REPORT ON THE IMPLEMENTATION OF THE ACCOBAMS COMMUNICATION STRATEGY

TABLE OF CONTENT

1. BACKGROUND 3
2. UPDATING ACCOBAMS VISUAL IDENTITY 3
3. THE ACCOBAMS WEBSITE 6
4. MEDIA OUTREACH 7
5. PRESENTIAL EVENTS 13
6. NETCCOBAMS 15
7. DIGITAL OBJECTS IDENTIFIERS (DOIs) 16
8. USE OF ACCOBAMS LOGO BY ACCOBAMS PARTNERS 18

1. BACKGROUND

Recognizing that an effective communication strategy is essential for achieving the objectives of the Agreement, Parties adopted the ACCOBAMS Communication Strategy 2023–2028 at the Eighth Meeting of the Parties to ACCOBAMS (Malta, 29 November – 2 December 2022) through Resolution 8.6.
The ACCOBAMS Communication Strategy is regarded as a critical step in reinforcing the visibility and reputation of the Agreement.

In this context, MOP8, through Resolution 8.6, requested the ACCOBAMS Secretariat to oversee the implementation of the Communication Strategy. Consequently, this report evaluates the various communication and information products and activities carried out during the 2023-2025 triennium.
During this period, the ACCOBAMS Secretariat actively worked to implement the Communication Strategy, in cooperation with the Bureau and the Scientific Committee, and in collaboration with relevant partner organizations. Efforts have targeted both external communications, aimed at engaging the general public and raising awareness of cetacean conservation, and internal communication, focused on strengthening coordination and information exchange among Parties, scientific experts, and partner organizations.

2. UPDATING ACCOBAMS VISUAL IDENTITY

Throughout the triennium, the ACCOBAMS Secretariat has actively worked on **strengthening ACCOBAMS' visual identity by updating templates for social media posts as well as internal documentation**. This initiative aligned with Point II.1 of the ACCOBAMS Communication Strategy, particularly section II.1.3, "The ACCOBAMS Brand Mood and Style". Its aim is to create a consistent and recognizable brand identity through unified elements (typography, design style, color tones etc.) ultimately building a distinctive style that enhances ACCOBAMS' visibility over time while ensuring coherence across all communication channels

Updates in ACCOBAMS' visual identity were presented by the Secretariat during the 15th Meeting of the Bureau (13–14 February 2025, Monaco) and welcomed by the Bureau. They are presented in the images below.

a) <u>For Social Media Posts:</u>

Regarding social media posts, headers in different colors were introduced based on the theme of each post, creating coherence and consistency for audiences, as illustrated below.

EVENT & MEETING
PARTICIPATION
THE OCEAN
Meets Girl
Photo credit: © Foto Principe
ACCOBAMS

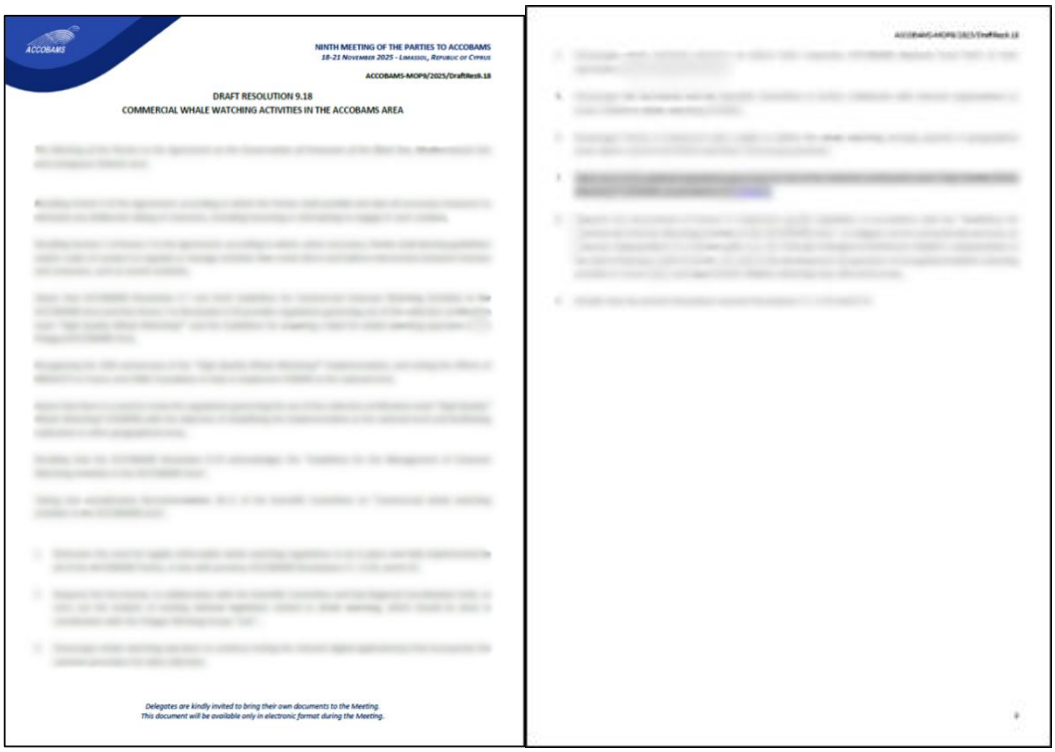
BEHIND
THE SCENES
3
Photo credit: © France 3 Provence-Alpes-Côte d'Azur
ACCOBAMS

PROJECT
HIGHLIGHTS
ACCOBAMS
ASCOBANS
2nd Meeting of the
Joint Bycatch Working
Group of ACCOBAMS
and ASCOBANS
5-6 February 2025,
Virtual format
Photo credit: © ACCOBAMS & ASCOBANS
ACCOBAMS

b) For internal documentation:

Regarding ACCOBAMS internal documentation, templates were developed for different types of documents, specifically letters, ACCOBAMS documents, and reports, as illustrated below.

ACCOBAMS Letters template



ACCOBAMS Documents template

3. THE ACCOBAMS WEBSITE

In alignment with Point II.2 of the ACCOBAMS Communication Strategy, particularly section II.2.1, "The ACCOBAMS Website", several changes have been made to the ACCOBAMS website to facilitate access to information for both internal and external audiences.

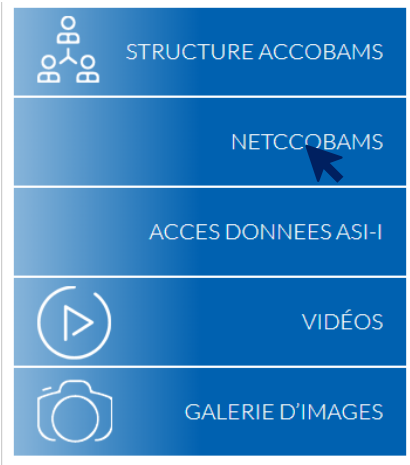
These changes include:

- Fluidified mobile version of the website:

  The website was refreshed to make it easier and fluid to navigate from a mobile.

- Direct NETCCOBAMS access:

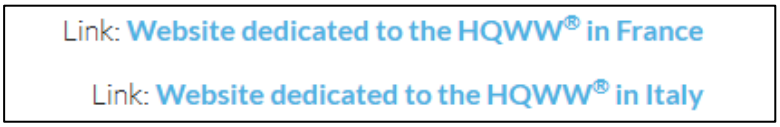
  To facilitate integration and direct access to the NETCCOBAMS platform, a dedicated tab has been added to the ACCOBAMS website homepage as shown in the image below. With a single click, users can directly access the NETCCOBAMS platform.



Direct NETCCOBAMS access on the ACOBAMS website

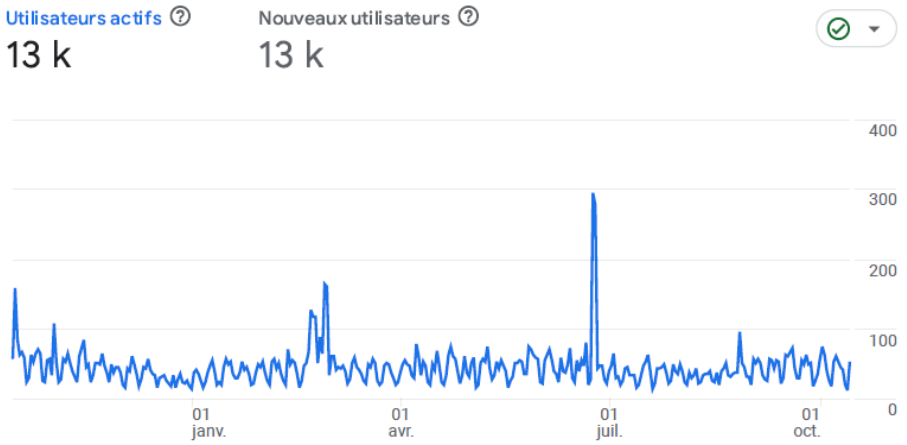
- Promotion of the "High Quality Whale Watching" Label:

  The "High Quality Whale Watching®" Label was promoted through a dedicated page on the ACCOBAMS Website. This page provides users with links to access the French and Italian websites dedicated to the "High Quality Whale Watching®" label, thereby enhancing the visibility of the initiative, as illustrated in the image below.



Links to access the French and Italian websites dedicated to the "High Quality Whale Watching®" label on the ACCOBAMS website

Yearly reports for the periods October 2023–October 2024 and October 2024–October 2025 indicate an **increase in the number of users visiting the ACCOBAMS website, rising from 13 000 in the first period to 16 000 in the second**, as illustrated in the two graphs below.



Evolution in the number of active users for the period October 2023–October 2024

Evolution in the number of active users for the period October 2024–October 2025

4. MEDIA OUTREACH

a) Development of the ACCOBAMS Social Media Strategy

In alignment with Point II.2 of the ACCOBAMS Communication Strategy, particularly section II.2.2, "Media Outreach" the Secretariat has worked on the development of a consistent and structured approach to social media engagement. In this context, the following key deliverables were produced in 2023, laying foundation for strengthening ACCOBAMS online presence:

- A Strategic Plan for ACCOBAMS Social Media, finalized in April 2023; (see Annex I: Strategic Plan for ACCOBAMS Social Media).
- Guidelines Policy for Social Media; (see Annex II: Guidelines Policy for Social Media).

These successive steps have enabled the Secretariat to operate within a coherent framework, with a clearly defined positioning and identified target audiences adapting its messages to each platform enabling effective and consistent communication across digital platforms.

The Secretariat uses X (formerly Twitter) and Facebook to communicate externally. **A dedicated LinkedIn ACCOBAMS page was also created** following the implementation of the Communication Strategy with the aim of reaching younger and professional audiences. As of October 2025, the LinkedIn page has gathered more than 2 300 followers and has become an important tool for the Agreement's communication, contributing significantly to its visibility and outreach efforts.

The Secretariat plans its monthly communication activities with the professional support of FCB Lisboa, ensuring alignment with the specific initiatives carried out by ACCOBAMS and in accordance with the strategy outlined in the Guidelines Policy. Two posts are published each week on each platform, covering various activities and topics. The image below shows an example of a monthly communication plan.

February Calendar View

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4 Jacques Rougerie	5	6 Video Miraceti	7	8
9	10	11 Joint WS	12	13 Mostra Mediterranea	14	15
16	17	18 BU17	19	20 JBWG2	21	22
23	24	25 PAM-MMO	26	27 SC16	28	

Example a monthly communication plan for ACCOBAMS social media

b) <u>Assessment of ACCOBAMS Social Media performances for the period of 2023-2025:</u>

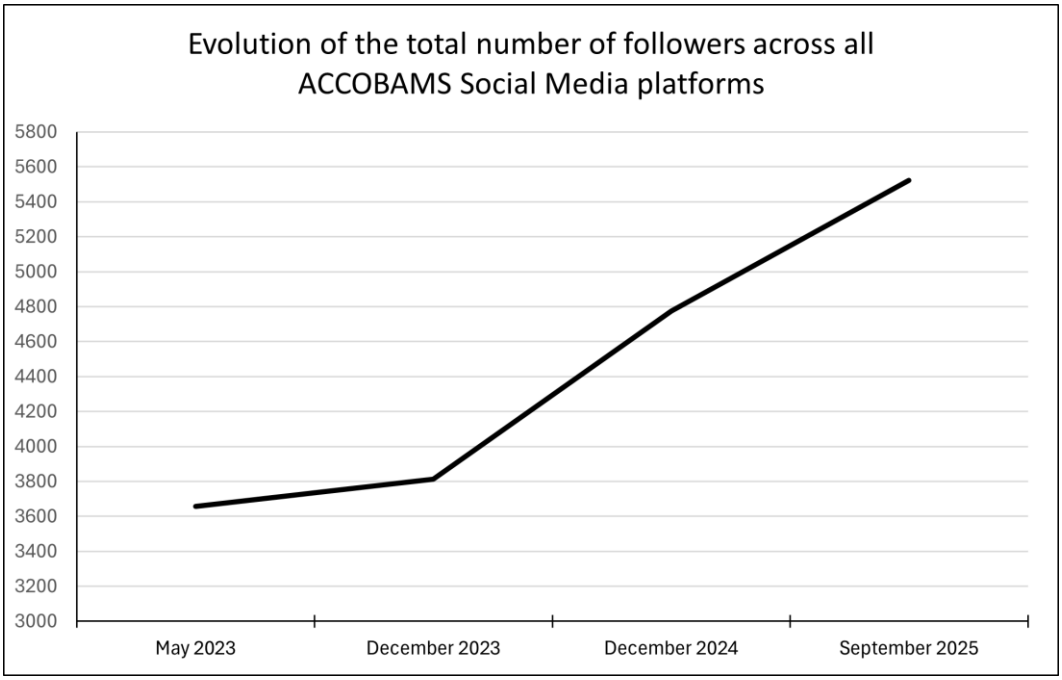
<u>Key Performance Indicators (KPIs):</u>

To monitor and evaluate performance of **the 675 posts and tweets made across all social media platforms between May 2023 and September 2025** , the Secretariat has relied on reports produced every 3 months, where monthly and quarterly results are presented, including metrics, engagement, reach, and community evolution, by each social media channel, as well as qualitative analyses of the work development and suggestions for the quarter planning ahead. These reports have proven useful for identifying trends and opportunities for improvement, allowing for timely adjustments to enhance the Secretariat's digital presence.

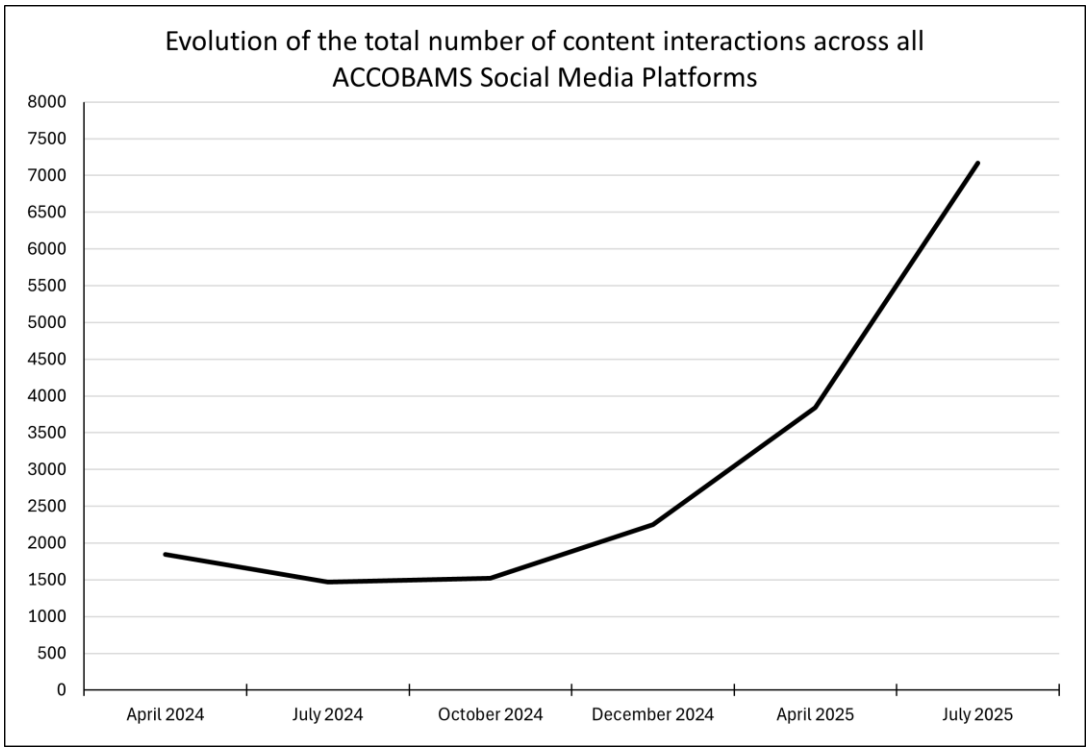
The following Key Performance Indicators (KPIs) were used to evaluate the effectiveness of the ACCOBAMS Communication Strategy on a quarterly basis:

- Number of Posts and Tweets
- Number of New Followers
- Content Interactions
- Page Impressions

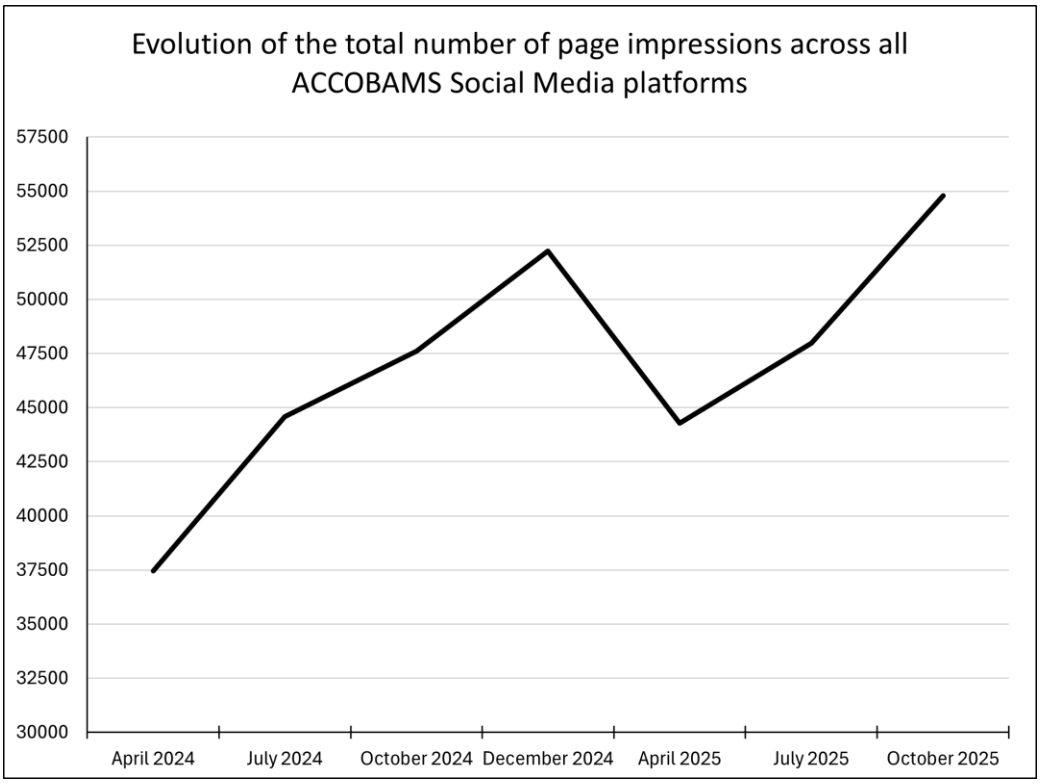
These indicators have shown **an overall growth in followers and their interactions with the content posted during the triennium** as synthesized in the graphs below. The numbers presented are based on received ACCOBAMS Social Media Quarterly Reports.



Evolution of the total number of followers across all ACCOBAMS social media platforms



Evolution of the total number of content interactions across all ACCOBAMS social media platforms



Evolution of the total number of page impression across all ACCOBAMS social media platforms

<u>The ASI-II LinkedIn Campaign:</u>

One successful example of ACCOBAMS' media outreach contributing to the advancement of the Agreement's objectives has been the **LinkedIn ASI-II campaign**, as illustrated in the image below, which has generated significant engagement. The campaign included two videos and three supporting assets, resulting in 2 072 total interactions.

LinkedIn post part of the ASI-II promotion campaign

Highest Performing Posts based on engagement rate:

Social Media Quarterly Reports have also enabled the Secretariat to identify the most successful publication on each platform annually, based on **engagement rate**. Engagement rate measures user interaction (likes, shares, comments) relative to reach (total number of users who have seen the post) making it an effective metric to assess how effectively content connects with its audience.

The highest-performing posts per platform in 2024 and 2025 respectively are listed below.

Highest Performing Posts on Facebook in 2024

Highest Performing Posts on Twitter in 2024

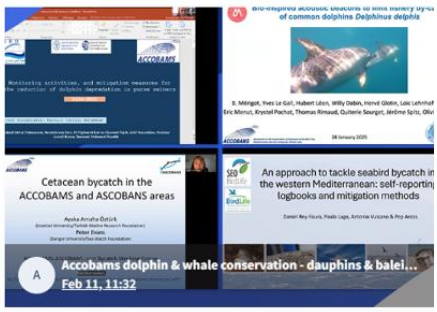
Highest Performing Posts on LinkedIn in 2024

During the recent 36th Annual Conference of the European Cetacean Society titled "Navigating Waters of Change" held in Ponta Delgada, Azores, from May 12-16, 2025, the ACCOBAMS Secretariat organized 3 workshops: 🌊 Advances in Marine Mammal Telemetry: Technologies, Analyses, Best Practices, and Future Perspectives 🐳 Enhancing Whale-Watching Practices for Cetacean Conservation (an ACCOBAMS Workshop) – Joint workshop with SPA RAC 🐬 Cetacean Culture: Navigating Change in the ACCOBAMS Region and Beyond – Joint workshop with CMS Thanks to all co-organizers and participants for your contributions in advancing cutting-edge issues aimed at long-term cetacean conservation. Your dedication and collaboration are crucial in our mission to protect marine life! #ACCOBAMS #ECS2025 #MarineConservation #CetaceanConservation #SustainableOceans #Telemetry #WhaleWatching #CetaceanCulture #SPARAC #CMS

146.91% engagement rate

The ACCOBAMS Secretariat, along with IUCN, MedPAN-network, and WWF Mediterranean, attended the 17th Meeting of the SPA/BD Focal Points, Istanbul, Türkiye, gathering the majority of Contracting Parties to the Barcelona Convention. 🤝 🌊 Focus was made on key strategic documents for future biodiversity efforts in the Mediterranean to be then presented at the upcoming MAP Focal Points Meeting (16–19 September 2025, Athens) and COP 24 of the Barcelona Convention (2–5 December 2025, Cairo). Congratulations are in order since 2025 marks 40 years of SPA RAC to the service of the Mediterranean, supporting local communities and preserving maritime heritage for the benefit of future generations. ✨ ACCOBAMS is proud to continue collaborating in our shared mission for marine conservation. #ACCOBAMS #SPARAC #UNEPMAP #BarcelonaConvention #MarineBiodiversity #Mediterranean #40YearsSPARAC #Conservation

123.74% engagement rate



At the end of last month, the ACCOBAMS Workshop on Fisheries Interaction took place, during which ongoing work from 5 FAO-GFCM-funded projects was presented. The workshop also highlighted the results of additional projects focused on monitoring and mitigating bycatch of vulnerable species and dolphin depredation in the Mediterranean and beyond. 🌊 🐬 A big thank you to all the participants for your valuable contributions! 🙏 #Fisheries #Bycatch #DolphinDepredation #MarineConservation #Mediterranean #VulnerableSpecies #ACCOBAMS #FAOGFCM #Sustainability #CollaborativeEfforts #MarineScience

74.15% engagement rate

Highest Performing Posts on Facebook in 2025

The ACCOBAMS Follow-up Committee convenes in Nice (2–3 Sept) for its 4th Meeting. The Committee plays a key role in reviewing compliance, providing recommendations & supporting cooperation among Parties. #Accountability #MarineConservation https://twitter.com/ACCOBAMS/status/1963242086351542648/photo/1

31.03% engagement rate

🌍 The ACCOBAMS Secretariat joined the 12th EcAp Coordination Group & 2025 MAP Focal Points Meetings in Athens. Key topics: updated underwater noise factsheets, #ASI-II, and preparations for #COP24. #MarineConservation #OceanProtection https://twitter.com/ACCOBAMS/status/1968330329032360318/photo/1

21.28% engagement rate

🌍 Last month, ACCOBAMS' Secretariat participated in the Together for the Med Steering Committee workshop in Tunis. The focus? Strengthening strategies to protect Mediterranean biodiversity! 🌊 🐬 #MPA #Sustainability #MarineConservation https://twitter.com/ACCOBAMS/status/1897643070549602724/photo/1

20.83% engagement rate

Highest Performing Posts on X in 2025

The ACCOBAMS Secretariat, alongside IUCN, MedPAN, and WWF Mediterranean, attended the 17th Meeting of the SPA/BD Focal Points in Istanbul, Türkiye, gathering most Contracting Parties to the Barcelona Convention. The meeting focused on key strategic documents for future biodiversity efforts in the Mediterranean, which will be presented at the upcoming MAP Focal Points Meeting (16–19 September 2025, Athens) and COP 24 of the Barcelona Convention (2–5 December 2025, Cairo). This year also marks 40 years of SPA/RAC's commitment to the Mediterranean, supporting local communities and preserving maritime heritage for future generations. ACCOBAMS is proud to continue collaborating in this shared mission for marine conservation. #ACCOBAMS #SPARAC #UNEPMAP #BarcelonaConvention #MarineBiodiversity #Mediterranean #40YearsSPARAC #Conservation

46.66% engagement rate

ACCOBAMS is proud to be part of the Together for the Med network, established in 2017 to reduce the impact of fishing, restore vulnerable habitats, and reinforce Marine Protected Areas for the benefit of both ecosystems and human communities. Last month, the ACCOBAMS Secretariat participated as a member of the Steering Committee at the network's workshop in Marsa, Tunis, Tunisia. This workshop, organized by BlueSeeds, focused on strengthening intervention strategies and building on past initiatives to advance marine conservation efforts. The Together for the Med network brings together NGOs, International Organisations, research centers, private companies, and foundations to promote co-management at a regional level through communication, experience sharing, and capacity building within coastal communities. Stay tuned for more updates on our collaborative efforts to protect Mediterranean biodiversity! #TogetherForTheMed #ACCOBAMS #MarineConservation #MediterraneanBiodiversity #MPA #Sustainability

42.23% engagement rate

Underwater noise: where we come from and where we go? This critical question was addressed by Maÿlis Salivas, Executive Secretary of ACCOBAMS and member of the SeaSounds Supervisory Board, during the first SeaSounds workshop, held in Hyères, France, from 9–14 February 2024. In her presentation, "Management of underwater noise issues by ACCOBAMS at the regional level (Mediterranean and Black Seas)," she highlighted ongoing efforts to mitigate the impact of noise pollution on marine life. The SeaSounds project, of which ACCOBAMS is an associated partner, is funded by the European Union and aims to advance marine soundscape characterization for effective noise pollution reduction. This initiative is the first MSCA-DN (and H2020 MSCA-ITN) strategic action dedicated to cutting-edge research on field measurements, noise generation and propagation models, and their impact on biodiversity. Learn more about the project here: https://lnkd.in/dyvymXDG Stay tuned for updates on our ongoing efforts to protect marine life and reduce underwater noise pollution! #SEASOUNDS #ACCOBAMS #MarineConservation #UnderwaterNoise

39.35% engagement rate

Highest Performing Posts on LinkedIn in 2025

5. PRESENTIAL EVENTS

In alignment with Point II.2 of the ACCOBAMS Communication Strategy, particularly section II.2.4, "Presential Events", between 2023 and 2025, the ACCOBAMS Secretariat regularly participated in both national and international events and meetings. This participation enhanced the visibility of ACCOBAMS; provided a platform to share information about its role and activities with broader audiences and contributed to strengthening collaboration with relevant stakeholders in the field of environmental conservation as well as its reputation as an efficient and reliable regional cooperation organization for cetacean conservation.
The Scientific Committee has also presented several works during technical meetings, trainings and workshops.

The table below presents a non-exhaustive list of in-person events attended by the ACCOBAMS Secretariat during the period 2023-2025.

DATES	NAME OF THE MEETING	LOCATION	ORGANIZED BY
2023			
9-10 March	Meeting of the Ecosystem Approach Correspondence Groups on Monitoring (CORMON), Biodiversity and Fisheries	Athens, Greece	UNEP/MAP
16 - 20 April	34th ECS Annual Conference	Galicia, Spain	ECS
5 May	Sixteenth meeting of the GFCM Compliance Committee	Rhodes, Cyprus	GCFM
22 May	Final Meeting of QUIETSEAS	Brussels, Belgium	QUIETSEAS
22-24 May	Sixteenth Meeting of SPA/BD Focal Points	Malta	SPA/RAC
14-15 June	Working group on cetacean monitoring under MSFD	Rome, Italy	ABIOMMED

DATES	NAME OF THE MEETING	LOCATION	ORGANIZED BY
19 June	EU - Technical Group on Underwater Noise (TG-Noise)	Online	European Commission (DG ENV)
27-28 June	Integrated Meeting of the Ecosystem Approach Correspondence Groups (CORMONs)	Athens, Greece	UNEP/MAP
12-13 September	Workshop 'Together for the Med'	Malaga, Spain	Together for the Med'
10 October	National French Committee – Pelagos Sanctuary	Bastia, France	Pelagos France
7 November	World Shipping Council Conference	Brussels, Belgium	World Shipping Council
20-22 November	Pelagos Agreement 9th Meeting of the Parties	Nice	Pelagos Agreement
12 December	ABIOMMED Final Scientific Conference	Athens, Greece	ABIOMMED
2024			
12-17 February	14th Meeting of the Conference of the Parties to the Convention on the Conservation of Migratory Species of Wild Animals (CMS COP14)	Samarkand, Uzbekistan	CMS
8-12 April	35th ECS Annual Conference,	Catania, Sicily, Italy	ECS
16-18 April	6th edition of the IETA-led European Climate Summit	Firenze, Italy	IETA
9 July	Round table: Noise, collisions & solutions	Geneva, Switzerland	IFAW
12-13 July	Colloque Pêche ou Surpêche	Monaco	Académie de la Mer
10-12 September	10th Meeting oft he Parties to the Agreement on the Conservation of Small Cetaceans in the Baltic, North East Atlantic, Irish and North Seas (ASCOBANS)	Odense, Denmark/ online	ASCOBANS
17-20 September	7th Meeting of the Sessional Committee of the CMS Scientific Council	Bonn, Germany	CMS
16 October	National French Committee – Pelagos Sanctuary	Menton, France	Pelagos France
2025			
9-14 February	First SEASOUNDS Workshop Underwater noise pollution, bridging the gaps between wave physics and life science	Hyères, France	SEASOUNDS
March	Workshop Together for the Med Network	Tunis, Tunisia	Blue Seeds
7-8 April	Meeting of the Ecosystem Approach Correspondence Group on Monitoring (CORMON) Biodiversity and Fisheries held on 7 and 8 April 2025	Athens, Greece	UNEP/MAP
9-10 April	11th Meeting of the SAPBIO National Correspondents	Athens, Greece	UNEP/MAP
12-16 May	36th ECS Annual Conference	Azores, Portugal	ECS
20- 22 May	Seventeenth Meeting of SPA/BD Focal Points	Istanbul, Türkiye	SPA/RAC

DATES	NAME OF THE MEETING	LOCATION	ORGANIZED BY
29 May	EU - Technical Group on Underwater Noise (TG-Noise)	Online	European Commission (DG ENV)
3-6 June	One Ocean Science Congress	Nice, France	UN
7-8 June	Blue Economic Finance Forum	Monaco	
9-13 June	Third United Nations Ocean Conference (UNOC3)	Nice, France	UN
July	Academie de la Mer	Monaco	Academie de la Mer
15 September	12th Meeting of the Ecosystem Approach Coordination Group	Athens, Greece	UNEP/MAP
16-19 September	Meeting of the MAP Focal Points	Athens, Greece	UNEP/MAP

6. NETCCOBAMS

The development of the NETCCOBAMS platform during the period 2022–2025 has been instrumental in achieving the objectives of the ACCOBAMS Communication Strategy. Indeed, the platform has played a key role in improving the quality and consistency of information dissemination. It has facilitated internal communication among ACCOBAMS stakeholders and enhanced external communication by providing access to extensive information on cetacean conservation for external audiences.

Key figures in September 2025 are the following:

- 119 registered users with 40 users active in the last 12 months
- 800 Mb of ASI data (ACCOBAMS Survey Initiative)
- 1.2 Gb of data for the other projects
- 13 Tb of AIS data used for the noise mapping module and ship tracking, since 2020
- 8 noise maps produced in the Acoustic module: January and July each year since 2023, plus July 2020 and July 2021
- 8 noise assessment maps and 8 noise impact indicators produced in the Acoustic module: January and July each year since 2023, plus July 2020 and July 2021
- Ship traffic indicators tracked from 2023-01 with the VisiZone module:
    - 41.7 M AIS messages processed corresponding to 5 186 unique vessels equipped with AIS having crossed the Pelagos Sanctuary, 11M km navigated in the area in 81 000 ship passages.
- 69 Activities, including:
    - 24 National Reports for online compilation
    - 6 Repositories for documents related to Conference of South Mediterranean Countries (CSMC)
    - 8 Repositories for documents related to Meetings of the Parties (MOPs)
    - 5 Repositories for documents related to Scientific Committee meetings (SC11 to SC15)
    - 26 Research and conservation projects (ACCOBAMS Survey Initiative, Noise Hotspots, Noise Registers etc.)
- Cooperation and collaborations: MEDACES, INFO/RAC and other regional initiatives

The document [ACCOBAMS-MOP9/2025/Doc29 Report on the use of NETCCOBAMS] provides more details about the development of the platform**.**

7. DIGITAL OBJECTS IDENTIFIERS (DOIs)

At its **Fifteenth Meeting (Monaco, hybrid format, 22–23 November 2023)**, the ACCOBAMS Bureau requested the Secretariat to assign **Digital Object Identifiers (DOIs)** to all relevant ACCOBAMS documents. This process aims to facilitate easier access to key documents in force, as well as to the Decisions of the Parties. In this regard it aligns with the goals and specific objectives of the ACCOBAMS Communication Strategy, particularly regarding improving the quality and consistency of information dissemination.
Indeed, DOIs are persistent digital identifier that ensures stable and reliable online access to a specific object, such as a document. Even if the original link changes, the DOI remains functional, guaranteeing continued accessibility. In this regard, the consistent citation made possible by DOIs **will enhance the visibility and accessibility of ACCOBAMS documents** and facilitate scholarly referencing.

To streamline this process, a consultant, Mrs Pauline Gauffier, was engaged and worked to implement the DOI system on the ACCOBAMS website to all Rules of Procedure, Guidelines, and Best Practices in force. The image below illustrates how documents are now presented following the implementation of the DOI system on the ACCOBAMS website.

Publication type	Report
Publication Subtype	Rules of Procedure
Title	Rules of Procedure of the Scientific Committee
DOI	10.70978/JRJG5218
Author(s)	ACCOBAMS
Status	In force
Year Published	2022
Adopted by	Resolution 8.3 (MOP8)
Version in force	version 7
Previous versions	2002, 2007, 2010, 2013, 2016, 2019
Language	ENGLISH
Translations	ENGLISH, FRENCH
Publisher	ACCOBAMS
Description	6 p.

Presentation of the Rules of Procedure of the Scientific Committee on the ACCOBAMS website after implementation of the DOI system

Such developments were presented during the **Seventeenth Meeting of the ACCOBAMS Bureau (13-14 February 2025, Hybrid, Monaco)**. During the Meeting, suggestions were made to adopt standard citation formats and to update all relevant documents with the corresponding DOI, “How to Cite” guidelines, and Crossmark reference, in line with the Communication Strategy

The Bureau welcomed the progress made by the Secretariat on this matter and requested it to prepare a document for presentation and discussion at the next Extended Bureau (April 2025).
This document should include:

a) A proposed list of documents available on the ACCOBAMS website that could be assigned a DOI (e.g. Resolutions, meetings, reports, etc.);

b) A further analysis of different citation options for various types of documents, including a legal assessment of authorship and intellectual property rights for documents prepared by contracted experts; and

More details about these two documents can be found respectively in [ACCOBAMS-MOP9/2025/**Inf09** Note on Digital Object Identifiers: including proposed list of documents that could be assigned a DOI] and [ACCOBAMS-MOP9/2025/I**nf10** Legal assessment of authorship and intellectual property rights].

The **Sixth Meeting of the ACCOBAMS Extended Bureau (Nice, 23-24 April 2025)** requested the Secretariat to follow further the matter related to DOIs, as well as the authorship and intellectual property rights aspects, for follow-up on their actual application.

To monitor the implementation of the DOI System, the Secretariat receives monthly reports that enable regular performance assessments.
The latest received report, September 2025, indicates that the ACCOBAMS DOI system recorded 171 resolution attempts, all of which were successful, indicating a 100% success rate. Across the past seven months, activity varied, peaking at 355 attempts in February 2025. In September 2025, 35 unique DOIs were accessed, with the most popular DOI (10.7078/NPSR864) *Guidelines to address the impact of anthropogenic noise on cetaceans in the ACCOBAMS area* resolved 23 times. Publications driving engagement include *ACCOBAMS Best Practices on Population Genetics* (5 resolutions) and *Technical Measures to Minimize Cetacean-Fishery Conflicts* (11 resolutions). **Overall, the system demonstrates robust performance with zero handle failures and consistent growth in DOI usage.**
The report as received in September 2025 is presented below for reference. All monthly reports adhere to this same structure.

Resolutions by month
This section of the report provides the total number of resolutions per month for the past 12 months, by prefix (count) and overall (all members).

Months	2025-09	2025-08	2025-07	2025-06	2025-05	2025-04	2025-03	2025-02	2025-01	2024-12	2024-11	2024-10	2024-09
Resolution Attempts	171	142	209	121	92	170	165	355	265	na	na	na	na
Resolution Successes	171	139	209	120	92	168	165	353	260	na	na	na	na
Total Attempts for all members	2,016,148,238	1,689,895,054	1,411,970,444	1,415,525,974	1,506,613,755	1,684,773,842	1,773,602,938	1,436,573,013	1,555,888,380	1,287,302,113	1,400,445,533	1,427,764,935	1,414,963,781

This month's popular DOIs
Below are the top 10 successfully resolved DOIs for this month. This list represents the most popular DOIs, as measured by the number of times each DOI was successfully resolved.

Top 10 DOIs	**Successful** Resolutions to DOI
10.70978/NPRS8964	23
10.70978/CGGI7445	18
10.70978/CZWC4257	11
10.70978/FDZG3649	10
10.70978/JRJG5218	9
10.70978/TOMZ4138	8
10.70978/BVLQ1605	8
10.70978/ZVPP3702	7
10.70978/XBBK8492	7
10.70978/RQHH1231	7

Resolutions by the numbers
This section of the report provides the resolution counts for the report prefix.

Resolutions attempts	171
Resolved at Handle	171
Handle Failures	0
Resolved at local link server	0
Unique DOIs attempted	35
Unique DOIs resolved at handle	35
Unique DOIs that failed at handle	0
Unique DOIs resolved at local link server	0

Successful resolution counts by publication title or type
The number of total DOI resolutions per title or type

Publication Title	Total Resolutions	Unique DOIs
ACCOBAMS Best Practices on population genetics	5	1
ACCOBAMS Mediterranean technical assessment on anthropogenic underwater noise, by A. Maglio, A. Azzellino, JF. Borsani, M. Bou, L. Ceyrac, V. Frassà, F. Le Courtois, A. Prospathopoulos, M. Salivas	4	1
Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and contiguous Atlantic Area	2	1
Best Practices for cetacean postmortem investigation, tissue sampling and for the development of diagnostic frameworks for specific threat to be investigated during cetaceans' strandings	6	1
Best Practices to assess the impact of chemical pollution on cetaceans / to measure the chemical contamination on cetaceans	2	1
Guidelines concerning best practice and procedure for addressing cetacean mortality events related to chemical, acoustic and biological pollution	5	1
Guidelines for a coordinated cetacean stranding response during mortality events caused by infectious agents and harmful algal blooms	7	1
Guidelines for commercial cetacean-watching in the ACCOBAMS area	8	1
Guidelines for technical measures to minimise cetacean-fishery conflicts in the Mediterranean and Black Seas	11	1
Guidelines for the criteria for the selection of Protected Areas	3	1
Guidelines for the establishment of a system of tissue banks within the ACCOBAMS area and the ethical code	4	1
Guidelines for the management of cetacean watching activities in the ACCOBAMS area	18	1
Guidelines for the release of captive cetaceans into the wild	3	1
Guidelines on the granting of exceptions to article ii, paragraph 1, for the purpose of non-lethal in situ research in the Agreement area	4	1
Guidelines to address the impact of anthropogenic noise on cetaceans in the ACCOBAMS area	23	1
Lignes Directrices concernant les meilleures pratiques et procédures pour gérer les épisodes de mortalité des cétacés dus à la pollution chimique, acoustique et biologique	1	1
Lignes Directrices pour des mesures techniques en vue de réduire les conflits pêche-cétacés	1	1
Lignes Directrices pour l'observation des cétacés à des fins commerciales dans la zone de l'ACCOBAMS	1	1
Lignes Directrices pour la création d'un système de banques de tissus au sein de la zone ACCOBAMS et code d'éthique	1	1
Lignes Directrices pour la gestion des activités d'observation des cétacés dans la zone de l'ACCOBAMS	2	1
Lignes Directrices pour la remise en liberté des cétacés dans leur environnement naturel	1	1
Lignes Directrices pour la surveillance de l'aire de distribution des cétacés, l'abondance et les caractéristiques démographiques des populations	1	1
Lignes Directrices pour traiter l'impact du bruit d'origine anthropique sur les cétacés dans la zone de l'ACCOBAMS	1	1
Lignes Directrices pour une coordination en cas d'échouages de cétacés lors d'épidémies causées par des agents infectieux et des blooms phytoplanctoniques nocifs	1	1
Lignes Directrices sur l'octroi de dérogations à l'article ii, paragraphe 1), aux fins de recherches in situ non-létales dans la zone de l'Accord	1	1
Meilleures pratiques de l'ACCOBAMS sur la génétique des populations de cétacés	3	1
Meilleures Pratiques pour l'étude post-mortem des cétacés, l'échantillonnage des tissus et pour le développement de cadres de diagnostic pour les menaces spécifiques à étudier lors de d'échouage de cétacés	1	1
Monitoring guidelines to assess cetaceans' distributional range, population abundance and population demographic characteristics	7	1
Report of the ECS-ACCOBAMS Workshop on Cetacean Culture: Navigating Change in the ACCOBAMS Region and Beyond	8	1
Rules of Procedure for the Bureau of the Parties to the Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and Contiguous Atlantic Area	7	1
Rules of Procedure for the Meeting of the Parties	10	1
Rules of Procedure of the Scientific Committee	9	1
Règlement intérieur de la Réunion des Parties	2	1
Règlement intérieur du Bureau des Parties à l'Accord sur la Conservation des Cétacés de la mer Noire, de la Méditerranée, et de la zone atlantique adjacente	3	1
Règlement intérieur du Comité Scientifique	5	1

8. USE OF ACCOBAMS LOGO BY ACCOBAMS PARTNERS

During the triennium, ACCOBAMS Partners played a significant role in implementing ACCOBAMS provisions, guidelines, and best practices. Their official status as ACCOBAMS Partners also contributed to enhancing the visibility of the Agreement, most notably through the display of the ACCOBAMS logo at their events and in their publications or website. Details of the Partners' activities are provided in the document [ACCOBAMS-MOP9/2025/**Inf06** Reports of ACCOBAMS Partners]. The following table summarizes the instances in which ACCOBAMS Partner reported displaying the ACCOBAMS Partners logo.

ACCOBAMS PARTNER	DISPLAY OF ACCOBAMS PARTNER LOGO
ARCHIPELAGOS INSTITUTE OF MARINE CONSERVATION	Displayed on all 4 Archipelagos' research boats and all stakeholder presentations in topics related to marine mammal research.
DELPHIS NGO	Displayed on Delphis NGO official website.
DELTA APS - DELFINI E TARTARUGHE NEL GOLFO DI TRIESTE, ITALIA	Displayed on the DelTa webpage.
DMAD - MARINE MAMMALS RESEARCH ASSOCIATION	Displayed during outreach activities.
GREEN BALKANS NGO	Displayed during the presentations made and in capacity building and public awareness activities.
KYMA SEA CONSERVATION & RESEARCH	Displayed on IUCN Centre For Mediterranean Cooperation website.
MADEIRA WHALE MUSEUM	Displayed in the training sessions of WW operators to use Ilogwhale app to implement the data collection protocol.
MARE NOSTRUM NGO	Displayed in their activities.
MARECAMP ASSOCIAZIONE ODV	Displayed on official documents, scientific reports, and outreach materials related to cetacean conservation. Also displayed on website, social networks, conference presentations, educational materials for training programs, public awareness campaigns and official events.
MORIGENOS - SLOVENIAN MARINE MAMMAL SOCIETY	Displayed on the Website
OCEANOMARE DELPHIS APS	Displayed on the web page and to the MMO/PAM Courses.
SWISS CETACEAN SOCIETY - SCS	Displayed on the SCS website, in activity reports and on SCS letterhead.
TURKISH MARINE RESEARCH FOUNDATION (TUDAV)	Dispayed on Press release.
UNIVERSITAT DE VALÈNCIA	Displayed on MEDACES.
WE ARE MÉDITERRANÉE	Displayed on the website.

Annex I - Strategic Plan for ACCOBAMS Social Media

ACCOBAMS
OBJECTIVE

INTRODUCTION

The Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and contiguous Atlantic area ACCOBAMS is an Intergovernmental Organization (IGO) among 24 countries, created under the aegis of the Bonn Convention (CMS) on the Conservation of Migratory Species of Wild Animals.

As a legal conservation tool based on cooperation, its aim is to reduce threats to cetaceans remarkably by improving current knowledge about these animals.

A parent organization, CMS provides for the creation of binding instruments specific to the particularities of certain regions. The ACCOBAMS was signed on 24 November 1996 and entered into force on 1 June 2001.The Secretariat's headquarters are in the Principality of Monaco.

GENERAL OBJECTIVE

ACCOBAMS aims to make its raison d'être more visible by drawing the attention of wider audiences to the real threats to the lives of cetaceans.

ACCOBAMS
STRATEGY

STRATEGY

The communication strategy aims to generate a virtuous cycle where visibility increases the opportunities for cooperation to produce knowledge and increase the reputation of ACCOBAMS so that it can generate more resources to further develop its activity, as a leading organization in the protection of cetaceans in a specific region and in the development of knowledge to help countries, organizations and individuals dealing with cetaceans around the world.

ACCOBAMS

Have an active voice

Convey confidence

Solidify reputation

Grow and raise new funds

GENERAL STRATEGIC AXES

1

ADVOCACY

Generate knowledge and new opportunities for cooperation to help raise funds.

2

REPUTATION

Strengthen ACCOBAMS' reputation with its main internal and external stakeholders.

3

ENGAGEMENT

Generate interest and contacts from partners and the general public through social networks and website

COMMUNICATION TARGETS

To establish ACCOBAMS' positioning, we must communicate a specific set of messages that will help establish our key communication goals – who we are, what we do and with what results – to increase brand awareness and reputation. How we convey these messages depends on the target audience we want to influence:

INTERNAL TARGETS

- National Focal Points
- Bureau & Units Coordination
- Scientific committee

EXTERNAL TARGETS

- IGO & NGO Partners
- Specialist Organisations and Professional Associations
- Academy & Researchers
- General Public
- Media

MESSAGE BY TARGET

National Focal Points Bureau	ACCOBAMS is a unique cooperation mechanism that provides support, knowledge and assistance in the development and execution of national actions to protect cetaceans, improve the capacity of each country to protect whales and dolphins and their environment.
Scientific committee	ACCOBAMS provides reliable, up-to-date data to help you produce accurate scientific advice on how to better protect cetaceans.
Coordination Units	ACCOBAMS is the best partner of cetaceans, providing knowledge and up-to-date information about these animals.
IGO Partners	ACCOBAMS is the best partner of cetaceans, providing knowledge and up-to-date information about these animals.
NGO Partner	ACCOBAMS gives you the credibility, knowledge and up-to-date information you need to develop your cetacean projects.

CONTENT STRATEGY

By content, we mean all information produced by ACCOBAMS (and some specific third parties) that may be transmitted to its various audiences. We consider the following types of content:

- Planned content created by ACCOBAMS
- Episodic content curated by ACCOBAMS

Brand Positioning	Key Messages	PLANNED
Organizational Activities	Events, meetings, etc.	PLANNED
Products	ASI results, NTETCCOBAMS, HQWW®	PLANNED
Brand Activities	Special days, Donation campaigns,...	PLANNED
Partner Activities	Carried out in partnership	EPISODIC
Media News	Environment, pollution, oceans	EPISODIC

SPECIFIC THEMATIC AXES

The themes and messages detailed below will be used in the content plans to develop monthly in the following sections:

BRAND POSITIONING
BRAND ACTIVITIES
PARTNERS ACTIVITIES

Strandings / Marine strandings

Create national emergency response networks, exchange information on stranding occurrences & provide veterinarians in ACCOBAMS countries with training sessions on best practices of necropsies to ascertain causes of mortality.

Integrated management

Critical cetacean habitats = solutions to reconcile human activity and cetacean conservation.

Depredation

Reduce unwanted interactions

Incidental catches in fisheries and Depredation

Reduce unwanted interactions.

Collisions

Promote preventive measures, especially in risk areas, with high intensity of maritime traffic.

Observation of cetaceans

Reduce negative impact: no animal harassment rules + good practices Code of Conduct brand HQWW®.

Noise pollution

Monitor noise-generating activities and promote mitigation measures.

GENERAL KEY MESSAGES

KEY MESSAGE	MESSAGE	PROOF POINTS
WHO WE ARE	We are the only organization in the world especially focused on the protection and conservation of whales and dolphins in the Mediterranean, Black Sea and contiguous Atlantic area.	We are a credible global information center on the life and habitat of cetaceans.
	We have been an agreement and a commitment between 24 countries to protect whales and dolphins since 1996.	We are experts in all aspects related to cetaceans.
		We are a knowledge network of 24 countries.
	ACCOBAMS is human knowledge and cooperation to protect and conserve the life of cetaceans.	We are the largest database of information on cetaceans living in the Mediterranean, Black Sea and contiguous Atlantic area.

KEY MESSAGE	MESSAGE	PROOF POINTS
WHAT WE DO	We are a cooperation tool based on the production and exchange of information and knowledge to help countries, organizations and individuals protect cetaceans and their habitats.	We recommend measures to be implemented by countries to protect cetaceans and their habitats.
	Our result will consist of a permanent mapping of the cetacean population in order to constitute an up-to-date database on the state of this population and the impact of human activity, developing measures to mitigate the threats caused by it.	We certify tourism companies that develop dolphin/whale watching activities, providing fundamental learning.
		We monitor the seas to learn more about cetaceans living in our oceans (through our ACCOBAMS Survey Initiative).
	We help people and organizations help cetaceans and protect the environment surrounding these animals through training and education.	We monitor the seas to learn more about the impact of human activity on cetaceans: the number of maritime traffic routes the noise impact of maritime and mining activities the impact of pollution (especially plastics)the impact of fishing the growing number of strandings.
	We respond to emergency situations involving cetaceans, helping member countries to install multi-articulated response systems and providing guidance to deal with them.	We coordinate rescue operations for threatened and/or injured/sick animals.

KEY MESSAGE	MESSAGE	PROOF POINTS
HOW TO	We thrive by giving every country, every organization, and every individual the means to improve the lives and habitats of cetaceans, not just in our specific region, but around the world.	Thanks to ACCOBAMS, countries apply relevant and up-to-date protection and conservation measures in their respective maritime areas.
	We are a hub for the exchange of knowledge between people and institutions interested in making everyone respect the cetaceans who share the same planet with us.	Companies, associations and organizations are more aware of the impact of their activities to take corrective action.
		The general public is more aware of cetacean issues in the contiguous area of the Mediterranean, Black Sea and Atlantic.
	Our best result will be to ensure that cetaceans continue to play an important role in our present and future.	Younger (and future) generations are more aware of the environmental and sustainable aspects that involve cetaceans and marine animals in general.

TONE OF VOICE

The tone of voice in social media can vary greatly depending on the platform, the audience, and the purpose of the post. Generally, social media posts should be upbeat, friendly, and engaging. This can be achieved by using language that is conversational and relatable, avoiding overly technical terms.

Bellow we define **5 main attributes for ACCOBAMS tone of voice**:

1. **Serious** - Cultivate a reflective, sincere dialogue with the audience, engaging with information and educational content
2. **Respectful** - Demonstrate admiration and respect to the subject matter and audience
3. **Authentic** - Reliable and trustworthy as it is based on facts, open, honest and sincere
4. **Conversational** - Friendly and inviting, not overly formal Enthusiastic - It conveys a positive attitude and excitement about the message
5. **Enthusiastic** - It conveys a positive attitude and excitement about the message

ACCOBAMS
EXECUTION

SOCIAL NETWORKS

Develop for each FACEBOOK and TWITTER network a strategy of its own, adapted to the type of content that exists on each platform and the way it is consumed.

Number of posts per network/week = 2 (posts and/or story/reel).

Language: English.

Make communication appealing, inspiring and shareable, arousing curiosity and interaction with the community.

facebook

More informative content and focused on the areas and content defined in the strategic axes, content strategy and specific messages.

The use of dedicated stories on Facebook, communicating with the audience through votes, questions, comments and curiosities, is a way to explore.

We suggest the following techniques:

- Use a conversational tone,
- Short text
- Links
- 1-2 hashtags per Tweet
- Use of images, GIFs and/or videos whenever possible
- Surveys/questions
- Monitor events and conversations about current affairs.

ACCOBAMS
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DE INFORMAÇÃO
FCBLISBOA
April 2023

Annex II - Guidelines Policy for Social Media

INDEX

ACCOBAMS

1 Scope

2 Rules of conduct in the management of social media

3 Crisis communication management in social media

4 Platforms to be used

5 Teams responsible

6 Responsibility flow

7 Team communication flow flow

8 Design Guidelines

9 Response times

10 Questions & Answers (includes potential questions from the public)

11 Reporting

ACCOBAMS
1. SCOPE

1. SCOPE

This document is a manual of standards and indications that serves as a guide for the teams in charge of managing social media.

The Manual aims to:

1. Define the ways of acting and managing interactions with digital communities;
2. Define the process of production and approval of content to be shared on social media;
3. Identify, in a clear and unequivocal way, how the team responsible for social media should act when facing different moments of interaction between Accobams and the digital community; and
4. Define the procedures in case of online crisis communication.

The social media platforms that should be considered, are the following:

- Facebook - facebook.com/ACCOBAMSDolphinsAndWhales
- Twitter - twitter.com/accobams

This document will be updated whenever necessary and according to changes related to the work process, frequency of publication, or specificities related to the communication axes of Accobams and the defined messages.

ACCOBAMS
2. RULES OF CONDUCT IN THE MANAGEMENT OF SOCIAL MEDIA

2. Rules of conduct in the management of social media

Accobams internal team will be responsible for community management, including reacting to and answering comments on social media channels. As such, in order to ensure excellence in the daily management of social media interactions, we list below some best practices so the teams responsible for this area has guidance about the conduct that includes commitments about what they should and should not do.

Accobams Team:

- Represent the organization in line with the Governance Manual.
- Respect the social media-established tone of voice.
- Acknowledge positive and neutral comments and react only when appropriate.
- Assess the risk of not responding to a publication/comment/suggestion.
- React to publications that ask a question directly.
- Maintain simplicity, clarity, and consistency when responding to questions, always providing links to relevant sources of further information.
- Always refer the user to the appropriate private channel for the resolution of the situation they present (positive, neutral, or negative).
- Consider reactions to negative comments as opportunities to convert critics into ambassadors.
- Prioritize responses within the defined timings.
- Reflect on the content and respective metrics, identify new approaches to improve metrics, and make decisions so that innovation is a constant in the daily management of social networks.

2. Rules of conduct in the management of social media

Teams make commitments that they should not:

- React automatically and impulsively to different situations, whether positive, neutral, or negative.
- React to insults, negative rumors, complaints, or comments without identifying the situation as possible or real risk or crisis potential and without complying with the online crisis communication flow.
- Making prejudiced statements.

ACCOBAMS
3. CRISIS COMMUNICATION MANAGEMENT IN SOCIAL MEDIA

3. Crisis Communication Management in Social Media

In the event of a crisis being detected on social media, the internal team must report the situation to the internal team according to defined rules and procedures, which will then forward the situation internally to those responsible and outline a messaging plan to be used on social media.

For the internal team, a single point of contact will be used to create the internal action plan and collect messages.

Although crisis management and monitoring services are not included in the contract, Central de Informação will alert Accobams if it detects any sensitive situation during the implementation of the monthly post plan and following the preparation and analysis of the quarterly activity reports.

Crisis management offices should be subject to a separate contract.

ACCOBAMS
4. PLATFORMS TO BE USED

4. Platforms To Be Used

Social media planning and management will be implemented through a platform named **Swonkie**.

Swonkie is a social media management software, where the approval flows are, also, present. The post plan and the content produced by Central de Informação (copy) and FCB (images and Design) will be placed in a directory provided to Accobams through a link.

Accobams can easily access the contents, suggest modifications and final approval.

ACCOBAMS
5. TEAMS

5. Teams

The teams responsible for the social media management work are divided are defined as:

1. External Team (Agencies)
2. Internal Team (Client)

These teams are formed as follows:

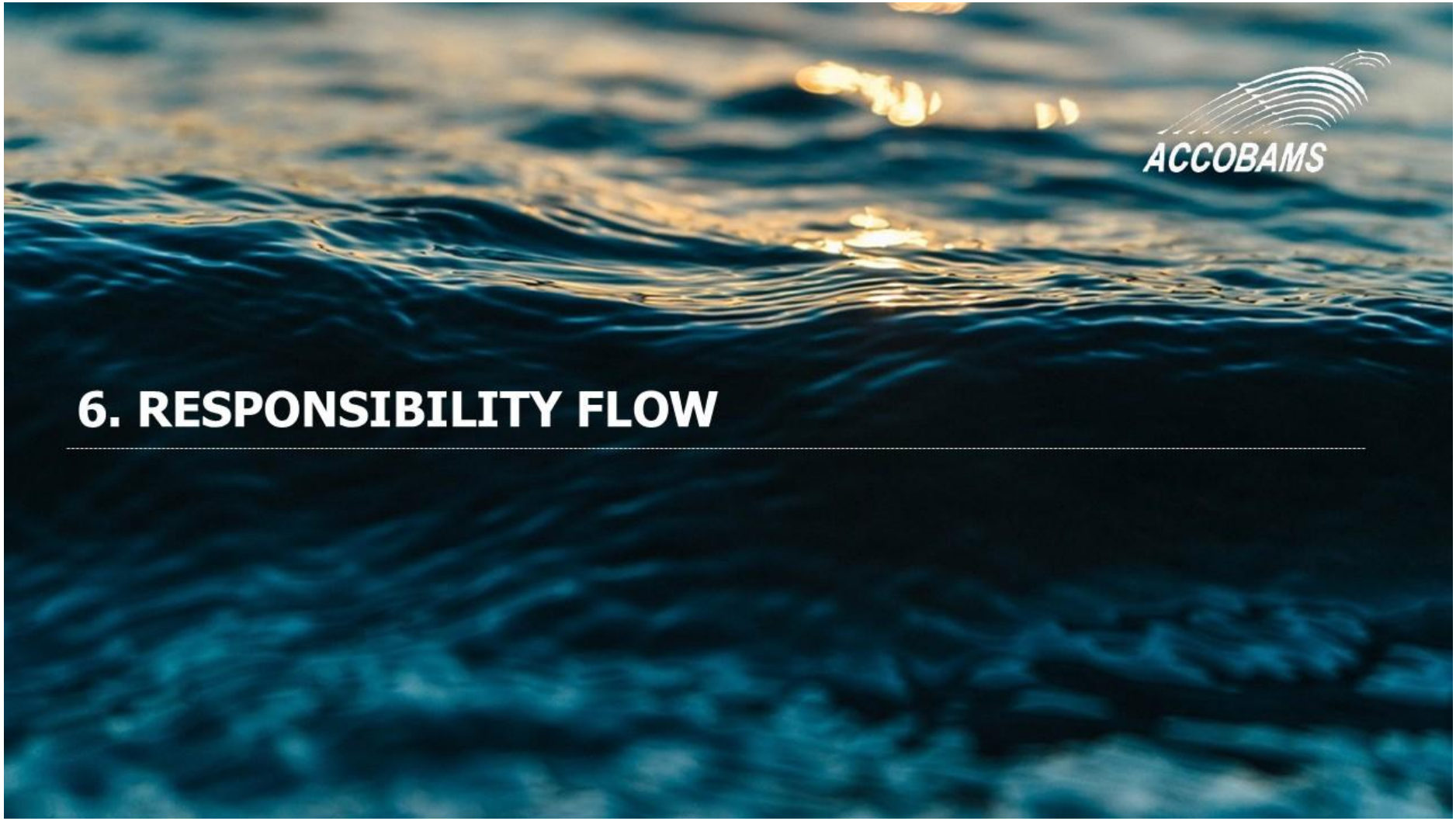
1. Central de Informação and FCB

Name	Position	Contact	Email	Agency
Teresa Figueira	Managing Partner	+351 918 463 830	teresafigueira@centraldeinformacao.pt	Central de Informação
Rui Paulo Martins	Content Manager	+351 919 923 752	ruipmartins@centraldeinformacao.pt	
Carolina Nogueira	Account Manager	+351 914 117 907	carolinanogueira@centraldeinformacao.pt	
Sónia Gonçalves	Account Director	+351 966 923 307	sonia.goncalves@fcblisboa.com	FCB | Lisboa

5. Teams

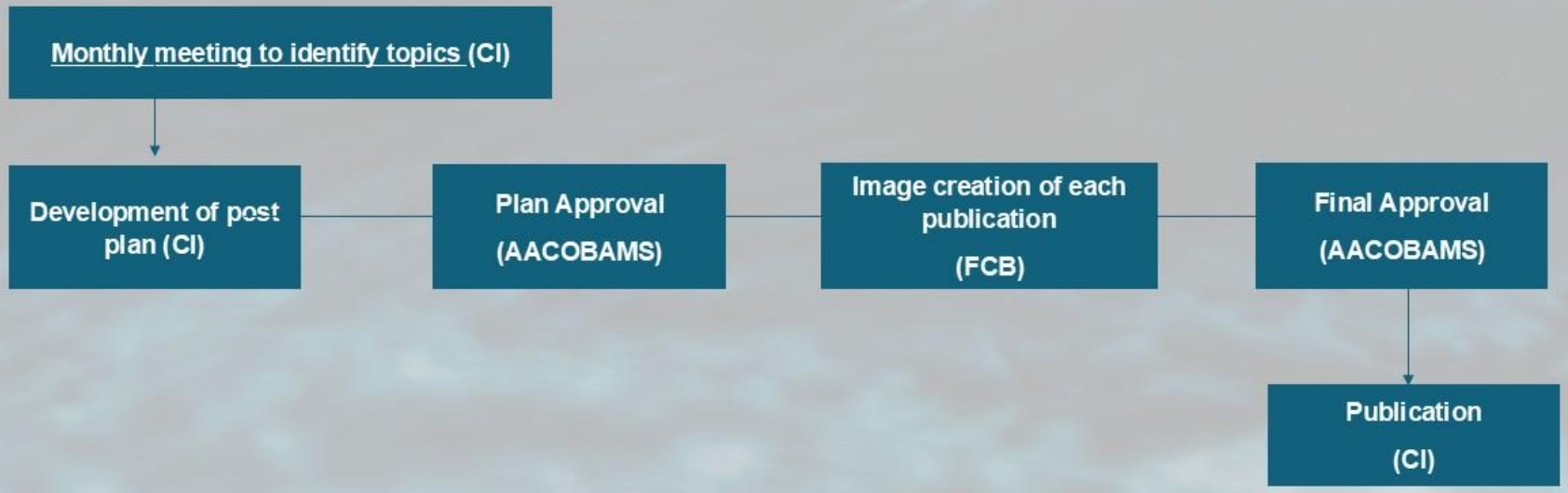
2. Accobams

Name	Position	Contact	Email	Organization
Susana Salvador	Executive Secretary	+377 9898 8010	ssalvador@accobams.net	ACCOBAMS
Camille Montiglio	Assistant to the Executive Secretary	+377 9898 2078	cmontiglio@accobams.net	


ACCOBAMS
6. RESPONSIBILITY FLOW

6. Responsibility Flow

For better preparation and anticipation of the topics to communicate and for excellence in the management of social channels, the post plan should be planned the previous month and should be sent for approval to Accobms until the 15th of each month. The development of the post plan, copy's, and images of each publication are the responsibility of Central de Informação and FCB. The approval of the publications plan (copy and images of the publications) is the responsibility of Accobams. **The creation and approval of these contents take place through the following flow:**



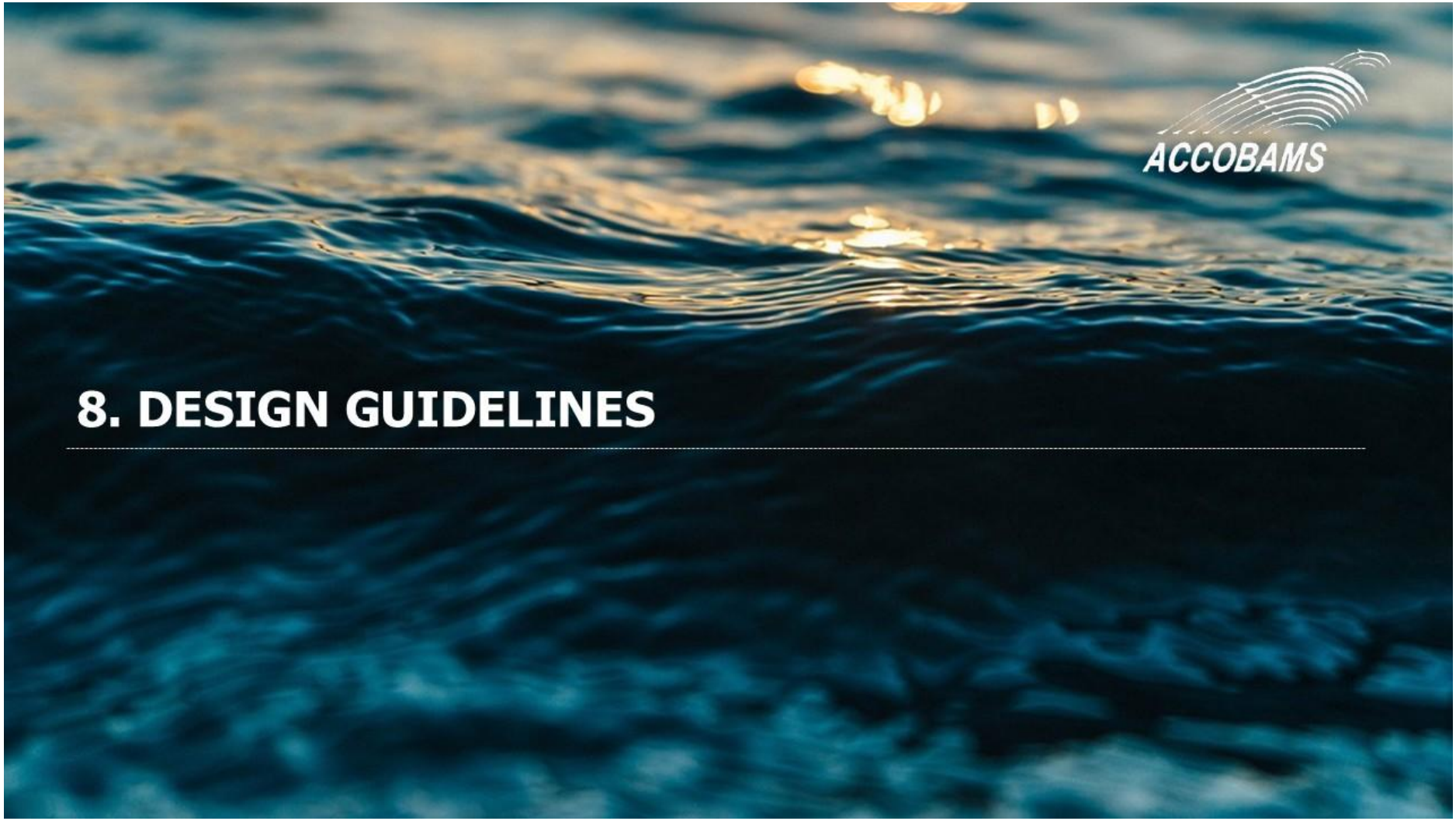
ACCOBAMS
7. TEAM COMMUNICATION FLOW

7. Team communication flow

The preferred means of communication between the internal and external teams should always via email, to record all actions and decisions taken during the work defined by this Manual.

If there is an urgent issue the additional steps described should be taken until contact is made with the team member to be contacted.

Post final post plan to be approved through Swonkie


ACCOBAMS
8. DESIGN GUIDELINES

8. Design Guidelines

The images present in our communication must reflect the topics addressed in each moment of communication.
The purpose of these images goes far beyond illustrating the theme, as they help to strengthen the connection between the theme and the reader, thus generating awareness and engagement.

As such, we should ensure:

• Favor images that are real. Images that convey the enormous richness of cetacean species, the threats these species face and the actions carried out in favor of their defense;

• Favoring images with blue tones and slightly saturated colors, as well as framing in a way that allows for the clear recognition of what is being displayed;

• Highlight relevant information through the text & image interaction, applying Barlow and Didonesque Ghost fonts for this purpose;

If it is not possible to use a photo, then, image compositions, illustrations (eg stylized silhouettes, scientific illustration), infographics, graphics or others, may be used if and only if ensuring these alternatives are always in line with the depicted themes.

8. Design Guidelines

To create a strong and coherent graphic identity, here are some aspects to bare in mind when creating digital content.

FACEBOOK POSTS (1200x628 px)

1. DIMENSION:
The logo shouldn´t be smaller than the dimension presented bellow.

182 px

2. SAFETY AREA:
It is defined by combining the height of the word "ACCOBAMS" and the space between this word and the logo icon.

3. LOCATION:
The logo can be placed on any corner of the image. Depending on framing, readability and the existence (or not) of photographic credits.

4. COLORS:
Blue color of ACCOBAMS logo, white and black.

R:12 G:39 B:115 R:255 G:255 B:255 R:0 G:0 B:0

8. Design Guidelines

TWITTER POSTS (1600x900 px)

1. DIMENSION:
The logo shouldn´t be smaller than the dimension presented bellow.

239 px

2. SAFETY AREA:
It is defined by combining the height of the word "ACCOBAMS" and the space between this word and the logo icon.

3. LOCATION:
The logo can be placed on any corner of the image. Depending on framing, readability and the existence (or not) of photographic credits.

4. COLORS:
Blue color of ACCOBAMS logo, white and black.

R:12 G:39 B:115 R:255 G:255 B:255 R:0 G:0 B:0

8. Design Guidelines

For both social media images, photographic credit's inclusion must be done as described bellow.

1. DIMENSION:
Half the size of the word ACCOBAMS.

2. SAFETY AREA:
The same as previously defined for the logo.

3. LOCATION:
Photo credits can be placed on any corner of the image. Depending on framing, readability and the inclusion (or not) of the logo.

4. COLORS:
The same as previously defined for the logo.

5. FONTS:
Barlow font family: Regular, Italic, SemiBold and SemiBold Italic.

Examples:

8. Design Guidelines

Fonts used:

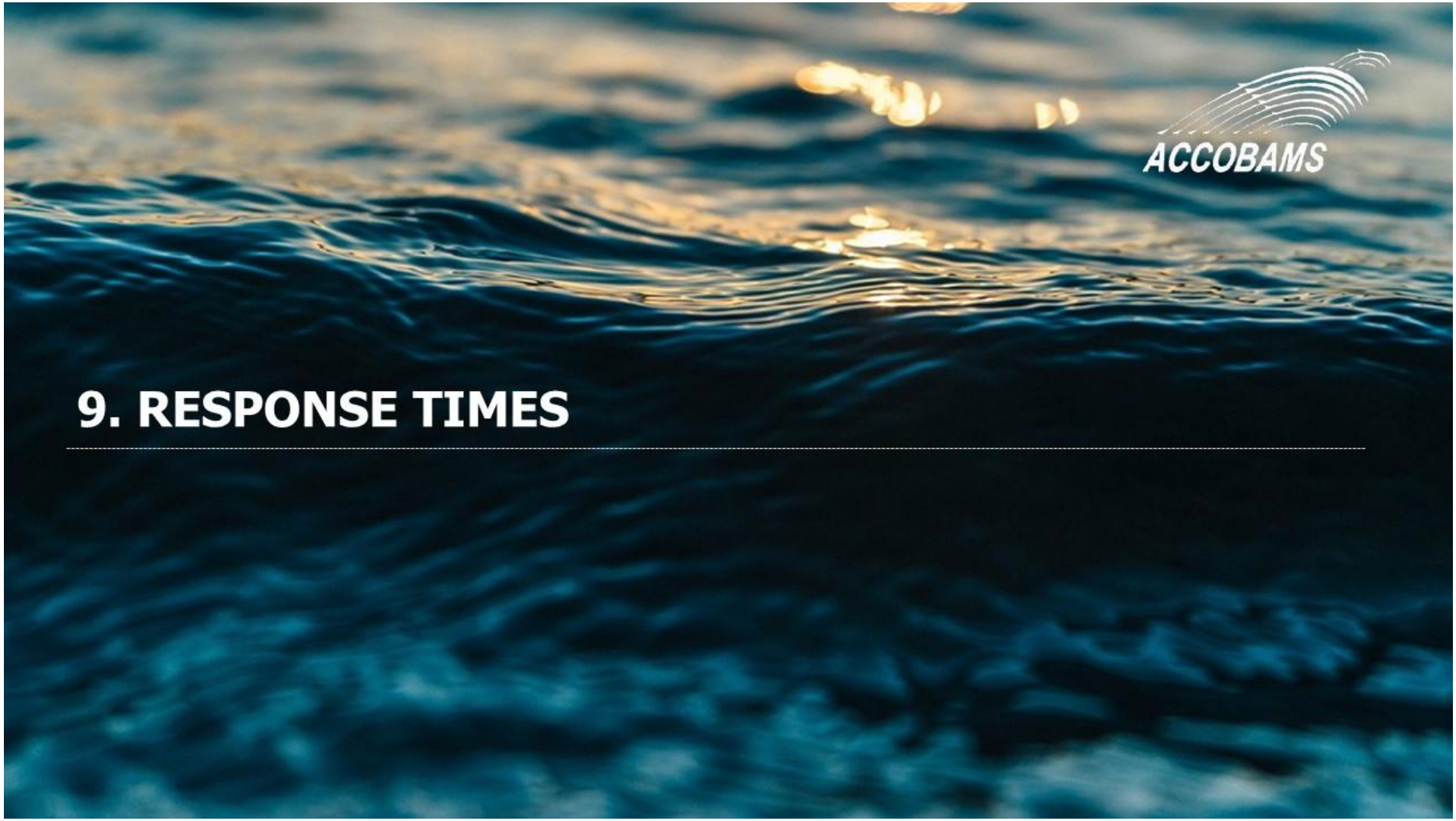
Barlow Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*

Barlow Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
*0123456789(-)%&?!€#"@**

Barlow SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*

Barlow SemiBold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*

Didonesque Ghost
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMOPQRSTUVWXYZ
0123456789(-)%&?!€#"@*


ACCOBAMS
9. RESPONSE TIMES

9. Response times

For community management, which will be the responsibility of ACCOBAMS, response levels between 80% and 100% must be ensured on a monthly basis, with a maximum time limit of 24 hours on working days for checking and sending to the internal team in case extra information is required.

All messages should be based on the list presented in chapter 9 **"Q&A - QUESTIONS AND ANSWERS".**

If there are promoted posts, the internal team shall check every 6h of comments inserted in posts, in the period between 9 am and 6 pm during the week of their publication.

ACCOBAMS
10. Q&A - QUESTIONS AND ANSWERS

10. Q&A - Questions and answers

Who is ACCOBAMS?

A: The Agreement on the Conservation of Cetaceans of the Black Sea, Mediterranean Sea and contiguous Atlantic area (ACCOBAMS) is a legal conservation tool based on cooperation signed on November 24th, 1996 and entered into force on June 1st 2001. Its purpose is to reduce threats to cetaceans notably by improving current knowledge on these animals and to help countries, organizations and individuals dealing with cetaceans around the world.

What does ACCOBAMS?

A: Our result consists of a permanent mapping of the cetacean population to constitute an up-to-date database on the state of this population and the impact of human activity, developing measures to mitigate the threats caused by it.

How many countries are involved in ACCOBAMS network?

A: ACCOBAMS is a knowledge network of 24 countries, namely Albania, Algeria, Bulgaria, Croatia, Cyprus, Egypt, France, Georgia, Greece, Italy, Lebanon, Libya, Malta, Monaco, Montenegro, Morocco, Portugal, Romania, Slovenia, Spain, Syria, Tunisia, Turkey, Ukraine.

Which are the sea regions addressed by ACCOBAMS?

A: ACCOBAMS tackle cetaceans living in the Mediterranean, Black Sea, and contiguous Atlantic area.

Why partnering with ACCOBAMS?

A: ACCOBAMS is the best partner of cetaceans, providing knowledge and up-to-date information about these animals. Furthermore, ACCOBAMS gives you the credibility, knowledge, and up-to-date information you need to develop your cetacean projects.

Which are the major endangered or vulnerable species of cetaceans addressed by ACCOBAMS?

A: ACCOBAMS tackles 11 species of cetaceans, namely: Fin whale, Sperm whale, Orca, Long-finned pilot whale, Cuvier's beaked whale, Risso's dolphin, Common bottlenose dolphin, Striped dolphin, Short-beaked common dolphin, Rough-toothed dolphin, Harbour purpoise.

What are the main threats cetaceans being addressed by ACCOBAMS?

A: There are seven major threats ACCOBAMS is dealing with through multiple activities, such as training, education, internal and external meetings, certifications, monitorization, emergency responses, rescue operations.
The threats are: strandings, noise pollution, vessel collisions, incidental catches in fisheries, depredation, observation of cetaceans and critical cetaceans' habitats.

10. Q&A - Questions and answers (cont.)

How do you monitor the situation?

A: We monitor the seas to learn more about cetaceans living in our oceans, and the impact of human activity on cetaceans - the number of maritime traffic routes the noise impact of maritime and mining activities the impact of pollution (especially plastics) the impact of fishing the growing number of strandings - through the ACCOBAMS Survey Initiative.

What is the NETCCOBAMS?

A: NETCCOBAMS is a collaborative management tool focusing on collisions between cetaceans and ships.

What kind of certifications does ACCOBAMS provide?

A: We certify tourism companies that develop dolphin/whale watching activities, providing fundamental learning through the "ACCOBAMS highly qualified MMOs/PAM operator" and the "High Quality Whale-Watching®" Certificate.

Does ACCOBAMS celebrates a special cetaceans' day?

A: Yes we have. The ACCOBAMS Cetaceans Day is celebrated with the World Ocean Day on June 8th.

Who could join or support ACCOBAMS initiatives and goals?

A: All sort of organizations can take corrective actions, and/or donations: companies, associations, organizations at large, academia/researchers, media, individuals, youngsters, major and local funders, and sponsors.

How can one sponsor or donate?

A: We've noticed that there's no application form or direct contact on the website for donations' purposes. How do sponsors/donors donate or collaborate? Can you provide an answer?

10. Q&A - Questions and answers (cont.)

What is a marine wildlife stranding and how does ACCOBAMS addresses the issue?

A: Stranded marine life are cetaceans like whales, dolphins, and porpoises stranded when they are found dead, either on the beach or floating in the water, or alive on the beach and unable to return to the water. ACCOBAMS creates national emergency response networks and exchange information on stranding occurrences & provide veterinarians in ACCOBAMS countries with training sessions on best practices of necropsies to ascertain causes of mortality.

What is ocean noise? How does ACCOBAMS addresses the issue?

A: Ocean noise refers to sounds made by human activities that can interfere with or obscure the ability of marine animals to hear natural sounds in the ocean. Human activities such as shipping, recreational boating, and energy exploration have increased along our coasts, offshore, and deep ocean environments. Noise from these activities can travel long distances underwater, leading to increases and changes in ocean noise levels in many coastal and offshore habitats, and negatively impact ocean animals and ecosystems. ACCOBAMS monitors noise-generating activities and promote mitigation measures.

How do ship collisions impact on cetaceans? How does ACCOBAMS addresses the issue?

A: One of the main anthropogenic causes of death for fin whale and sperm whales in the Mediterranean Sea is represented by collisions with boats. The probability of collision depends on the type of boat. The vessels most often involved in accidents with large cetaceans are usually those covering long distances, like ferries, cargos and cruise ships. These vessels often navigate with the autopilot, day and night. The greatest number of accidents occurs during the summer months, when maritime traffic, of ferries and private boats, reaches its peak. As whales are not detectable by radar, chances to detect their presence is rather low. ACCOBAMS promote preventive measures, especially in risk areas, with high intensity of maritime traffic.

What is bycatch or incidental catches? How does ACCOBAMS addresses the issue?

A: Cetacean bycatch (or cetacean by-catch) is the accidental capture of non-target cetacean species such as dolphins, porpoises, and whales by fisheries, being by far the single most serious, direct threat to cetaceans. Globally, it is estimated that at least 300,000 cetaceans are caught and killed as bycatch every year. Cetaceans can become entangled or wrapped in various types of fishing gear including nets, ropes and lines. Smaller species often die immediately as they are unable to reach the surface to breathe. The large size of some cetacean species means entanglement may not kill them immediately but instead can become a serious welfare issue as they tow heavy ropes, buoys and nets for weeks, months or years before dying. Bycatch of cetaceans occurs in all kinds of fishing operations: from large industrial to localised artisanal fisheries. It also occurs in most types of fishing gear. ACCOBAMS develops a diversity of activities to reduce unwanted interactions.

10. Q&A - Questions and answers (cont.)

What is cetacean's depredation, and how does ACCOBAMS addresses the issue?

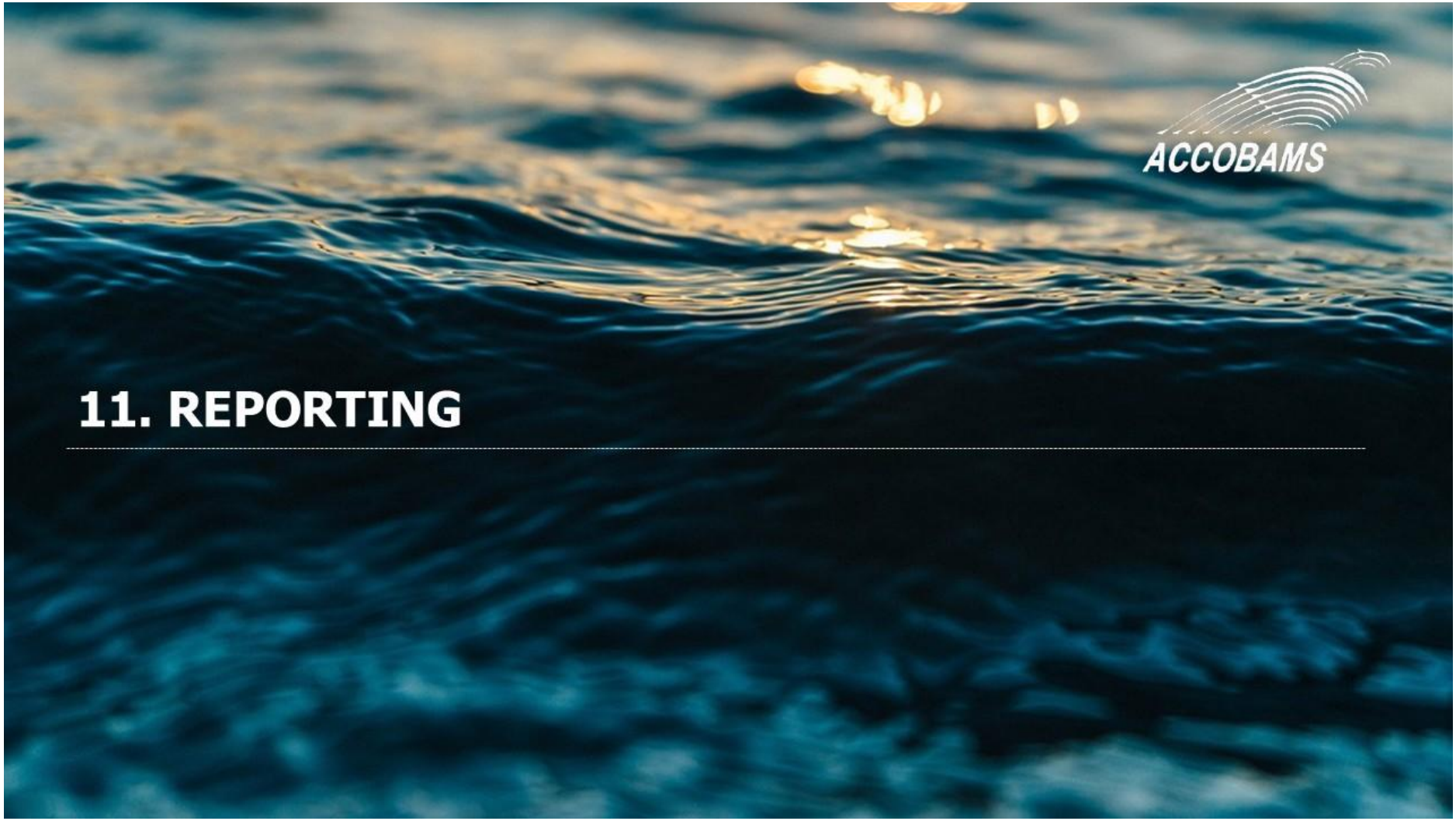
A: Cetacean depredation is the damage or removal of captured fish from fishing gear by cetaceans, being a worldwide issue primarily affecting longline and gillnet fisheries. For instance, common bottlenose dolphins take fish from fishing nets, a behaviour which is known as depredation. Dolphin depredation is an increasing problem across the Mediterranean small-scale fisheries and is thought to be linked to overfishing and depletion of dolphin prey. ACCOBAMS develops a diversity of activities to reduce unwanted interactions.

In what consists of the observation of cetaceans and how does ACCOBAMS addresses the issue?

A: The term "whale watching" refers to the activity of cetacean sightings, and other increasingly growing ecotourism activity to explore the marine biodiversity during a sea trip, or swimming whit them. If well managed, and within a substantial framework, they are a wonderful vector for environmental education, contribute to the local economy and can promote research on cetaceans and their conservation. However, in the absence of a framework, they can grow too fast, increasing pressure on the environment and disturbing animals, and give rise to serious repercussions for the populations concerned. In order to avoid the negative impact related with this activity, ACCOBAMS provides guidelines/rules "no animal harassment" and the good practices Code of Conduct brand HQWW® certification / certificates to tour operators.

What leads to a critical cetacean habitat and how does ACCOBAMS addresses the issue?

A: Critical habitat refers to those parts of a cetacean's range, either a whole species or a particular population of that species, that are essential for day-to-day survival, as well as for maintaining a healthy population growth rate. Critical habitat provides information for conservation planning and other purposes. ACCOBAMS provides solutions to reconcile human activity and cetacean conservation.


ACCOBAMS
11. REPORTING

11. Reporting

The Social Media activity report will be submitted every three months by the 8th working day of each month. In this report, the monthly and quarterly results are presented, including metrics, engagement, reach, and community evolution by social media channel as well as qualitative analyses of the work development and suggestions for the quarter ahead.

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