

CRISP Coordinating Unit

June 2007

CRISP



Coral Reef InitiativeS for the Pacific
Initiatives Corail pour le Pacifique

TECHNICAL MANUAL

CRISP PROGRAMME COMMUNICATION CHARTER



Eric CLUA

CRISP



Coral Reef InitiativeS for the Pacific
Initiatives Corail pour le Pacifique



The CRISP programme is implemented as part of the policy developed by the Secretariat of the Pacific Regional Environment Programme for a contribution to conservation and sustainable development of coral reefs in the Pacific

The Initiative for the Protection and Management of Coral Reefs in the Pacific (CRISP), sponsored by France and prepared by the French Development Agency (AFD) as part of an inter-ministerial project from 2002 onwards, aims to develop a vision for the future of these unique eco-systems and the communities that depend on them and to introduce strategies and projects to conserve their biodiversity, while developing the economic and environmental services that they provide both locally and globally. Also, it is designed as a factor for integration between developed countries (Australia, New Zealand, Japan, USA), French overseas territories and Pacific Island developing countries.

The initiative follows a specific approach designed to:

- associate network activities and fieldwork projects;
- bring together research, management and development endeavours;
- combine the contributions of a range of scientific disciplines, including biology, ecology, economics, law and the social sciences;
- address the various land and marine factors affecting coral reefs (including watershed rehabilitation and management);
- avoid setting up any new body but supply financial resources to already operational partners wishing to develop their activities in a spirit of regional cooperation. This is why the initiative was prepared on the basis of a call for proposals to all institutions and networks.

CRISP Coordinating Unit (CCU)
Programme manager : [Eric CLUA](#)
SPC - PoBox D5 - 98848 Noumea Cedex
New Caledonia
Tel : (687) 26 54 71
Email : ericc@spc.int
www.crisponline.net

This approach is articulated through a series of thematic objectives, which are:

Objective 1: Improve knowledge of the biodiversity, status and functioning of coral eco-systems.

Objective 2: Protection and management of coral eco-systems on a significant scale.

Objective 3: Develop the economic potential represented by the use values and biodiversity of coral eco-systems.

Objective 4: Dissemination of information and knowledge; capacity-building and leadership with local, national and international networks.

The CRISP Programme comprises three major components, which are:

Component 1A: Integrated Coastal Management and watershed management

- 1A1: Marine biodiversity conservation planning
- 1A2: Marine Protected Areas
- 1A3: Institutional strengthening and networking
- 1A4: Integrated coastal reef zone and watershed management

Component 2: Development of Coral Ecosystems

- 2A: Knowledge, beneficial use and management of coral ecosystems
- 2B: Reef rehabilitation
- 2C: Development of active marine substances
- 2D: Development of regional data base (ReefBase Pacific)

Component 3: Programme Coordination and Development

- 3A: Capitalisation, value-adding and extension of CRISP Programme activities
- 3B: Coordination, promotion and development of CRISP Programme

CRISP is funded by the following partners :



Why a Communication Charter ?

In addition to its basic role of funding body, the CRISP programme aims at creating new dynamics improving the sustainable development of Coral Reefs in the Pacific. These new dynamics relies on three processes:

- ▶ the creation of partnerships between non traditional partners such as French and International/regional funding agencies, CROP agencies, scientific organizations, NGOs and private agencies;
- ▶ the creation of partnerships between French and English speaking organizations with a better involvement of French Pacific Oversea Territories in the regional development processes;
- ▶ the permanent search of synergies and partnerships to achieve goals that are shared with other actors in the Pacific, avoiding any kind of duplication.

Given these novative and ambitious outcomes, the CRISP programme should appear as a temporary but critical process which deserves a clear lisibility insured by a communication charter which promotes through the CRISP products the shared goals rather than individual organizations, either technical ones or funding agencies.

CRISP identity and organization

The partners covered by this Charter refer to their initiative as 'CRISP' (Coral Reef Initiatives for the Pacific – InitiativeS Corail pour le Pacifique), which features a common logo representing this programme for the conservation, management and sustainable development of coral reefs in the Pacific. The CRISP is mentioned as a "programme" referring to a group of several "projects". These "projects" are grouped in three main components:

■ Component 1A:

Marine Protected Areas and watershed management

- 1A1: Marine biodiversity conservation planning
- 1A2: Marine Protected Areas
- 1A3: Institutional strengthening and networking
- 1A4: Integrated coastal reef zone and watershed management

■ Component 2:

Development of Coral Ecosystems

- 2A: Knowledge, beneficial use and management of coral ecosystems
- 2B: Reef rehabilitation
- 2C: Development of active marine substances
- 2D: Development of regional data base (ReefBase Pacific)

■ Component 3:

Programme Coordination and Development

- 3A: Capitalisation, value-adding and extension of CRISP Programme activities
- 3B: Coordination, promotion and development of CRISP Programme



Partners

All government and non-government CRISP Programme contributors have decided to collaborate in the conservation, management and development of coral reefs in the Pacific.

CRISP associates four types of partner: financial partners, financial and technical partners, technical partners and institutional partners.



Type of partner	Name of partner	Status
Financial partner	AFD	Donor
	FFEM	Donor
	UNF	Donor and Supervising Agency 2D, 3A
	MAE	Donor
Financial and technical partner	CI	Co-Donor and Supervising Agency 1 / Implementing Agency 1A1
	WWF	Co-Donor and Implementing agency 1A1, 1A2
	IRD	Co-Donor and Supervising and implementing Agency 2C/ Implementing Agency 1A2, 1A4, 2A
	IFRECOR	Co-Donor and Implementing Agency 1A2
Technical partner	SPC	Supervising Agency 3B
	SPREP	Implementing Agency 3A
	CIRAD	Implementing Agency 1A4
	IAC	Technical partner 1A4
	FSPI	Implementing Agency 1A2, 1A3
	Aleipata Safata	Technical partner 1A2
	PTPU	Technical partner 1A2
	EPHE-CNRS	Supervising Agency 2A, 2B and Implementing Agency 2A
	Proscience	Implementing Agency 1A2
	USP	Implementing Agency 2A
	SPI-Infra	Implementing Agency 2B
	WFC	Implementing Agency 2D
	ICRAN	Technical partner 2D, 3A
Institutional partner	ICRAN	Involved in AFD-UNF partnership (C2D and C3A)
	UNESCO	Involved in C1
	UNEP	Involved in C2D and C3A

Purpose of the charter

All communication activities and materials relating to the CRISP Programme are subject to this Charter. The purpose of this Charter is to set standards, promote uniformity and define target groups for all CRISP Programme communication activities and materials in a collegial spirit and with a concern for effectiveness. The communication and dissemination of programme results are 'products' of the programme, subject to planning (logical frameworks) and assessment (reporting and indicators). The overall consistency of communication is therefore decided on collegially by the Programme partners as required by the target groups and beneficiaries of the Programme, under the responsibility of the Programme Manager.

Responsibilities of the programme manager

All communication activities and materials on which it is intended to use the CRISP logo are subject to the approval of the Programme Manager. The Programme Manager is responsible for communication. If necessary, he will consult the Coordination Support Committee (CSC) with a view to redefining the communication policy guidelines and defining priorities, depending on the situation and events.

The Programme Manager also has the responsibility of assessing and ensuring the proper application of the Communication Charter by all partners.



The Programme Manager is also the representative and official spokesman of CRISP. He will be the main but not the only contact point for approaches from outside the Programme (journalists, agencies, offers of services, etc.) and will redirect these communications to the appropriate partner(s) depending on their respective responsibilities. He will be able to appoint a CRISP partner for any external representation purpose depending on the topic concerned or his own availability.

Advisory support role of CSC

The Coordination Support Committee (CSC) plays a consolidating role in CRISP Programme communication work. It considers proposals, issues recommendations and implements mechanisms designed to execute and optimise the consistency of initiatives with reference to the overall CRISP communication guidelines.

The CSC comprises 10 permanent members representing the various components: (CI, WWF, FSPI, IRD140, EPHE/CNRS, GINGER, IRD152, WFC, SPREP and the Programme Manager) and 9 permanent observers (B. Salvat and C. Wilkinson, scientific advisors; representatives of ICRAN, IRD; AFD; MAE/SPP; USP; SPC and NGOs). Occasional observers may be invited to consider one or a series of specific initiatives.

Partners responsibilities

CRISP partners undertake to comply with this Charter and to achieve the highest possible quality in the communication activities and materials produced by their programme component. The performance obligation in communication is defined in the logical frameworks in the same way as any other activity and is subject to assessment. Any failure to comply with this Charter will render the partner liable first to a reminder from the Programme Manager and second to financial penalties applicable under the authority of the Programme Manager, should he consider the communication activities or materials produced and described in the six-monthly progress report as unsatisfactory in comparison with the expected, budgeted and funded materials and activities

Settlement of disputes

Any dispute between a partner and the CRISP Coordination Unit with regard to the application of the Charter will lead to arbitration by the Coordination Support Committee (CSC) if its schedule allows it, so that any possible constructive solution can be sought before penalties are applied.

Use of the CRISP name and logo

All CRISP Programme communication activities and materials will be subject to the following requirements:

- ▶ systematic use of the common name and logo;
- ▶ the project title must appear in both the English and French languages: Coral Reef InitiativeS for the Pacific – *InitiativeS Corail pour le Pacifique*, whenever possible or necessary;
- ▶ the CRISP Programme must be quoted in oral communication situations.

All CRISP partners who have signed this Charter may use the CRISP logo and name.

The CRISP name and logo are the joint property of the CRISP Programme donors. Any wrongful or fraudulent use of the CRISP name and/or logo may lead to penalties against the partners or legal proceedings against a third party.

Communication objectives

The partners pursue communication goals consistent with the Programme's overall purpose of conservation, management and sustainable development of coral reefs in the Pacific, requiring communication materials suitable for the Programme target groups and beneficiaries.

The main goals of communication are:

- ▶ to enhance the understanding of local, national and international decision-makers in the areas of conservation, management and development of coral reefs;
- ▶ to raise general public awareness on coral environment conservation;
- ▶ to improve scientific knowledge and its sharing and dissemination;
- ▶ to improve information and knowledge exchange on protected marine areas, integrated coastal zone management methods, coral eco-systems, methods for rehabilitating damaged areas, economic development of coral reefs and any other topic addressed as part of the CRISP Programme between countries and territories of the Pacific region.
- ▶ to undertake any communication that may lead to an improvement in the conservation, management and development of coral reefs.

Communication materials

All partners involved in the CRISP Programme may propose communication activities. The communication materials that may meet the Programme's objectives can



take a wide range of forms and should be adapted to the characteristics of each target group:

- ▶ brochures, reports, books, children's books, handbooks, booklets, methodology guides;
- ▶ posters, flyers;
- ▶ articles in the specialised or general journals and in newspapers;
- ▶ participation in meetings, workshops and radio or television programmes;
- ▶ drama productions (e.g. Wan Smol bag in Vanuatu);
- ▶ films and documentaries;
- ▶ new information and communication technologies: Internet, CD-ROM, video games, etc

Types of partnerships

A. Communications materials produced by CRISP

Definition: is considered as a CRISP product any product for which the CRISP funding contribution is:

- ▶ either equal or superior to 60% of the budget for funding the steps allowing the information necessary for the setting up of the communication product AND equal or superior to 50% of the budget for funding the costs of setting up, editing and distributing the communication product;
- ▶ either equal or superior to 95% of the budget for funding the costs of setting up, editing and distributing the communication product (based on information provided through other than CRISP funding partners). NB: in this case, the product should follow the communication charter, but the role of the funding partners is mentioned in the product (see after).

The following requirements will apply to all communication materials produced by the CRISP Programme:

■ **the front page cover** shall feature the logo of the CRISP Programme on the top left (with its three pictograms) and the programme title in English and French: "Coral Reef InitiativeS for the Pacific / InitiativeS Corail pour le Pacifique". The front page cover shall also feature, at the bottom of the page or at the most adequate place on the page, the logo and name of each technical partner directly involved in the specific project covered by the communication material. Funding agencies should be preferably mentioned in the first inside cover (see exemples hereby). In the case of having both technical and financial partners indications on the front page, the logo of the donor and his status should clearly appear preceded by the expression: "funded by". If a technical partner had a major responsibility in the production of the document, his logo may be emphasized with a special place and size, mentioning the partners with their logos preceded by the expression: "With the contribution of".



The CRISP programme is implemented as part of the policy developed by the Secretariat of the Pacific Regional Environment Programme for a contribution to conservation and sustainable development of coral reefs in the Pacific.

The initiative for the Protection and Management of Coral Reefs in the Pacific (CRISP), sponsored by France and prepared by the French Development Agency (AFD) as part of an inter-ministerial project from 2002 onwards, aims to develop a vision for the future of these unique eco-systems and the communities that depend on them and to introduce strategies and projects to conserve their biodiversity, while developing the economic and environmental services that they provide both locally and globally. Also, it is designed as a factor for integration between developed countries (Australia, New Zealand, Japan, USA), French overseas territories and Pacific Island developing countries.

The CRISP Programme comprises three major components, which are:

- Component 1A:** Integrated Coastal Management and watershed management
 - 1A1: Marine biodiversity conservation planning
 - 1A2: Marine Protected Areas
 - 1A3: Institutional strengthening and networking
 - 1A4: Integrated coastal reef zone and watershed management
- Component 2:** Development of Coral Ecosystems
 - 2A: Knowledge, monitoring and management of coral reef ecosystems
 - 2B: Reef rehabilitation
 - 2C: Development of active marine substances
 - 2D: Development of regional data base (ReefBase Pacific)
- Component 3:** Programme Coordination and Development
 - 3A: Capitalisation, value-adding and extension of CRISP Programme activities
 - 3B: Coordination, promotion and development of CRISP Programme

CRISP Coordinating Unit (CCU)
 Programme manager: Eric CLUA
 SPC - PoBox D5
 98848 Noumea Cedex
 New Caledonia
 Tel: (687) 26 54 71
 Email: ericc@spc.int
 www.crisponline.net

Contact the author:
 Helen SYKES
 Marine Ecology Consulting
 PoBox 2558, Govt. Bldgs
 Suva, Fiji
 Phone: (679) 336 3625
 resortsupport@connect.com.fj

CRISP contact person:
 Ken MCKAY
 School of Marine Studies
 Faculty of Islands and Oceans
 The University of the South Pacific
 Suva, Fiji
 Phone: (679) 3232612
 Fax: (679) 3231526
 Email: mckay_k@usp.ac.fj

COMPONENT 2A Knowledge, monitoring and management of coral reef ecosystems

- **PROJECT 2A-1:** Postlarvae (fish and crustacean) capture and culture for aquarium trade and restocking
- **PROJECT 2A-2:** Improvement of knowledge and capacity for a better management of reef ecosystems
- **PROJECT 2A-3:** Synopsis and extension work on indicators for monitoring the health of coral ecosystems and developing a remote sensing tool
- **PROJECT 2A-4:** Testing of novel information feedback methods for local communities and users of reef and lagoon resources
- **PROJECT 2A-5:** i) the effects on the increase in atmospheric CO2 on the health of coral formation and ii) the development of eco-tourism

This CRISP component is funded by the following agency:





■ **The first inside page cover** should be standardized with on the first half (top) the CRISP logo and a short presentation of the programme (with the Coordination Unit contact), including also the SPREP logo with the following sentence “The CRISP programme is implemented as part of the policy developed by the Secretariat of the Pacific Regional Environment Programme for a contribution to conservation and sustainable development of coral reefs in the Pacific». On the second half (bottom) a brief description of the component (1A1, 1A2, 1A3, 1A4, 2A, 2B, 2C, 2D, 3A or 3B) producing the material (with contacts), and the logos of the donors financing it, preceded by the expression : « this component of the CRISP programme is funded by the following agencies” (see exemple page 6)

■ **The back page cover** shall feature the logo of the CRISP Programme on the top left with the only pictogram of the component covered by the material, with the mention of the component (1A1, 1A2, 1A3, 1A4, 2A, 2B, 2C, 2D, 3A or 3B) producing the material. The page should also feature on the top right the purpose (title) of the material. The rest of the page should be used to present a summary of the document content preceded by “abstract”, with the logo of the main technical partner included on the top right of the summary. NB: In the situation described above (item 11.A.2), a specific mention is allowed for underlining the critical funding role of non conventional partners of the CRISP programme that were involved in the gathering of the information included in the communication material.

NB: The last inside page cover design is free but should be used as far it is possible to provide an abstract of the product in French, following the features of the back page cover.

B. CRISP Internet website

The CRISP Internet website is designed to inform the public at large about the contents of the Programme, its general objectives, activities and progress under the following headings: Programme objectives; Programme structure, financial and technical partners, news, products and publications.

The CRISP Internet website makes it possible to reference and make available to the public and players involved all external publications and documents produced as part of the CRISP Programme, except for graphics-based materials such as posters and multimedia documents.

The site is also designed to facilitate information flow between CRISP partners through the establishment of an intranet on which all administrative documents will be available (agreements, reporting grids, etc), reports, communication materials, graphics (logos, colour references, etc) together with any information deemed important by the Coordination Unit. Access

codes shall be requested and issued by the Programme Coordination Unit.

Website management will be the responsibility of the Programme Coordination Unit based in Noumea.

CRISP partners are invited to reference and create a link to the CRISP website home page: www.crisponline.net in the same way as the CRISP site should permit links with partners' sites whose addresses should be communicated to the Programme Manager. If the CRISP Internet website were to be hosted at another address, a broad and complete information programme would be conducted by the Coordination Unit so that links to the site could be kept up-to-date by all partners. Similarly, partners are requested to inform the Coordination Unit of any change in their website address so that links published on the CRISP Internet website can also be kept up-to-date.

C. Communication materials co-produced or co-published by CRISP and one or more CRISP partners or by CRISP and an external partner

Any material co-published, co-produced, co-designed or resulting from cooperation with CRISP partners (not meeting the requirements for being a CRISP product as defined above) requires the CRISP names and logos and those of the partners involved to be clearly featured.

Any co-publication, co-production, co-design or cooperation with private or institutional partners other than CRISP partners shall be covered by a specific contract clearly defining the common activities and giving a clear time schedule. The identity of the private partner must be clearly dissociated from the CRISP Programme and partners. It must be recognisable as a temporary partner and involved in specific project activities defined in the contract with CRISP and as clearly associated with CRISP or one of the partners with which it has an agreement.

Whatever the circumstances, the CRISP Programme Manager will be involved in the choice of target groups, layouts and graphic codes of communication projects.

D. Communication materials produced by a CRISP partner

Publications by institutes containing the scientific results obtained as part of programmes supported by CRISP will require the agreement of the CSC. Such publications should refer to the programme on the cover page and feature the CRISP logo.

Publication by institutes of scientific results obtained as part of programmes supported by CRISP in the form of scientific articles in scientific journals, collective works or workshop proceedings or in the form of



documentaries or any other multimedia products should cite CRISP in the acknowledgements.

Material featuring CRISP logo

At least three copies of all communication materials bearing the CRISP logo shall be provided to the Coordination Unit for listing and filing, with an electronic version when it is possible.

Bilingualism

Communication proposals are submitted to the coordination unit in French or English as preferred. Whenever possible or where the project requires dissemination in both languages, it is recommended and desirable that such materials be supplied in both languages; failing this, the Coordination Unit will arrange for translation despite the long delays due to the heavy workload of the SPC Translation Section.

Papers delivered orally may be presented in either language, depending on the partner or audience involved. Only large-scale workshops or seminars will enjoy simultaneous interpretation services.

Graphic charter

Logo

The logo is in two colours (Pantone blue 295C and Pantone turquoise 320C) and can be produced in one colour (Pantone 295C at 100% and 50%) if only one colour is possible.

The logo is the property of CRISP and its use is subject to permission from the programme manager.

The logo will be available on the CRISP website intranet in a variety of formats, either in color or monochrome:



Banner

Whenever necessary or possible, a banner reading 'Coral Reef InitiativeS for the Pacific / InitiativeS Corail pour le Pacifique' should be added below or alongside the logo. The banner will use the same colours as the logo.

The banner will be downloadable from the CRISP website intranet.

Pictograms and colour coding of components

The thumbnail images appearing at the bottom of the logo are the three pictograms associated with the three CRISP Programme components.

Component 1: Aerial view of an island and its reef, Pantone colour 295C and white



Component 2: Coral and fish, pantone colour 320C and white



Component 3: Group of people, pantone colour 295C and 50% white



These pictograms and associated colours will be used in every case to characterise the components in progress reports, various administrative documents, on the website, etc

Photo credits

CRISP undertakes to systematically cite the source of photographs used in documents published by the Programme. All external photographs used in published documents will be subject to a request for permission to the bodies or individuals holding the copyright on such images.