and its main features, as well as Ministerial Declarations and HELCOM Recommendations;
- b) to increase awareness of and **access to the outcomes and information** on progress of HELCOM's work in environmental policies as well as its scientific background, including assessments and data, on state of and trends in the marine environment, and pressures towards it;
- c) to promote the **need to implement the agreed measures and policies** as well as to expand the ownership and recognition of HELCOM's value by the Contracting Parties; to contribute to the aim that marine protection would be better integrated into other policies on national, regional and European level, inter alia, by raising awareness of the main HELCOM functions and achievements among regional key stakeholders and all relevant sectors, business communities, and industries.



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





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

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”



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



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**“Johanna, then there
is the website
update”**



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First: inspection of the existing structure and parts

Assignment 1

<http://goo.gl/P2NuAL>



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What must change in the website

Visual look and feel

Structure (and how to improve?)



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BALTIC MARINE ENVIRONMENT PROTECTION COMMISSION



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



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!



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

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!



Testing

- and the Myth of
the Average User

Stress Reduction Kit



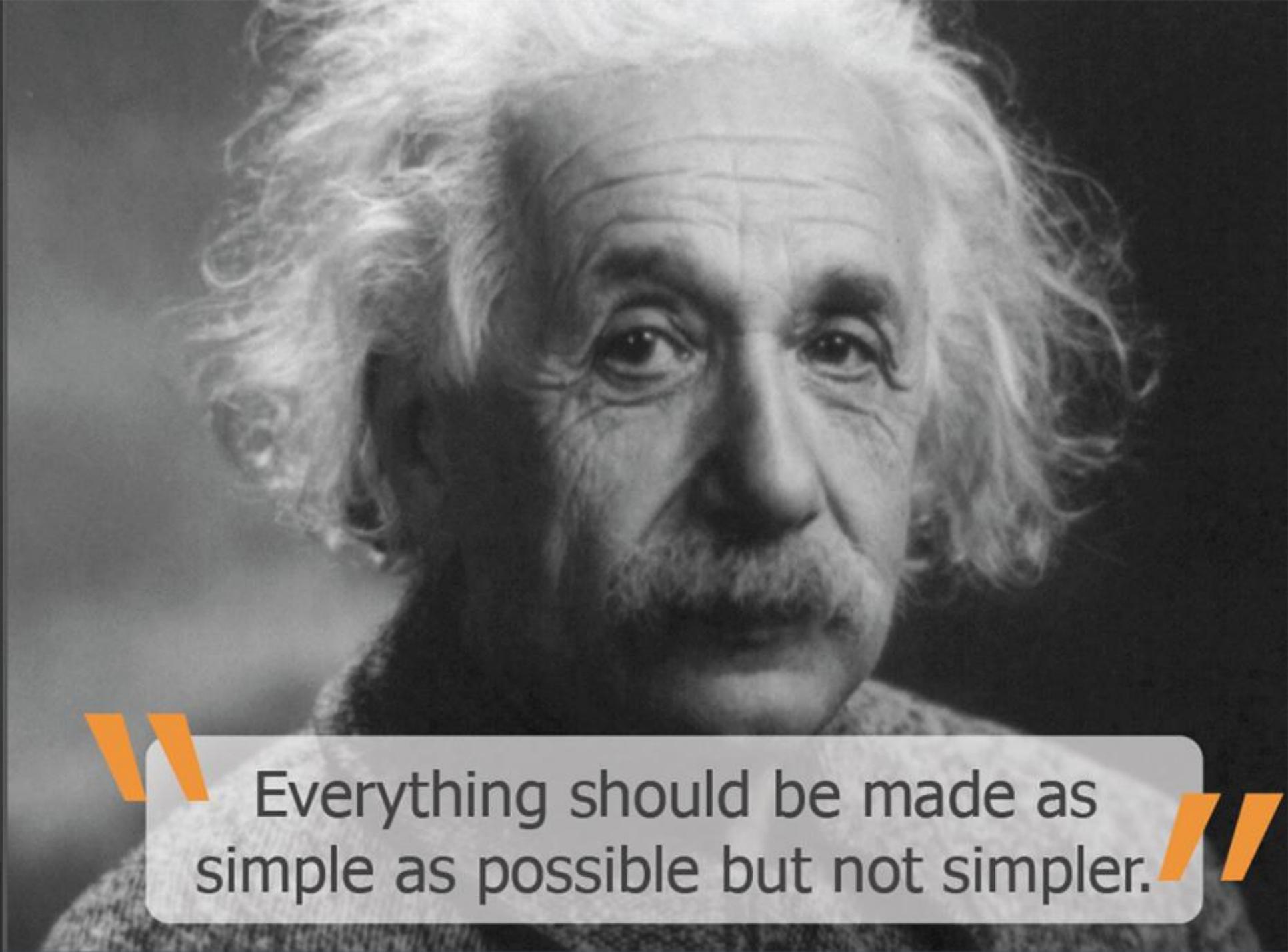
**Bang
Head
Here**

Directions:

1. Place kit on FIRM surface.
2. Follow directions in circle of kit.
3. Repeat step 2 as necessary, or until unconscious.
4. If unconscious, cease stress reduction activity.



Allow for adjustments

A black and white close-up portrait of Albert Einstein, showing his characteristic wild, white hair and a mustache. He is looking directly at the camera with a neutral expression. The background is dark and out of focus. At the bottom of the image, there is a semi-transparent white rounded rectangle containing a quote. The quote is flanked by two orange double-slash symbols (//) on both sides.

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

Let's have a
round trip



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**Tell it together,
tell it loud**

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

Good luck for the
team effort



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www.helcom.fi