

Off Your Map Campaign

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What is Off Your Map?

A comprehensive communication campaign aiming at:

- **raising awareness** on coastal wetlands's values,
- **influencing policy processes** about the need to conserve and restore coastal wetlands in the Mediterranean.



#LifeBeginsInWetlands

Backed up by
work in 3
demonstration
sites and OAPs.

Phase 1: 2017-2020

Phase 2: 2020-2022

Approach

- scaling up the visibility of results at local level + bringing experiences from others to ensure networking and mutual collaboration,
- using scientifically grounded arguments.
- ensuring communication and policy work hand in hand.

first time a campaign of that scale is ever developed, let's learn from our steps.



#LifeBeginsInWetlands

Organisation

11 partners

BirdLife, DiversEarth, GWP Med, IUCN Med, MedINA, MedPAN, PAP/RAC and Plan Bleu (UNEP/MAP), Tour du Valat and the Mediterranean Wetlands Observatory, Wetlands International, and WWF.

With a pivotal role each

- specific activities / skills
- multiplier of campaign contents
- member of a team never built before

Campaign coordinated by



Financially supported by



Les outils de communication

Une stratégie décidée en amont avec des priorités actualisées bien définies, selon l'agenda international

Une identité visuelle

Le site Internet : www.offyourmap.org

Les réseaux sociaux: Facebook, Twitter, Instagram

Des communiqués de presse

Des fiches d'orientation politique

Des vidéos et animations

Des posters, kakémonos, cartes postales et autocollants, etc.



Des supports pour des événements locaux

Les jours de la côte, les journées des zones humides, et autres événements locaux (Monténégro, Sardaigne & Tunisie)

- Posters
- Infographiques
- Casquettes

