



## Call for a proposal of a National Information Campaign for Monk Seal Conservation in Greece (Summer 2025)

### 1. Background

The Mediterranean monk seal (*Monachus monachus*), one of the most endangered marine mammals in the world, is facing growing challenges to its survival due to human activities. Greece, home to a significant portion of the remaining population, is critical in ensuring the conservation of species. Despite conservation efforts, monk seals remain at risk from disturbances caused by unregulated human behaviour, particularly in areas where tourism and recreation intersect with their habitats.

Tourists and the general public play a pivotal role in conserving monk seals. Coastal tourism, including visits to beaches and caves that serve as vital habitats for the species, can inadvertently cause significant disturbances. Boat traffic, noise pollution, and interactions in sensitive areas often lead to stress, displacement, and, in some cases, abandonment of pups by their mothers. Similarly, recreational activities such as snorkelling and diving in proximity to monk seal habitats can disrupt their natural behaviour, jeopardising their ability to feed, rest, and breed effectively.

Raising awareness among tourists and the general public is essential to fostering a culture of responsibility and sustainable behaviour. By understanding the ecological significance of monk seal habitats and the consequences of human disturbance, individuals can make informed decisions that support conservation efforts. Simple actions, such as maintaining a respectful distance from monk seals and adhering to local guidelines, can profoundly contribute to the species' well-being.

Close to 20 % of Greece's territorial waters are designated as protected areas, of which 99% are Natura 2000 areas. However, the process from designation to actual protection by issuing Presidential Decrees and Management Plans is long. In the meantime, the project "[Supporting effective conservation measures for the Mediterranean monk seal and its habitat in Greece](#)" led by NECCA and supported by the Monk Seal Alliance aims to address management and mitigation of threats in important monk seal habitats.

In response to these challenges, NECCA (National Environmental Conservation and Communication Agency) and the Monk Seal Alliance (MSA) are launch a call for proposals for developing and implementing a national information campaign to increase awareness of monk seals among tourists and the general public. The campaign will focus on educating visitors about the importance of responsible behavior when encountering monk seals and their habitats, with particular attention to the protection of caves.

This national information campaign aims to educate and engage tourists and the general public through accessible, actionable messaging. By promoting sustainable tourism practices and fostering a sense of stewardship, the campaign seeks to minimize human impact on monk seal habitats and contribute to the long-term conservation of this iconic species. The campaign will bridge the gap between awareness and

action through targeted communication efforts, ensuring that Greece remains a safe haven for the Mediterranean monk seal.

Targeted stakeholders include:

- Tourists visiting key monk seal habitats during the summer months.
- The general public in Greece, especially those living in or visiting regions known for monk seal presence.

The campaign will be field-based and cover at least eight hotspots for monk seals pre-identified by NECCA.

## **2. Objectives**

The primary objective of this assignment is to propose a national information campaign to communicate the urgency of the preservation of the Mediterranean monk seal, its conservation needs, and the role of tourists in mitigating disturbance to seal habitats. The specific goals include:

- Ensuring that tourists and the general public are aware of the risks posed by disturbances to their habitats, particularly sea caves.
- Empowering tourists to adopt responsible behaviour that minimises disturbance, even without a fully implemented legal framework or enforcement mechanisms.
- Motivating tourists to influence tourism operators to adopt sustainable practices by making informed, responsible choices.

## **3. Expectations**

The selected candidate or consortium will be responsible for implementing the national information campaign from May to end of August 2025.

The proposal should include :

1. A strategy and action plan for the national information campaign including messages, tools and communication channels, ensuring alignment with stakeholders' needs and conservation goals, by actively involving monk seal experts to ensure compliance with conservation ethics and proper communication of sensitive information
  - **Campaign messaging:** Clear, simple, and engaging messages that communicate the importance of monk seals, the threats they face, and actions to protect them (in various languages)
  - **Information tools and materials:** Suggest and decide upon tools and materials such as brochures, posters, videos, travelling exhibitions, smartphone apps and signage.
  - **Communication channels:** Identify and Determine the most effective platforms for disseminating campaign materials, including websites, social media, and local tourism offices

2. A partnership proposal with national and regional organisations, media outlets, and other stakeholders to support the campaign's implementation
3. A budget (Max 150 000€) and planning for the implementation of the proposed strategy and action plan
4. An evaluation strategy and budget (Max 20 000€)

#### 4. Duration of the Assignment

The selected candidate or consortium will be responsible for implementing the national information campaign from May to August 2025.

Regular meetings will be organized between the contracting parties (selected candidate/consortium and Monk Seal Alliance) and NECCA.

#### 5. Application procedure, deadlines and Evaluation Grid

Deadline for receiving proposals: **March 17, 2025, 2025**

Deadline for response to applicants: **April 14, 2025**

No technical or financial application template is provided. The budget should separate all types of costs (ex: coordination, creative content and graphic design, digital tools development, logistics and installation, monitoring and evaluation).

Send your applications to Auriane Pertuisot, Prince Albert II of Monaco Foundation, Coordinator of the Monk Seal Alliance: [apertuisot@fpa2.org](mailto:apertuisot@fpa2.org)

##### Evaluation Grid

Evaluation Criteria	Weight (%)
<b>1. Campaign Strategy and action plan</b>	30%
<b>2. Communication &amp; Content Quality</b>	30%
<b>3. Partnerships &amp; Local Involvement</b>	20%
<b>4. Budget &amp; Cost Effectiveness</b>	10%
<b>5. Timeline &amp; Feasibility</b>	10%