

Communicating MSP

An inspiring era of cooperation
between institutions

EUROPEAN COMMISSION

DG Maritime Affairs and Fisheries

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Luxembourg: Publications Office of the European Union, 2020

PDF

ISBN 978-92-9460-278-7

doi:10.2826/89592

EA-01-20-710-EN-N

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Produced by the European MSP Platform under the Assistance Mechanism for the Implementation of Maritime Spatial Planning on behalf of the European Commission - October 2020
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Communicating MSP:
An inspiring era of cooperation between institutions

01

Foreword

Maritime Spatial Planning has a clear objective. The objective of ensuring that the largest number of stakeholders depending on the maritime space are allowed to perform their activities in a fair, sustainable, and collaborative way. It ensures the coexistence between human activities and the protection of ecosystem services, and in doing so contributes to the Blue Economy.

Without communication, without a broad, open and silo-breaking style of communication, this cannot be achieved.

But how to communicate MSP? Who will be the target audience? Is the press interested? If we communicate our plans will we generate interest or defiance? Such questions are probably in every planners' mind, and the contexts may vary depending on the complexity and literacy of each maritime community. Fortunately, for over a decade, growing enthusiasm and the awakening of the general public to ocean matters (consider BBC's Blue Planet documentary, worldwide actions for beach cleanings, the Decade of Ocean Science for Sustainable Development and the very recent EU4Ocean initiative). Coupled with the ever increasing availability of communication tools, institutions and "planners" in charge of leading Maritime Spatial Planning initiatives in 2020 are given a "planetary alignment" to develop powerful, attractive and engaging communication actions that will both serve their mission and the wider ocean literacy. In the following chapters, you will discover how participative processes, event planning, social media, interactive screens or virtual reality, can all be used to ensure that Maritime Spatial Planners and MSP stakeholders, take the right path to achieve this vision of a shared maritime space for all.

As the MSP Assistance Mechanism, we are well aware from our discussions with member States that more information and guidance is needed. We hope this guidance document will give you the confidence and encourage you to allow sufficient resources to communicate your Maritime Spatial Planning at each stage of its development.

We strongly believe that MSP will benefit from dedicated communication strategies from day one: from informing sector representatives about a calendar of actions, raising awareness of local, regional or national consultation on priorities regarding access to the maritime space, to disseminating the publication of MSP strategies, all of this can be seen as "going without saying", but, as for many other obvious things in life, it will go even better and further by saying it.

02

Introduction

As a process that consists of regulating human activities in coastal areas to preserve marine ecosystems, avoid conflicts of use between sectors and promote cooperation, by definition Maritime Spatial Planning (MSP) relies on multi-level, multi-stakeholder and cross-sectoral interaction. Therefore, communicating on MSP should follow the same principles.

At its core, Maritime Spatial Planning requires the longterm involvement of institutional, and sectoral stakeholders directly involved in maritime policy, and the economic and environmental management of the sea space. To sustain the attention and involvement of such communities, precise terms, concepts and tools must be brought forward to understand and validate the issues discussed. Efficiently communicating MSP requires the establishment of contacts and connections from the beginning of the process to explain the stakes as well as to demonstrate to stakeholders how they will benefit from it.

Although inter-departmental MSP working groups at ministerial levels or online expert group meetings create the “fabric” of MSP understanding and implementation, effort must be made to link with less institutional/expert audiences for the benefit of all parties: by regularly opening technical discussions to non-expert but interested audiences, MSP experts and implementing stakeholders will gain an external view on their activities and possibly, enrich their work with “real world expectations”. For non-expert parties, such outreach efforts will encourage their involvement as stakeholders, in speaking out, formalising opinions and expressing priorities for the shared use of the maritime space.

In otherwords, to be as effective as possible, the style of language and methods used should be adapted to the target audiences and their varying degrees of thematic knowledge and expertise and in response to their distinct expectations and requests.. But how to achieve this objective? The resources allocated for MSP are generally limited, which reduces the opportunities for communication activities and might cause stakeholders to feel excluded from the process. Nevertheless, efforts should be made to include a communication component within the MSP work plan and/or identify funding when estimating financial resources.

MarSP, a project dedicated to the development of Maritime Spatial Planning principles in the macaronesian region (Madeira, Azores, Canary islands) brought the scientific and institutional talk “closer to the ground”. With short, inexpensive and explanatory videos, the project shows MSP stakeholders in their “natural environment” explaining what MSP is and what it means for them, with a direct and personal style appealing to a wider audience.



Introduction

Communicating MSP: an inspiring era of cooperation between institutions

In addition to the work led by the European Commission, EASME and the European MSP Platform, MSP is currently benefitting from very high levels of cooperation, communication opportunities and tools enabling knowledge exchange between stakeholders and institutions from a number of key key initiatives, namely the MSPglobal Initiative and International MSPforum.

Through their International Forum for MSP (MSPforum), the European Commission's Directorate-General for Maritime Affairs and Fisheries (DG MARE) and the Intergovernmental Oceanographic Commission (IOC) of UNESCO facilitate the understanding and sharing of MSP practices worldwide. More specifically, the MSPforum provides a space for participants to build on the knowledge acquired through thematic panels and technical workshops, to promote open and shared collaboration on MSP in their own countries and, in turn, to form an engaged and active stakeholder community.

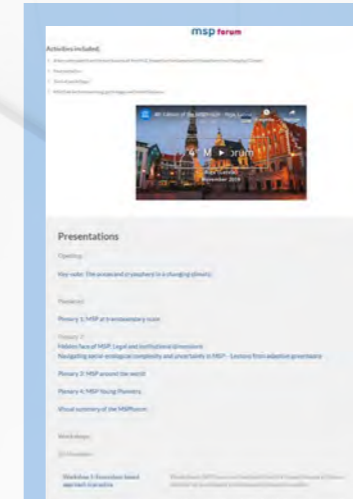
Lessons of MSPforum events: Four of the six meetings of the MSPforum have taken place since 2018. These have brought together approximately 600 participants from all continents to discuss and exchange good practices and in doing so, are empowering a new generation of planners, sectors, businesses and civil society organisations to identify solutions to conserve our ocean and seas and use them in a sustainable way.

The use of videos: featuring the event location, participants and different moments in a short summary video can help strengthen communication of the activities and energise the MSP community. As in this case, the videos (recorded or post produced) should be highly visible in the news/media section of the organiser's website and accessible in dedicated video libraries on platforms such as youtube or vimeo where they can easily be found and shared afterwards.

These meetings are also complemented by an online repository of materials provided by speakers and panelists, as well as outputs including reports and visual summaries of the exchanges. Visual reports are particularly valuable resources which can then be used to develop other effective communication actions targeting a wider audience.

The IOC-UNESCO's **Marine Spatial Planning: A Step-by-Step Approach toward Ecosystem-based Management** is today an internationally-recognised standard. It presents various examples of alternative financing mechanisms and stakeholder engagement that MSP teams can use to develop their own strategies. For instance, hiring a communication consultant – who does not necessarily need to be within the core MSP team but provides support on a regular basis throughout the process – or partnering with a non-governmental organisation for certain activities.

This collaborative interactive guide, developed in close cooperation between experts and communicators of the European MSP and MSPGlobal platforms, seeks to further complement this initial body of work. Through concrete examples, it describes how open and engaging communication on MSP can help achieve the goals of **informing** different levels of audiences and **improve** adoption of MSP principles across sectors to eventually **implement** MSP strategies on the ground.



Videos, either recorded or post produced, are important for archiving, disseminating and highlighting key moments of the life of an MSP event

Providing links to all material and outputs of event, including visual material.

03

Demonstrating MSP in the making

Although maritime spatial plans are still being discussed and developed across Europe, in the context of the EU’s MSP Directive, MSP in the making is already an inspiring process for a more collaborative approach in addressing policy making. MSP as a “concept” can be communicated through several, practical and concrete, examples.

Communicating steps towards MSP as a solution for local communities: in many coastal communities dependant on a limited range of activities, economic welfare has plummeted because of major societal and global changes, shifts in consumption patterns or consumer expectations... such is the case in several small fishing harbours whose communities have faced severe challenges with the downfall of their fleet. With the development of the Blue Economy, changes are brought by new economic opportunities in maritime tourism, offshore energy and innovative marine bioresources. These opportunities are at the core of MSP and should be communicated from the start to the local and most concerned communities via municipalities, local development agencies, but also through other levels of local governance and community such as schools or tourism offices. Indeed, MSP actions can be at the centre of community-building and local-branding initiatives such as in the case of Eyemouth harbour, Scotland.

CASE STUDY

Eyemouth harbour: planning and communicating local blue economy

To implement its transition towards a “multifunctional” harbour, Eyemouth harbour launched a series of local initiatives, centred around a local development strategy and projects co-financed by the European Maritime and Fisheries Fund. Aimed at promoting Eyemouth harbour as a hub for offshore developments and maritime transport, these projects included a fully-fledged marketing campaign for the local area to adapt facilities towards new maritime uses and promote these at a local, national and international level.

The Communication campaign around this “new blue economy” local strategy included:

- » Brand / logo development
- » Website www.eyemouth-harbour.co.uk
- » Branded exhibition support materials
- » Social Media – Twitter, Facebook, Tripadvisor & Vimeo
- » Memberships: Scottish Renewables, British Marine Federation & SailScotland.
- » Direct mail: Brochures & E-newsletter
- » E-newsletter for leisure & renewables sectors
- » Photography inc. aerial images of the harbour, surrounding areas, access and facilities
- » Promotional DVD – full length film and short edits
- » Trip to ‘Nearth na Gaoithe’ wind farm site on a crew transfer vessel

By including a strong communication dimension to the renewal of its local maritime economy, this example shows how planning of maritime activities, which is MSP in the making, can drive a better understanding and drive a better understanding encourage, discussion and the adoption of MSP principles.



Demonstrating MSP in the making

CASE STUDY

Atlantic — Maritime Protected Areas to communicate MSP in the making

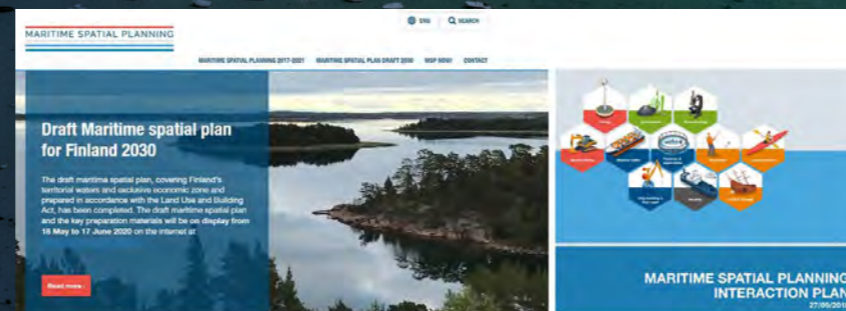
The Iroise Marine Natural Park, (le Parc naturel marin d'Iroise), was created in 2007 off the coast of Finistère. The Iroise Marine Natural Park is a remarkable area boasting outstanding natural resources and playing host to traditional fishing activities. In addition to being listed as a marine national park, it is a marine protected area under the Oslo-Paris convention (OSPAR) and a large part of its perimeter is listed under the European Habitats and Birds directives (Network 2000 directives) and as a UNESCO biosphere reserve.

The creation of the Iroise Marine National Park was a long process with all the local stakeholders, but it is today the pride of the local people living both on the Finistère coast and inland. As shown by the series of videos produced by the Park, its actions and outreach to other user communities (tourists, educators, local population and families) can have a direct impact on the understanding and adoption of shared management measures which are at the core of MSP implementation.

Sequencing and targeting: how to communicate during the different phases of MSP

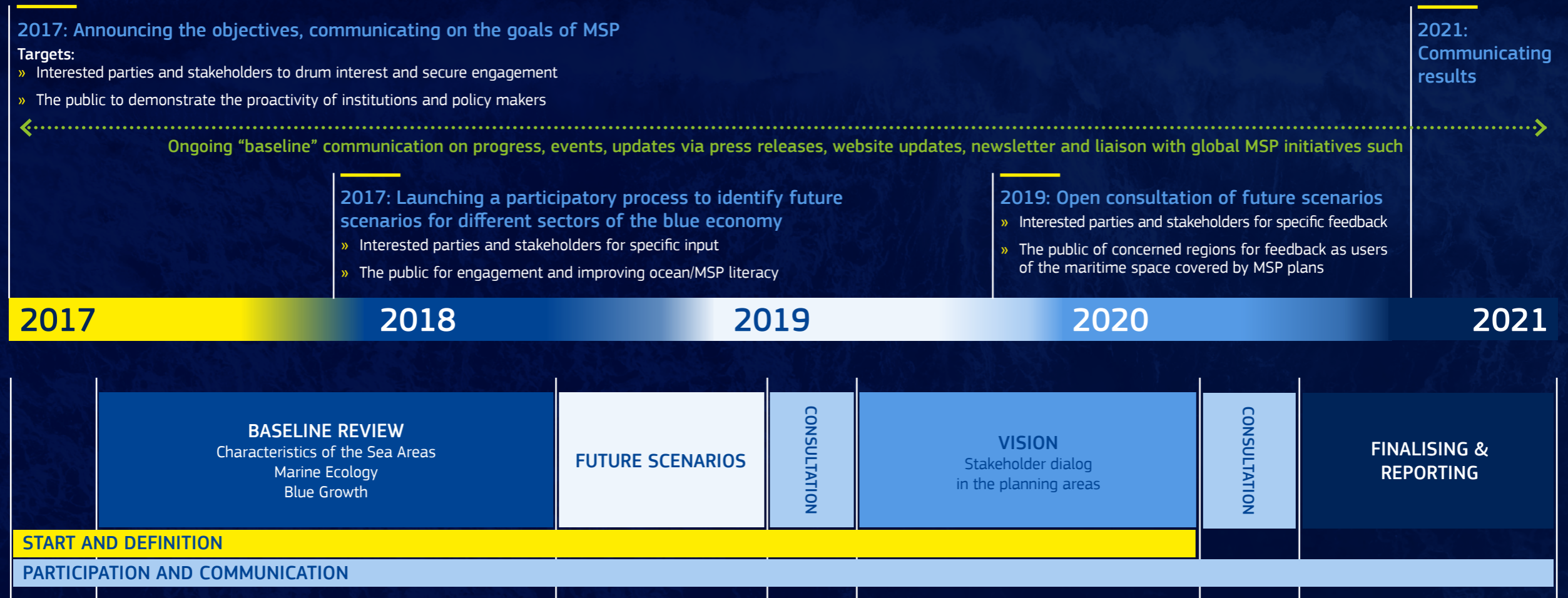
During the life of the MSP process, communication actions and target groups will vary according to the objectives. While early stages don't necessarily provide material for communicating concrete aspects of MSP, they can be an opportunity to attract interested stakeholders to have an early influence and provide input. It can also be the opportunity for a governmental agency aiming to increase transparency and participative governance to inform the wider public of the upcoming opportunities for participation.

The example of the Finnish Ministry in charge of Maritime Spatial Planning provides an excellent case study of communication throughout the MSP process, with dedicated tools and moments to guarantee visibility and engagement of the appropriate audiences.



Maritime Spatial Planning Interaction Plan

Adapted from the Maritime Spatial Planning Interaction Plan, this figure represents the different phases and opportunities for communication during a MSP process. As outlined below, communication is a transversal effort which feeds the process during its entire life cycle.



04

Organising inclusive MSP events

Organising events and workshops, whether physically or remotely, remains the most important way of creating an interactive and collaborative planning process.

When organising an MSP event, organisers can use all phases of the workshop planning as an opportunity to involve different stakeholders in the process, whether providing content, developing animation techniques or taking part as panel experts. From the preparatory phase through to the dissemination of event conclusions, the before and after moments of an event are communication and engagement opportunities.

Preparatory phase:

- » Crowdsourcing MSP examples from sources such as the [European MSP platform practices database](#)
- » Producing short presentations or media about MSP implementation on the ground
- » Introducing panel members to speakers to collectively design a workshop session
- » Communicating agendas on different platforms with format and language tailored according to media/audience objectives
- » Preparing press releases or inviting specialised media for specific moments of the event.

During the event:

- » Alternating between technical discussions and working groups with “concrete examples”, showcasing MSP implementation practices
- » Ensuring an online presence if possible, allowing external audience to access key messages from the event and MSP examples via live streaming of some session of the event or as a minima by regularly sharing on social media with a dedicated stream of information about the event
- » Using digital engagement tools such as [Slido](#) or [Mentimeter](#) to improve interaction with physical and online audiences, but also listing questions and ideas from the audience for event conclusions and recommendations.

Post Event phase:

- » Packaging conclusions and content in to easily shareable documents, for participants to use and communicate further
- » Using social media to communicate highlights from the event, continuing engagement with followers.

In addition to building a shared experience in communication at every step of the organisation of an MSP event, participative event planning is an opportunity to improve understanding of MSP principles and expectations. Opening the phases of event planning to different stakeholder levels (event planners, invited experts, practitioners etc) can help share, without filter, ideas and concerns which can arise from policy driven changes to the daily life of maritime communities and professionals.

Organising inclusive MSP events

CASE STUDY

Stakeholder visits in the context of the MSPforum

In addition to offering a space for discussion and exchange through thematic panels and technical workshops, the DG MARE/IOC-UNESCO MSPforum also provides the opportunity to actively and directly engage with maritime sectors through stakeholder visits.

During the second and third meetings, organised respectively in March and May 2019 in Réunion Island (France) and in Vigo (Spain), participants were divided into different groups for a day, specifically dedicated to meeting local stakeholders on their own premises, as a way to complement the dialogue among MSP professionals.

From transport, tourism and research to fisheries, energy and civil society, sectoral representatives explained their needs and challenges, conflicts and synergies with other stakeholder groups as well as how they perceived their potential role in MSP processes. Then the groups, some accompanied by an invited local stakeholder, presented their findings – including suggestions to improve the link between the visited sector and MSP – to the rest of the participants during the following plenary session.

Moreover, participants were invited to share their experiences and pictures using the #MSPforum hashtag on Twitter. Not only did it effectively improve interaction and dissemination among the different groups throughout the day, it also promoted the activity to all of their online followers and easily broadened the audience engaged at no cost.



[Report of the MSPforum La Réunion →](#)

[Report of the MSPforum Vigo →](#)

05

Involving the press

MSP initiatives, from pilot projects to consultation processes, hold strong communication potential due to the growing interest of the public in ocean health and maritime issues, as well as the wealth of opportunities for involvement presented by social media.

Therefore, whether through the publication of the results of MSP experimentation or by motivating an audience of ocean enthusiasts to take part in consultation, the development of a dedicated communication strategy for MSP initiatives can both ensure short term visibility, as well as longer term adoption. One of the communication levers to develop is a presence in relevant press, according to the ambition of the initiative. At the local level for example, municipalities involved in MSP consultation can develop **press packages** explaining in accessible language the challenges, objectives and vision for the territory addressed by the consultation. Adding a personal approach can also ensure a more journalistic take and identification from the public: giving a portrait of a local stakeholder, putting a face and relating to the personal story of people involved in ensuring a sustainable and fair distribution of access to the maritime space will speak louder than presenting the initiative as “just another” European directive to implement.



CASE STUDY

Euronews OurOcean series

From Euronews to the local press, a journalistic treatment of MSP initiatives can provide a more dynamic, accessible and “societally related” angle to the topic. Whether working with professional journalists, freelance reporters or bloggers, it will be worth contacting such partners to present your MSP project in a nutshell to improve its visibility. The following example shows how the MarSP project was promoted with a full multimedia dossier developed in a communication partnership between the EC’s DG MARE and Euronews.

This coverage was the opportunity to develop a full transmedia communication package involving website, social media, classic and immersive video footage.

- [Website →](#)
- [Normal video →](#)
- [360 video →](#)



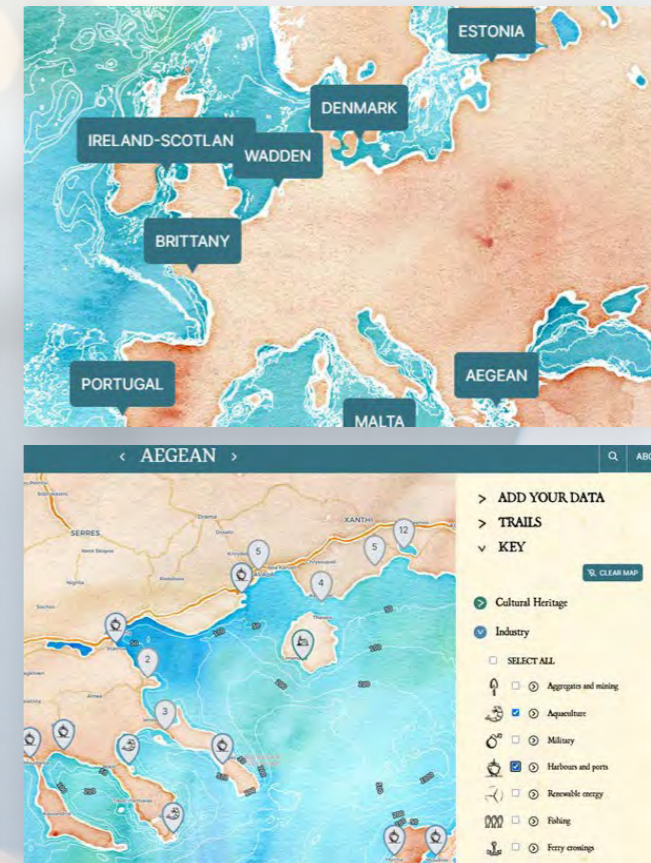
06

Visual and experience communication

MSP is about mapping, so... play with maps! With the ubiquitous presence of digital and tactile devices, interactive maps are now essential, and provide an opportunity for any project aiming to present, explain or compare spatial information.

As user experiences evolve towards more user friendly and the seamless presentation of datasets and information, the challenge is to find the right balance between the look and the content of maps. The use of “softer” and intuitive graphics will encourage non-expert communities and the wider public to ‘dive in’ and explore the maps, but the content must be summarized in a synthetic and “digestible” way, providing a first glimpse of the data displayed and allowing the audience to explore further, with more complex data sets if needed. Responsiveness, and user experience in exploring the map are also key. Developers should take particular care in developing robust map services that will allow different internet browsers, operating systems and device types to access and display the information without generating errors.

Enable open access: allowing for map layers and datasets to be embedded, and used in external websites will further develop the sense of ownership and transparency in Maritime Spatial Planning.



MSP eye candy: projects such as PERICLES develop visually appealing maps inviting maritime enthusiasts to explore and add content to their project of mapping Maritime Culture Heritage.

Visual and experience communication

OUR EXPERT'S PICK

North sea basin — Patrycja Enet

Open innovation maps for MSP — The DigiShape Data Science Project

In the Netherlands, the Digitwin North Sea aims to make spatial plans for the North Sea and their effects on the surrounding area more transparent, attractive and open to stakeholders, communicating it to a broad audience of experts and interested parties with the objective of facilitating decision-making around the North Sea. To achieve this, the Dutch Ministry, in partnership with the Deltares research institute and specialised data companies developed DigiShape. This platform was established as a testing ground under the Dutch Top Sector Water & Maritime to provide insight into the impact of the construction of wind farms in relation to nature, fishing, spatial planning, and more. With MARIS, their dedicated [Maritime Spatial Planning interactive map](#) the application provides access to the best available datasets in these areas.

Countries involved from the North Sea basin: The Netherlands

¹ Top Sector Water & Maritime is a network working on Water, Delta and Maritime technology in the Netherlands and around the world, established by the Dutch Government for public-private water sector collaboration in the field of technology, addressing maritime technologies, delta and water technologies. [More information](#)

How was this MSP process facilitated through communication?

DigiShape is an **open innovation platform** for governments, knowledge institutions and companies who together can exploit the great potential of digitization for the maritime sector. In a context of ever growing but frequently segmented data sets, this practical case demonstrates the possibility of improving open access to data and results at national level to speed up testing and implementation of promising new technologies throughout the maritime sectors. One of the key aspects of this platform is the possibility to visualize and compare geographic characteristics, human activities, as well as economic dimensions of the sectors featured on the map.

In support of this tool, the Digishape consortium shares knowledge via a **newsletter** and their [website](#). It also organizes webinars and physical meetings to discuss project updates. During Digishape Days the consortium presents updates on the 4 use cases that are selected. The target audience for these meetings are primarily policy makers.

² Danish Maritime Authority, LEGALLY BINDING DIGITAL MAPS, Recommendations for establishing an infrastructure for digital publication of the geography of legal rules.

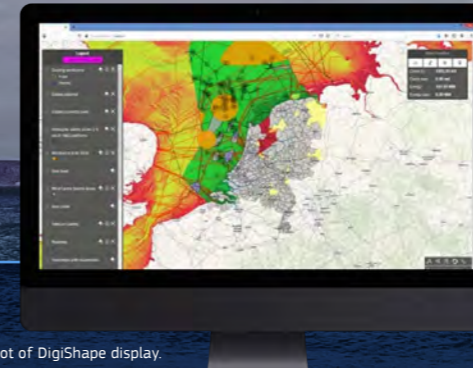
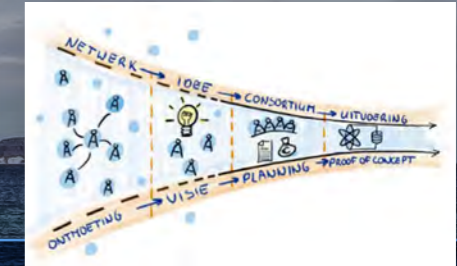


Fig. 1 A snapshot of DigiShape display.



Applying open innovation principles to MSP, using maps as an engagement tools to share, discuss and use marine data.

Other examples of interactive maps:

Visual and experience communication

CASE STUDY

EMOD Net

The EMODnet Seabed Mapping projects provide an excellent opportunity for cooperation and engagement with parties in the field of bathymetric data sets.

The EMODnet Seabed Mapping projects provide an excellent opportunity for cooperation and engagement with parties in the field of bathymetric data sets. The initiative developed a Bathymetry Viewing and Download service on top of a powerful spatial database including various ways for browsing and interacting with the EMODnet Bathymetry digital terrain model and associated metadata by means of information layers and specific functions. Information layers are compatible and shared with other portals such as other EMODnet portals, the European Atlas of the Seas, and external portals and the Digital Terrain Models (DTM's) are made available to download for free. To ensure both trust in the use of the data as well as broadening the scope of its use to a larger audience, DTMs with specific resolution can be restricted to internal use by research institutes, monitoring authorities, and hydrographic offices, involved in the data collection whereas DTMs for sea regions are made publicly available for browsing and downloading.



Visual and experience communication

Developing appropriate tools to communicate MSP in a transnational / crossborder context

Transnational coordination of MSP is challenging due to a variety of factors, including differences in planning cultures and languages, as well as the diverse goals and understandings of MSP. Thus, communication tools for international audiences should be mindful of these challenges, and where possible, be developed in multiple languages or a common language (e.g. English).

To understand planning processes in multiple countries, an overview of the process in the form of a timeline can be very useful. This can help neighbouring countries understand how the MSP process is run somewhere else. This has been done in the context of the NorthSEE project, first using large format paper drawings that were then transferred to a digital format. It resulted in a better understanding of the key terms and concepts used in the different national planning processes.

How can researchers communicate their findings to planners for integration in MSP processes?

Scientific data and findings provide key evidence for MSP. Many MSP authorities actively involve scientists in their processes to ensure the latest findings and information are considered. For example, in Germany, an official Scientific Advisory Board provides feedback at various points in the process. In the Netherlands, the annual North Sea Days event is held to facilitate discussions between different Dutch research institutes (NIOZ, MR, Deltaris, TNO) and governmental agencies.

Complementary to these in person forums, researchers seek to make their findings as usable and practical as possible for integration in to the planning process. In doing this, they need to use jargon-free language and keep messages short and to the point. Also, it needs to be clear for the planners what the relevance of the research for the planning process is. For example, researchers of the Belgian research institute VLIZ develop the Compendium of the Sea every two years, which is an attractively designed bundle of reports on specific uses, showing the most recent data and scientific underpinnings. While longer reports are intended to be comprehensive, policy briefs provide a concise format for researchers to communicate their findings at the political level. The BONUS BALTSAPACE project developed several policy briefs, including infographics, to provide a short summary of project deliverables in a visually appealing format.

Scientists can also make use of digital formats to explain their findings, such as online tutorials. For example, an online tutorial on culturally significant areas was developed as part of the BALTSAPACE project. Webinars can provide more detailed information and allow for exchange between the audience and presenters, such as the webinar on cumulative impact tools for MSP co-organised by the EU MSP Platform.

To target a younger audience of students or inexperienced planners, research projects, such as BONUS BALTSAPACE and BONUS BASMATI, organise summer schools and training courses to share the latest findings with a new generation of planners in an easy and attractive way.

Virtual Reality, gamification and alternative ways to communicate and involve audiences in MSP

Have you ever had the chance to visit an offshore wind farm in full operation? If you have, then what about an experimental offshore wind farm with floating turbines? How instructional would it be if you could monitor its two-year construction process in only 15 minutes? Then jump into MSP in Virtual reality!

Perhaps, you want to change a few parameters such as rotor blade size or distance between the turbines. Then flash to shore and see how the new wind farm will change the seascape. Now experience your new wind farms as a seagull or harbour porpoise. Virtual and Augmented Reality can realize this. The Maritime Spatial Planning (MSP) Challenge simulation platform (www.mspchallenge.info) has been designed to help decision-makers, stakeholders, and students understand and manage the maritime (blue) economy and marine environment. Using advanced game technology and game thinking, it is designed to engage and immerse users, making it a perfect environment for stakeholder engagement, planning through co-design, learning, and education. 3D Ocean View adds immersive visualization to the MSP Challenge simulation platform. The module is still a Proof of Concept (PoC).

A second demo adds a seagull or harbour porpoise perspective to MSP. To keep up to date with these developments, contact the team through the MSP Challenge website, the Digishape website or follow them on Twitter.

Visual and experience communication

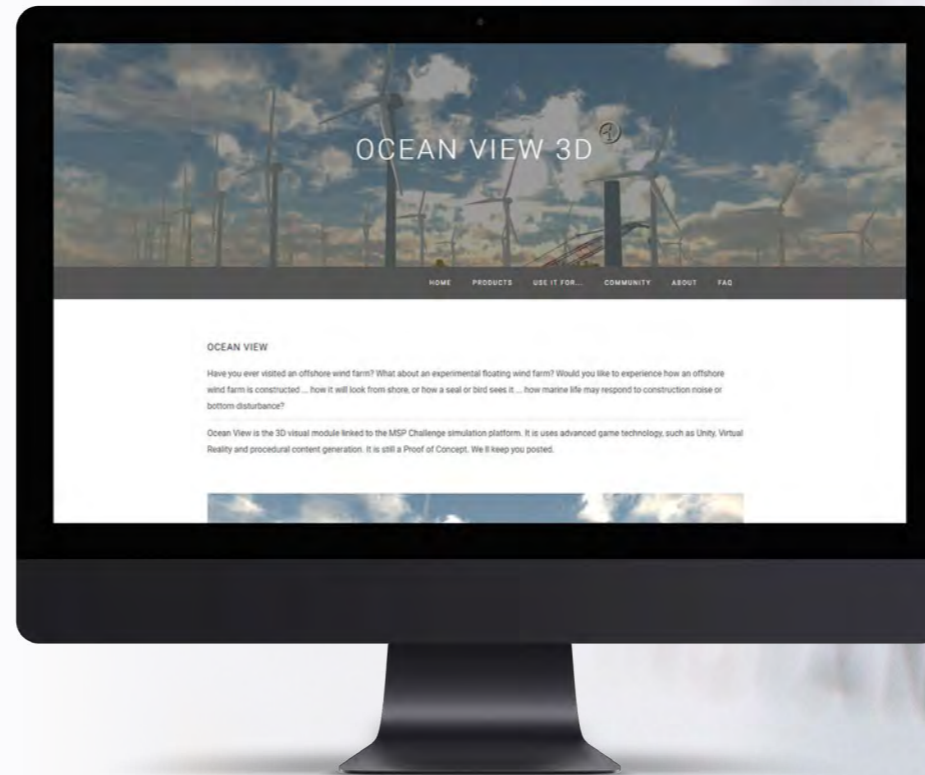
To go further, read: “Combining ecosystem modeling with serious gaming in support of transboundary maritime spatial planning”

Extract: “The MSP Challenge simulation platform, enhanced with the scientific ecosystem models has the potential to serve as a powerful planning support tool and learning environment, revealing ecological complexities and dynamics of marine food webs under the direct and indirect repercussions of planned human activities. Ecological conservation and marine renewable resource management are complex processes, especially when tightly interwoven with the wide range of planning challenges offered by the MSP Challenge simulation platform. The cascading food web dynamics add ecological repercussions to the gameplay, which encourages players to pay attention to the ecosystem, rather than treating ecological issues as an afterthought.”

“Keeping the MSP Challenge simulation platform as simple as possible to optimize participant learning should remain a top priority. Additionally, including environmental change beyond MSP participant control may give rise to a perception that the simulations are out of control. Both factors thus risk adversely affecting participant engagement and learning (Westera 2017), despite providing increased predictive capabilities. This result, in the end, may defy the aim of the MSP Challenge simulation platform: engaging stakeholders and planners to learn about the complexity of MSP.”

Additional resources on the MSP Challenge

[Simulation Platform](#) →
[OCEAN VIEW 3D](#) →
[MSP Challenges Board Games](#) →



07

Adoption of MSP: Engagement by involvement

For a Maritime Spatial Planning advocate or implementing body, the overarching objective of any MSP Communication effort will be the adoption of its principles by the widest possible audience of stakeholders. However, adoption cannot be forced upon parties and any effort will be doomed if not intrinsically participative: it is therefore key to develop accessible, motivational and engaging tools to sustain the long term involvement of all parties.

Codeveloping a charter for the territory

Since 2016, the French Department of Loire-Atlantique is engaged in a reflection to collectively define the future of its coastline and maritime space by 2040. The “Maritime and coastline challenge” mobilizes and brings together all actors of the territory around the same common objective: the sea as an opportunity for the territory, to be seized and cared for.

To achieve this objective the Department of Loire-Atlantique and all of the actors involved have co-developed a partnership charter, accessible to all online as well as figures, resources and communication items such as videos.

Adoption of MSP: Engagement by involvement

OUR EXPERT'S PICK

Atlantic sea basin — Frédérick Herpers Diagnosis for the “Défi Mer et Littoral en Loire-Atlantique”

From a shared capital towards a vision and an operational implementation.

The first stage in the development of the strategic diagnosis of the maritime and coastal area constitutes the basis of the collective reflection undertaken to build a renewed public action in favour of sustainable management of the sea and the coastline.

Although the approach is new along the seashore in Loire-Atlantique, the coastal and maritime issues are not. As a result of legislative changes over the last few decades and the gradual awareness of stakeholders, particularly public authorities, the development of a shared diagnosis effort entitled “Défi Mer et Littoral” confirms that (i) the challenges are increasing because of growing demographic and economic pressures; (ii) the vulnerabilities of the coastal territories and the marine environment are increasing.

The working method was based on co-construction and sharing at each stage of the work. This is reflected in the synergy between the actors around a common objective,

in the consideration of all the problems related to the sea and the coastline, and in the awareness that they are specific and interdependent spaces to be understood as such.

This strategic diagnosis was the guiding thread of the work that is subsequently being undertaken on a territorial foresight approach up to 2040. This long-term ambition has been translated into a partnership charter for public action in favour of integrated management of the sea and the coastline : “ Défi Mer et Littoral”. Its aim will be to translate the course that will be defined collectively, to be a framework for cooperation between public actors enabling future planning on the land and the sea to be thought out in a coherent manner for the sustainable use of the maritime and coastal capital at any level.

The development of maritime and coastal governance has been supported by the department's political portage, which promotes awareness of the issues at stake in order to act collectively for the interests of the territories of Loire-Atlantique and beyond, whether at the level of the Region or the seafront. The acculturation of local public players to the challenges of

integrated management of the sea and coastline has been developed by sharing their views on the maritime and coastal capital. Ultimately, this common vision is to be implemented in integrated and coherent strategies, whether at local level (volet maritime de Schéma de COhérence Territoriale (SCOT)) or at departmental or even regional level. This dynamic will support the maritime spatial planning process on the scale of the North Atlantic - Western Channel maritime façade (national answer for MSPD implementation).

[More details on the process →](#)
[Strategic diagnosis for the BE and MSP in Loire-Atlantique →](#)



Adoption of MSP: Engagement by involvement

OUR EXPERT'S PICK

West Mediterranean basin — Yves Henocque Building ownership at local scale: the Golfe de St Tropez case

In the French Western Mediterranean, along the Var district (Département) coast, there are three coastal Land-use Planning Schemes (SCOTs - Provence Méditerranée ; Grimaud and Saint-Tropez ; Var estérel), corresponding to legally clustered municipalities. By law, these SCOTs may have a 'coastal and maritime' section (3 nautical miles at sea) in order to fully deal with the Land and Sea Interactions (LSI).

The most advanced, i.e. completed and currently under negotiation with the State, is the SCOT of the Gulf of Saint Tropez. Based on locally negotiated orientations and vocations for the whole area a 'vocation map' has been established as shown in Fig. 1.



Figure 1. Vocation map, SCOT 'coastal and maritime' (Communauté de Communes du Golfe de St Tropez, 2018)

To get such a local maritime spatial planning map, there was a long consultation process that was made compulsory since the enactment of the 'Solidarity and Urban Renewal' law in 2000.

In the case of the 12 municipalities bordering the Gulf of Saint Tropez (clustered in a Towns Community), the public consultation process started in 2014.

How was this MSP process facilitated through communication?

Besides the use of information panels displayed in each city hall, a dedicated page was created within the Town's Community website, giving regular information on the SCOT making process and its stage of advancement. Then, three public meetings were held, in September 2016 (white book presentation ; previous SCOT evaluation), June 2017 (Planning orientations), and April 2018 (Action plan) where the SCOT maritime component was presented for the first time.



Besides these meetings a newsletter and various articles in the media were published during the whole process. In addition, a questionnaire was broadly distributed to the meeting participants and to the public through the dedicated website page.

This "local maritime strategy", developed with a strong participatory process, should therefore become one of the components of the current French western Mediterranean strategic document (Document Stratégique de Façade, DSF Ouest Méditerranée), therefore increasing the global process transparency and recognition of local populations directly at stake from MSP.

Adoption of MSP: Engagement by involvement

CASE STUDY

Involving local communities in the Gulf of Guayaquil

Launched in November 2018, the MSPglobal Initiative aims to develop international guidance on MSP and perform two pilot projects in the Western Mediterranean and Southeast Pacific with the active and effective participation of policy-makers, scientists, businesses and civil society.

The pilot project in the Southeast Pacific is being implemented via a specific cross-border exercise in the Gulf of Guayaquil – a shared maritime area with competing interests between Ecuador and Peru – to initiate the pre-planning phase of transboundary MSP dialogue.

To get the information needed for this step, MSPglobal is working closely with the coastal communities on both sides of the border. Governmental and non-governmental stakeholders in the fields of fisheries, aquaculture, tourism, ports, defence,

environment and planning are being engaged through a series of formal and informal meetings organised in Spanish at the local level to discuss sectoral and cross-sectoral challenges (e.g., spatial conflicts) and opportunities.

They are also directly contributing to the elaboration of a data inventory and maps of important biological and ecological features and current human activities in the Gulf of Guayaquil. They were engaged in activities to review a first draft of the maps in order to suggest how they could be improved to better represent the reality of the area.

By involving the local communities and ensuring that the knowledge exchanged is adapted to their level of understanding and devoid of technical terms, MSPglobal has given a voice to the direct users and final beneficiaries of the MSP process. Furthermore, their inputs will be taken into account to develop MSP recommendations for the region.

Resources about participation

[Potential approaches for stakeholder engagement on marine spatial planning and outcomes of pilot testing](#) →

[Communication tool on MSP integration challenges](#) →

[Stakeholder Involvement in MSP](#) →

[Stakeholder Participation Assessment Framework \(SPAF\): A theory-based strategy to plan and evaluate marine spatial planning participatory processes](#) →

[Stakeholder Processes in Marine Spatial Planning: Ambitions and Realities from the European Atlantic Experience](#) →

[Introduction to Stakeholder Participation](#) →

[Stakeholder Participation in Coastal and Marine Spatial Planning](#) →

[Étape 4. Mobilisation des parties prenantes](#) →

[Marine spatial planning](#) →

08

Ensuring online presence for MSP campaigns

Online presence is an essential component of any institutional campaign aiming to inform, improve adoption and create a dynamic context around the topic promoted.

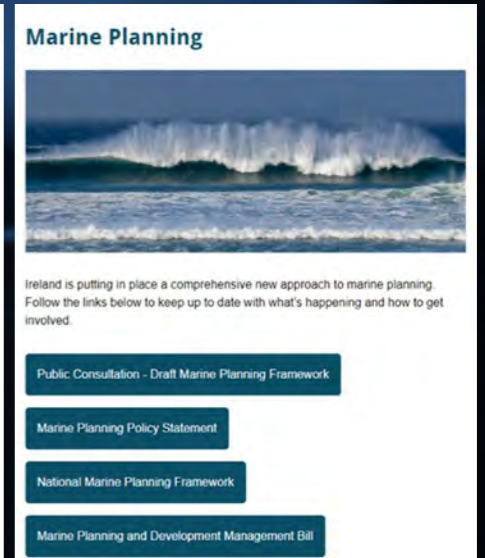
A dedicated and frequently updated website for your MSP process will be a “beacon” for a variety of stakeholders looking for updated scientific, policy or educational content, and will be a public demonstrator of the commitment provided for your MSP process. It is however essential to focus the effort and avoid dispersion, for instance creating several social media accounts which will not be sufficiently fed with content risks sending a wrong image of being an “under resourced” initiative. A good combination for online presence would be:

- » An **informative and user friendly** webpage, providing key documents including visual information such as timelines and infographics, contacts and major updates;
- » A **trusted source of content**, centralising or providing access to environmental assessments, reports, maps and data, exploring sources provided at EU level to complete national data (eg. [EU Atlas of the seas](#))
- » One associated social media account enabling fast dissemination and engagement;

CASE STUDY

Developing an online presence for your MSP strategy — Informing and engaging the audience with Marine Planning Ireland

Hosted by the Department of Housing, Planning and Local Government, the team in charge of developing Ireland’s Maritime Spatial Planning strategy is putting in place a comprehensive, and engaging new approach to marine planning. By means of a dedicated **website page and Twitter account**, Marine Planning Ireland has created a consistent and recognisable interlocutor addressing both a specialised audience (the website hosts the policy documents, MSP consultation and updates regarding MSP implementation) as well as a wider and more interactive public (the Twitter page informs over 1300 followers about public consultation updates, meetings and news about MSP in Ireland and Europe). This communication approach enables them to put a “face” and a story telling dimension to MSP planning, further improving the engagement of the audience and demonstrating to MSP implementing bodies the interest and expectations of a wider public for the matter.



Ensuring online presence for MSP campaigns

Why Twitter?

In Facebook the audience of a page will mostly grow from the activity of “contacts”, and the visibility of posts can be strongly influenced by a series of parameters poorly relevant for more institutional topics. By contrast Twitter, thanks to a greater focus on the topics highlighted in the post, is more efficient in creating a “content-centred” community. Twitter algorithms also tend to identify and suggest users with more topic-relevant contacts and therefore accelerate the aggregation of communities around well identified subjects. Twitter is also home for more engaged community managers, particularly active in the field of modern institutional communication, dissemination of scientific results or informing the public about European projects.

A note could be made on LinkedIn, or on Facebook groups, which might be preferred by users more familiar with these networks. However, in our experience these platforms will be less efficient at triggering engagement and, as these require formal requests to join, are less attractive to users not already part of the MSP community. This risks missing out on new potentially active and interested stakeholders.

Whether creating a Twitter page, Facebook or LinkedIn group, according to your preference, it is crucial to ensure regular / frequent updates at least on a weekly basis. Also important is the capacity to engage, reply and interact with your community, to encourage them to explore and share your work and results.

Twitter case: European Atlas of the Seas and the “map of the week” campaign

A simple and engaging communication campaign by the European Atlas of the Seas account highlights one map from their database every week. This enables regular animation of the page and provides discussion starters for specific segments of their community to explore the content of [specific maps](#).

The use of videos

Short videos are powerful communication items to promote the work of all engaged stakeholders. They can take the the form of short interviews, footage of marine activities engaged in MSP actions or visual animations depicting the challenges addressed and benefits brought by MSP.

Formats: shooting a promotional video will either be budget intensive (using a professional company) or time intensive (shooting the video with internal staff), but remember, both options will require strong involvement from the project/initiative team to develop a script, storyboarding, and guidance for the video team. For institutional stakeholders, or projects involving larger institutions with dedicated resources for PR and communication, support from an internal dedicated video team will greatly help.

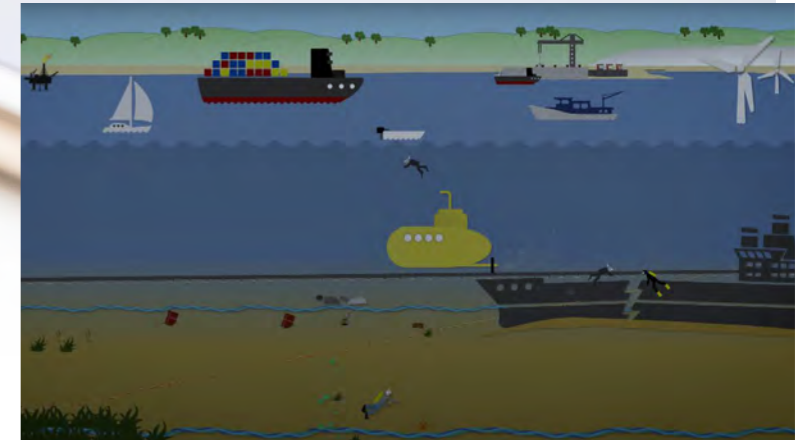
Length: current viewing habits place the average preferred length between 2 and 3 minutes, which can of course be extended to allow for more in depth descriptions and explanations. However it is advisable to capture the attention of the audience by jumping early in the video to attention grabbing messages such as issue to tackle.

Platforms: videos should be hosted on a properly identified platform associated with the project/institution/initiative such as Youtube (as a Google owned platform, Youtube will ensure good referral of posted videos) or Facebook (which enables interesting features such as premieres, scheduling, subtitling)

Subtitling: videos should be subtitled in order to maximise audience interest, particularly when playing on social media on hand-held devices where sound is frequently turned off for scrolling purpose. Open source and participative solutions such as www.amara.org are an interesting and user friendly option to manage the creation, publication and export of several subtitle formats.



Ensuring online presence for MSP campaigns



Ensuring online presence for MSP campaigns

CASE STUDY

Handing the wheel of MSP communication to the community Using the power of 'new media': social media influencers/bloggers

Governments and institutions can strategically use the media to tell the story of the MSP process to an audience outside of their immediate and organic reach. Nowadays, the scope of media has broadened to increasingly encompass freelance journalists, bloggers and influencers, in addition to the more traditional press outlets, radio and TV stations.

During the Sustainable Blue Economy Conference in Nairobi, Kenya (26-28 November 2018), IOC-UNESCO – as the United Nations body responsible for supporting global ocean science and services – actively took part in all segments of the event and held a pavilion in the conference's Exhibition Hall that attracted numerous participants. Philip Ogola, a digital humanitarian, was one of them.

On the first day of the conference, he visited the IOC-UNESCO pavilion and recorded a short video showcasing its location and arrangement, publications displayed as well as interactions between IOC representatives and participants; he then shared it with his following of over 50,000 people on Twitter (against IOC's less than 8,000 at the time).

Finding such intermediaries – or “partners in unexpected places” – to disseminate communication and institutional objectives will help maximise the reach and awareness of audiences who have little to no knowledge about MSP. For instance, it would be an extremely relevant method to get through to youth and young adults involved and/or interested in environmental issues, but who are not familiar with an MSP process.



09

Additional resources

Basic communication principles available on the EU MSP Platform website

[Communicating MSP](#) →

[Stakeholder involvement](#) →

[Communicating Maritime Spatial Planning: The MSP Challenge approach](#) →

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Pericles project - Page 11

DigiShape.nl - Page 12

Défi Mer et Littoral Loire Atlantique - Page 17

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Philip Ogala - Page 23

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