



Mistra C2B2
Co-Creating
Better Blue

COMMUNICATION HANDBOOK

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 **MISTRA**

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Acronym list

C2B2 – Co-Creating Better Blue

LL – LivingLab

RISE – Research Institutes of Sweden

SEI – Stockholm Environmental Institute

SIME – Swedish Institute for the Marine Environment

SND – Swedish National Data Service

UGOT – University of Gothenburg

WP – Work Package

1. Introduction and background

The research programme Mistra Co-Creating Better Blue (C2B2) engages marine stakeholders from multiple sectors in collaboration towards a more sustainable, open, and democratic blue economy in Sweden. Utilizing co-creation processes and participatory governance, supported by data and knowledge, the aim is to bring about transformative change in the management of the sea. The cooperation among marine stakeholders occurs in three LivingLabs (North, East, West) associated with Sweden's three marine basins (Gulf of Bothnia, Baltic Proper, Kattegat-Skagerrak). The C2B2 LivingLabs are innovation experiments in real life settings in Sweden, made up of actors across multiple sectors and governance levels in marine environments and interested in marine spatial planning. The LivingLabs create an inclusive and collaborative environment to co-create, together with C2B2 experts in climate science, governance, and data-driven innovation, a common vision for sustainable marine management and spatial planning and to cooperate, experiment and learn how to achieve a more resilient socio-ecological system and a sustainable blue economy.

This document is intended for internal usage in the C2B2 programme. It specifies practical details related to external communication, especially for WP5. Internal communication among the research organisations in the consortium (partners) is detailed in the Programme Handbook.

1.1. Objectives of the C2B2 programme

The overall aim of C2B2 is to trigger transformative change in ocean governance in Sweden, away from a single-use/single-actor paradigm, and towards multifunctional use through co-creation for ecosystem resilience founded on data. This is essentially about creating the conditions for a robust, inclusive and just transition towards participatory ocean governance. To achieve this, C2B2 pursues three interrelated aims:

- 1) To provide the basis for a continuously evolving knowledge system for science-based ecosystem governance in Sweden by advancing and interlinking three pillars: ecosystems and climate science; open, data-driven innovation & emerging technology; and governance theory and practice.
- 2) To demonstrate in practice in LivingLabs how the transition towards science-based ecosystem governance of a sustainable blue economy can be achieved by initiating, developing and embedding co-creation processes as routines for participatory governance, ensuring adaptive management practices beyond the C2B2 programme lifetime.
- 3) To reshape our relationship with the ocean by instilling new ways of working together and practicing science-based ecosystem governance, so that more actors and individuals can realise that they (could) have a direct stake in the offshore space.

2. Messages

2.1. Messages regarding the main programme goal

- C2B2 aims to bring marine stakeholders together to collaborate for a more sustainable blue economy and a more open and democratic use of the sea.
- C2B2 focuses on bringing about transformative change through participatory governance supported by relevant and insightful data and knowledge.

2.2. Messages about the challenges

- Marine industries are changing at high speed, while technology is evolving fast. However, the presence of conflicting goals among stakeholders regarding the utilization of limited marine space, combined with the challenges of patchy and expensive data collection, creates significant hurdles for effective ocean governance.
- As a larger part of society has an ever-increasing stake in the ocean, it is imperative that we develop new forms of stakeholder collaboration combined with science-based ecosystem governance practices.
- There is an urgent need to radically change the way we perceive and utilize the sea.

2.3. Messages on the programme methods and activities

- C2B2 will operate in three LivingLabs located in Sweden's three marine basins. In LivingLabs, stakeholders can convene and develop collaboration in a real-world environment, providing an opportunity to conduct experiments and test innovations.
- C2B2 brings together a wide range of marine stakeholders from all sectors of society –industry, government agencies, and civil society.
- The programme operates across three thematic pillars: 1) science; 2) technology and innovation; 3) governance and management.

2.4. Messages on the expected results and impacts of the programme

- The goal of the programme is to foster the implementation of a management process and a long-term knowledge system for science-based ecosystem governance, which persists even after the research programme has concluded and can be utilized elsewhere in Sweden and internationally.
- To trigger transformative change in Swedish ocean governance towards multifunctional thinking/use via co-creation founded on data.

2.5. Encouraging messages to engage in C2B2 activities

- By participating in C2B2, your organization will have the opportunity to collaborate with other key marine stakeholders to achieve sustainable management of the marine environment and the blue economy.
- In our Living Labs, your organization has the opportunity to conduct experiments, test innovations, and develop collaborations in a real-world environment.

3. Communication channels and tools

3.1. Communication kit

A programme visual identity, standard PowerPoint presentation, leaflets, infographics, videos and posters will be created describing the programme activities and the innovations developed in the LivingLabs. Most of the material will be available as e-documents and printing will occur as required.

Target value: Availability of 1 Communication Kit (M10); Videos > 4

3.2. Newsletter

The newsletter is aimed at multiple target groups, and contains general information about C2B2, with updates, insights, and upcoming events. The newsletter should not contain detailed and critical information about the work in the LivingLabs, due to the risk that recipients may not take the time to read the letter. Such information should instead be shared through standard e-mail.

Target value: newsletters released = 4 per year; Total mailing list contact points > 300.

3.3. E-mail

Important information intended for participants in the LivingLabs is best shared via e-mail. We use the e-mail address c2b2@gu.se to disseminate information about the programme's progress.

Leaders of each LivingLab communicate with their respective group using their personal e-mail addresses.

3.4. Website

The website will integrate all C2B2 results, tools and materials generated through the programme. The site contains both external and internal information. The website is hosted at UGOT's web hotel.

Website address: <https://c2b2.se/>

Target value: Unique Visitors by M12: > 500; Unique Visitors by M36: > 1000.

3.5. LinkedIn

We use a LinkedIn 'company' page ([@mistra-c2b2](https://www.linkedin.com/company/@mistra-c2b2)) to reach a broader audience. The target audience consists of actors interested in marine and maritime issues.

Target value: Followers (by M36): > 500; No. of impressions (monthly average): >1500.

3.6. Press and media contacts

We use media contacts for stories that potentially can give a wide impact towards the general public, to increase the knowledge and understanding of C2B2 as a programme, and the general context and problem area. Normally press and media wants to connect a story to peer-reviewed published work.

Target value: press releases > 5; Total targeted receivers > 250.

3.7. Larger meetings, workshops and seminars

Participating in and hosting/co-hosting events to promote networking and knowledge exchange. For example, C2B2 plans to contribute to Riksdag Breakfast for interested members the Riksdag, the Almedal week in Visby, BlueMission BANOS Mission Arenas.

3.8. Policy briefs

4 Policy briefs will be prepared and disseminated strategically to their respective target audiences: State of the art in ocean governance in Sweden (SIME); Recommendations on open innovation for planning agencies, innovators, and financiers (RISE); Transition scenarios for a sustainable blue economy in Sweden and recommendations for promoting multifunctionality (SEI); Marine data stewardship in Sweden - lessons learned from C2B2 and recommendations (SND).

Partner organisation of lead author publishes the policy brief.

Target value: Policy briefs = 4; Total targeted recipients > 100 per brief.

3.9. Direct contact

Via e-mail, phone calls etc, for designated actors we wish to engage in the programme.

4. Name, visual identity and language

4.1. Name of the programme

The name of our programme is **Mistra Co-Creating Better Blue**. The programme name is identical in Swedish. Note upper-case letters: Two upper-case C and two upper-case B. Mistra is spelt with lower-cases, except for the initial upper-case M, both in our programme name and otherwise.

The abbreviated form of the programme name is C2B2, derived from the upper-case letters in the programme name. Sometimes the form Mistra C2B2 is appropriate. Especially at the beginning of a communication (including in headlines), it can be suitable to write both the full programme name and the abbreviated form: Mistra Co-Creating Better Blue (C2B2).

4.2. Visual identity

A visual identity has been developed for the programme, which will be further developed. A consistently communicated visual identity contributes to increased visibility, recognition, clarity, and credibility. The visual identity specifies how logos, colours, fonts, images, and templates are used. The design language is soft and human, with the sustainable blue economy at the forefront.



4.3. Logo and breaking wave











We have a programme logo, in several versions, on blue green, black, white and on transparent background, as well as on the blue green breaking wave. The text in the logo is placed either under the symbol (Portrait) or beside the symbol (Landscape). The logos can be found in the C2B2 Sharepoint folder: [02 Communication & Dissemination – Logos – C2B2 programme logo](#)

The breaking wave is a photo by Patrik Eld (photographer based in Lysekil). It is used within C2B2 as background to some logo versions, on the website and in templates for reports and presentations. Photo credit should preferably be given when practical, but it is not a strict requirement. The photo is available in the [C2B2 programme logo](#) folder, in A4 and a cropped horizontal version.

4.4. Colours

Table 1: Colours to be used.

Colour	Code	Usage, white font	Usage, white background
Blue green	#218381	C2B2 	C2B2 

Colour	Code	Usage, white font	Usage, white background
Green	#358253	WP1 	WP1 
Orange	#C2570F	WP2 	WP2 
Purple	#A456A4	WP3 	WP3 
Blue	#0060AA	WP4 	WP4 
Blue green	#218381	WP5 	WP5 

Black fonts should preferably be used for small text. The colours in the table above can be used for large text (e.g. headlines) and graphical objects (e.g. icons) on a white background. They can also be used as background for large white text (e.g. headlines) or white graphical objects (e.g. icons).

4.5. Images

We will create a photo stock for our communication needs. On specific occasions, such as the Offshore Test Day, we take the opportunity to take photos and film.

We will also develop a photo stock available externally on our website, with logos and selected images.

4.6. Templates

We will create a report template in Word and a template in PowerPoint.

4.7. Language and words

4.7.1. English and Swedish

The working language among partners in the programme is English. The working language is also English when working with international stakeholders and research projects/programmes. However, the working language with Swedish stakeholders is Swedish, specifically in the LivingLabs. This means that internal communication will be in English, while external communication mostly will be in Swedish. We communicate in a straightforward and easy-to-understand language to our external audiences.

4.7.2. Marine words

Marine or maritime. Marine is the more generic term. Maritime gives associations to industry, but in the stricter sense it refers to transport at sea, the usage of vessels, etc. Fishery and offshore wind are usually not labelled maritime sectors.

Offshore. This refers to the marine domain outside of the coastal area. The distinction between coastal and offshore is not well defined. Offshore can be used about all non-coastal marine activities. In the case of wind farms, offshore is used also when the farms are very close to the coast. The Swedish word for offshore is ‘utsjö’ but it is not widely used.

5. Priority activities for 2024

At the C2B2 F2F plenary meeting in Umeå in February 2024, the following communication priorities were identified as most urgent: templates for Word and PowerPoint, website, presentation materials, and newsletter. Programme host UGOT has also committed to two C2B2 publications in Open Access Government (October issues), which may involve comms.

Table 2. Priority activities for 2024

What?	Who?	When?	Comment
Report template (Word)	External expertise	May	Draft presented.
PowerPoint template	External expertise	May	Draft presented.
First newsletter	Hanna	May	Published in June.
Film (Offshore Test Day)	UGOT Medieteknik	May	Published, subtitles in Swedish and English.
Articles for Open Access Government	Torsten	May and August.	For publication in October. (3 more in 2025)
C2B2 standard presentation	Torsten	June	Swedish and English.
New website hosted by UGOT’s web hotel	Hanna	October	