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Visually Communicating MSP in the MED

Review of project dissemination actions and campaigns

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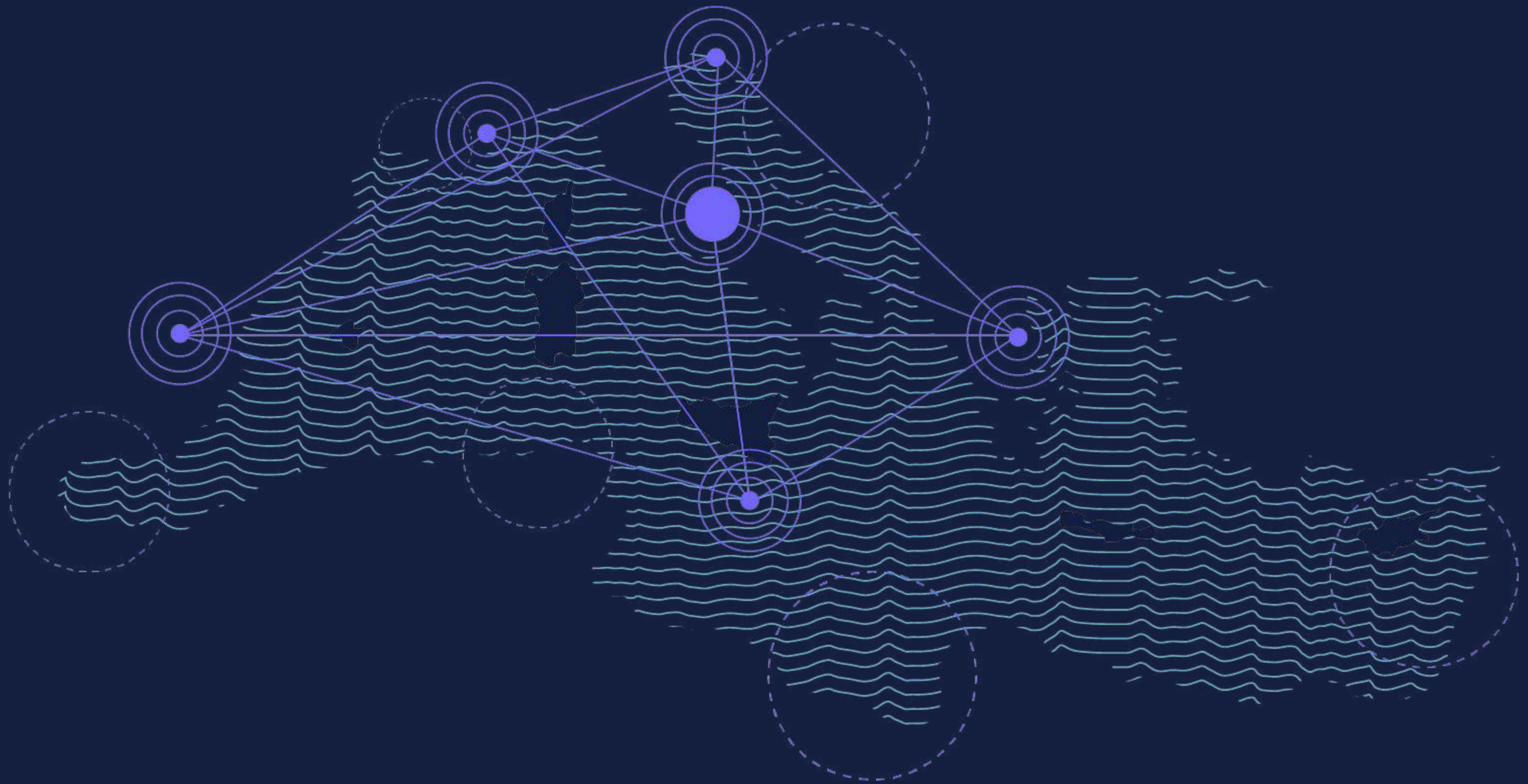

Project Full Title:
Towards the operational implementation of MSP in our common Mediterranean Sea
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Project Website: www.mspmed.eu

Deliverable Nr. D53
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Work Package: WP5 – Communication & Dissemination
Task Number: 5.2 – Communication Plan
Responsible Institute: IUAV
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Year: 2022
Dissemination Level: Public

Foreword

The approach employed by the MSP-MED Consortium to comply with the requirements of the Grant Agreement was a mixed one: all the partners identified a Communication officer to coordinate. The Project Coordinator had an active managing role and the dedicate Work Package had a Lead (IUAV) embodied in a Senior Communication Manager, a Communication Officer (expert in the field of science communication) and a second communication officer.

Furthermore part of the communication was subcontracted to Bey Studio, a team that proved extremely active in providing a visual identity, co-management of social media, website design and creation and current update of the latter.

The communication team was granted a great freedom in terms of creativity, a creativity that should, however, respect the visual identity of the project, European standards and scientific accuracy, when needed.

The approach developed by the communication team has draw a path across disciplines, presenting Maritime Spatial Planning in its complexity by considering communication research, science and culture based information.

Overall, the effort put in the communication, especially digital one, given the Covid-19 situation, has been extensive, the results of which will, hopefully, inform future projects and actions in communicating MSP and ocean topics, especially during the UN Ocean Decade and the missions that the European Union will support to achieve a cleaner sea and a sustainable development.

Goals that can only be reached if the population is well informed, engaged and commited. In this sense, we are confident that the MSP-MED, as brought is drop to the sea.

Contents

THE PROJECT

WP1: Coordination & Management - CORILA

WP2: Setting-up Maritime Spatial Plans - OFB

WP3: Data use & sharing - CNR-ISMAR

WP4: Cooperation among Member States and third countries - IEO

WP5: Communication and Dissemination - IUAV

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Introduction

The EU Project Grant No EASME/887390/MSPMED/EMFF-MSP-2019. Towards the operational implementation of MSP in our common MEDiterranean sea (MSPMED) is a EU co-funded project
aiming at supporting the Maritime Spatial Planning process in the Mediterranean Sea, by enhancing the establishment of coherent and coordinated plans across the Mediterranean marine regions and between Member States, in line with the MSP Directive objectives.

A dedicated Work Package (WP5 - Communication and Dissemination) was identified to address communication tasks and is based on horizontal activities within the project structure, as it affects other tasks throughout the project since it encompasses internal communication as well as dissemination for the public.

The Communication Plan (CP) (IUAV-CORILA, 2020) of the MSP-MED project was developed during the initial stage of the project and was updated every 6 months, in order to "better address the targets of communication activities and to give partners the possibility to add new communication and dissemination opportunities in order to facilitate the exchange of experience and good practices across sea basin, to foster and enhance the European dimension of MSP".

The general WP objectives of the communication and dissemination identified by the CP were:

- Raising awareness on the project activities and the benefits of MSP implementation;
- Ensure a long-lasting and straight forward communication among the partners of the project;
- Engage target groups in dialogue in order to receive input and feedback from different stakeholders;
- Clearly communicate the project's outputs, deliverables and activities;
- Clearly communicate eventual criticisms and obstacles encountered;
- Raise awareness on marine related issues and best practices.

Moreover, three types of communication were identified (A, B and C), with specific objectives:

A. Internal communication among project partners

- Optimize the flow of general communication between partners according to the management structure;
- Maximize synergies and communication within Work Packages (WPs);
- Provide documentation nimbly to the Communication Team to widely spread the project results / activities.

B. Communication between MSP-MED and the European Commission

- Facilitate communication with the European Commission on the progress and project results.

C. External communication

- Inform the target audience on the scope and objectives of the project, the reason for its creation, on the partners and the expected results and expected impacts;
- Disclose progress and partial results obtained along the project;
- Promote participation in spreading the project through project, institutional and personal profiles on social networks;
- Communicate the project results and conclusions once the project is finished;
- Facilitate a pro-active environment between practitioners and researchers beyond the project.

A set of target audiences were also identified, with the idea of approaching them according to specific requirements and in line with the general communication plan rule: raising of the awareness on the project content and project goals, dissemination of information on what is going to be done within the project and assurance of the explanation of the details of interest for the audience.

- Policy makers, Competent Authorities, Public Administrations and Committees at different levels (local, national and international) with responsibilities for marine-related activities and conservation both from EU and non-EU Med countries;
- Stakeholders, right holders, coastal and maritime users, including economic activities and environmental interests, in particular in regional or cross-border contexts;
- Marine related bodies at regional scale who are already engaged in transboundary cooperation and offer structures and networks for communication and dissemination;
- Universities, research centres and schools dealing with relevant topics in the Mediterranean basin;
- The academic marine management and MSP community (e.g. Marine Spatial Planning Research Network, MSP Platform, JPI Oceans, Unesco-Ioc etc) in order to contribute to current dialogue on MSP;
- The general public, including citizens and NGOs.

The External Communication, whose target audience were “External audience directly related to the project results” and “General audience”. was targeted via the creation of friendly dissemination material that encourages the audience to get familiar with the project, such as:

- Coordinated visual identity: logo, templates, project infographics, layouts;
- Brochure: for explaining the project and for the project results;
- Videos: focused on “best practices”, with animation and infographics;
- Roll-up: for events and conferences;
- Website of the project: explaining and updating on the project activities;
- Social Media profiles: Facebook, Twitter, Instagram, Linkedin;
- Newsletters on project progress: for update on project activities;
- Posters: to be shown in conferences and events;
- Media or Press Releases: for institutional and broader involvement

A coordinate visual identity for the project was prepared, by Bey Studio, according to the EC guidelines. It includes the project’s logo, templates for documents, leaflets and Powerpoint presentations.

A research-based approach

From Month 6 to Month 16 of the project a survey was conducted among marine experts, especially in MSP, via the project social media and advertised in relevant events. The survey (Annexe I) was built as follow: questions 0-5 were used to identify the respondents (nationality, age, gender, education, employment). Questions 6-11 were used to assess level of familiarity with terminology (MSP, OL, ICZM) followed by control questions. Questions 12-13 wished to evaluate the level of information and need for the same present in the surveyed group. Questions 14-24 addressed more specifically in the communication aspects asking the preferred media and timespan to be informed (14-15), the preferred content (16), knowledge about existing social media campaigns (17,18,19) satisfaction with digital dissemination contents on MSP (20,21), Engagement with OL and MSP communicative outputs and satisfaction regarding mother tongue and local-based products (22,23,24). The last set of questions intended to identify the most interesting topic within MSP (25) and most appreciated visual media (26-27).

56 answers were collected, and indicates that marine practitioners or stakeholders reached by the survey are mainly Governmental bodies (64,7%) and NGOs (19,6%) from 13 different countries. The survey sample appears gender balanced.

They are generally rather familiar with the term Ocean Literacy and very familiar with the term MSP or ICZM (but this can be regarded as a bias caused by the channels of submission).

The surveyed were eager to be more informed about MSP and the preferred media appear to be Social media and website/newsletters followed by traditional media and artistic outcomes. Billboards are consider less interesting and effective along private email. Social media are also the most used media on a yearly based.

The preferred timespan for receiving updates regarding the planning process is Biannual (33,9) followed by Monthly (25%) and Yearly (19%)

Generally they are aware of social media presenting MSP contents (62,5%) but of this percentage only 73,8% follow the pages, and only 51% interact, this shows that

engagement is not always subsequent to awareness of existence.

The social media products are, however, not generally perceived as sufficiently clear

Satisfaction with MSP and OL products in local languages is also rather low and the majority of the surveyed express their agreement on the statement that these products should be crafted according to local language and culture to achieve maximum impacts.

Spatial distribution of activities and marine biology and ecology are considered most interesting subjects in the field.

Confronted with visual examples infographics were considered the most effective output in terms of understandability, readability, information conveyer and artistry.

Maps were generally considered appealing and appropriate for conveying information but a good portion (33,9%) showed concern for excessive technicality

Communicative outputs - a review

The communicative products were created, therefore, combining on a series of documents requirements or guidelines: The MSP-MED Grant Agreement (EU Commission and MSP-MED Consortium, 2019), the MSP-MED Communication Plan (IUAV-CORILA, 2020),the guide Ocean literacy for all: a toolkit (UNESCO Office Venice and Regional Bureau for Science and Culture in Europe, 2018), Communicating MSP: An inspiring era of cooperation between institutions (EC, 2021)(2021). Handbooks of science communication and graphic design were also consulted, namely the Handbook of public communication of science and technology (Bucchi&Trench, (Eds.), 2021), The Truthful art: data charts, and maps for communication (Cairo, 2016) and Graphic Design Rules (2017). Rules of employment of the EU logo in projects communication were also respected.

The materials were created using the Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere and After Effects) and the G-Suite.

In the following pages the printed and digital outcomes are presented in order to give an overview of the efforts the MSP-MED project put in practice to disseminate its own results, and increase Ocean Literacy and engagement in the Mediterranean.

Printed material

The printed material was limited due to the Covid-19 pandemic and the will to limit the project's footprint. A leaflet of a few pages was produced to present the project and its objectives, a translation into national languages was requested and was the occasion to add a few pages about national specificities.

The leaflet respected the visual identity and integrated several graphics to describe the involved topics. A similar path was followed with a panel created for the European Maritime Day 2022, in which a style closer to illustration was employed for the visual part.

Roll/ups were used as soon as the possibility of organizing events was again an option.

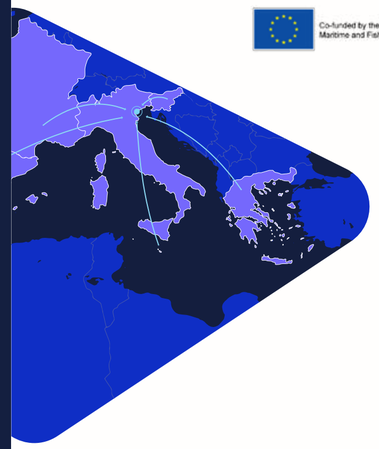
An institutional white roll/up with project logo, logos of the partners and EU logo was created and shown during project events.

For the European Maritime Day a special roll/up was also crafted, to present the project and the area of action. The chosen design was rather friendly.

A set of roll-ups were created for presenting the events of *WP4: Cooperation among EU countries and with third countries*. The 80x200 cm roll ups with a blue background introduced the scope of the events, signalling on a map where the event would take place, at the bottom a picture of the hosting city, modified with the Adobe effects, was employed. The EU funding and project logos were always visible.

For the Final Conference new products were designed: the infographics of MSP-MED D51 were translated, a set of three panels describing the planning methodology employed in Italian maritime areas (and supported by the project) were assembled.

A panel in Italian, presenting the role of research in the field and the project was also created and used during the European Night of Researchers.



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Towards the operational implementation of MSP in our common Mediterranean Sea

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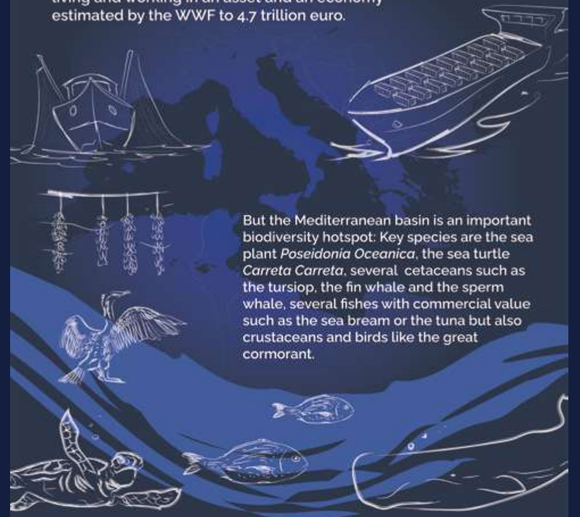
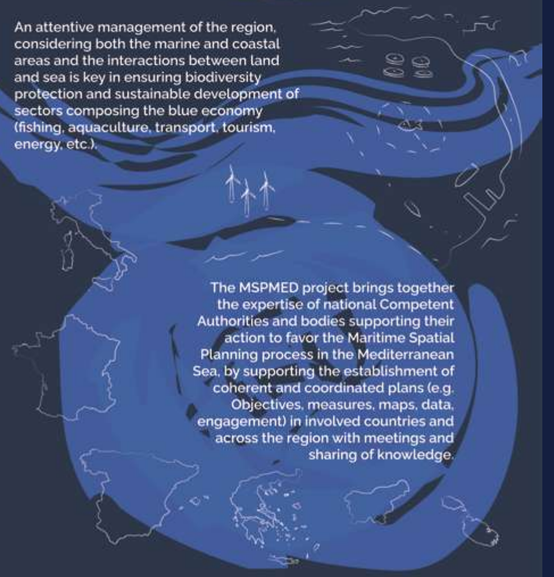
The Mediterranean: A Busy Sea

The area is home to 500 millions human beings, living and working in an asset and an economy estimated by the WWF to 4.7 trillion euro.



But the Mediterranean basin is an important biodiversity hotspot: Key species are the sea plant *Poseidonia Oceanica*, the sea turtle *Carreta Carreta*, several cetaceans such as the tursiop, the fin whale and the sperm whale, several fishes with commercial value such as the sea bream or the tuna but also crustaceans and birds like the great cormorant.

An attentive management of the region, considering both the marine and coastal areas and the interactions between land and sea is key in ensuring biodiversity protection and sustainable development of sectors composing the blue economy (fishing, aquaculture, transport, tourism, energy, etc.).



The MSPMED project brings together the expertise of national Competent Authorities and bodies supporting their action to favor the Maritime Spatial Planning process in the Mediterranean Sea, by supporting the establishment of coherent and coordinated plans (e.g. Objectives, measures, maps, data, engagement) in involved countries and across the region with meetings and sharing of knowledge.

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Pan-Eastern-Mediterranean Conference on *Land-Seascape and MSP*

20th of June 2022
Italian Archaeological School of Athens

The land and seascape. The immense cultural heritage they represent, but also their spiritual and economic values for nations and the mankind.

The MSPMED project believes that land/seascape should be envisaged as a specific topic in the maritime spatial planning framework, as its consideration will help achieving better land-sea interaction, more consistency and coordination between the marine and the territorial planning, raising people's awareness and transnational cooperation. A new definition of seascape, in a proper cultural dimension, is urgent, considering the necessities of the Blue-Green Deal.

The world-renowned importance of cultural assets in the Eastern Mediterranean is at the centre of a dedicated event, organized by the project partnership and supported by Italian and Greek Ministries, with institutional speakers and expert attendees from those EU and non-EU countries that overlook the cradle of civilization, the Mediterranean Sea.

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Pan-Western-Mediterranean Workshop

Towards the operationalization of a MSP Community of Practices in the Western Mediterranean

26th-28th of September 2022
Tunis

MSP, Blue Economy and marine experts of Italy, France, Spain, Malta, Morocco, Algeria and Tunisia and representatives from other countries surrounding the Mediterranean, as well as countries part of the 5+5 Dialogue - WestMed initiative, namely Mauritania and Portugal, are gathered to foster collaboration and networking, and share technical knowledge, experiences and tools regarding MSP and Blue Economy.

A three days intensive workshop to network and to share experiences and lessons learnt among participants from the involved countries. A moment to share knowledge and identify opportunities for the different countries to address their respective MSP processes and Blue Economy strategies.
A meeting to identify potential synergies for future collaborations. An event to identify recommendations for a coherent MSP across borders.

MSP-MED, a EU funded project committed in bringing another brick to the creation of a Community of Practices for MSP in the Western Mediterranean.

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Bilateral Event Slovenia-Italy

21st of September 2022
Izola

The event will be the occasion to share national concerns regarding some of the key uses occurring in the area, namely tourism and maritime transport, and their interactions with ecosystems/biodiversity protection and other maritime uses.

The area is an important foraging and overwintering habitat for the loggerhead turtle, and a key habitat for pelagic sea birds, including the rare European storm petrel. Furthermore, various species of cetaceans are present in the area. Coastal and cruise tourism are recognised as important economic and development factors in the North Adriatic.

Maritime traffic of goods in the area is intense. Governments have signed series of agreements in order to establish an IMO's Traffic Separation Schemes/Recommended Routes system in the Adriatic Sea, to enhance the safety of navigation and the protection of the marine environment.

Maritime Spatial Planning can play a major role in supporting the establishment of these and other spatial measure, ensuring that conflicts and synergies with other marine protection and other uses are optimized.
The event will be a moment to share national experiences of plan implementation of these topics, and frame them in future broader cooperation strategies.

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Infographics for basin uses:
Biodiversity , Aquaculture, Renewable energies

This set of infographics provides an overview of the spatial presence and main figures regarding uses and sectors in EU Member States on Mediterranean shores involved in the MSP-MED project.

Objectives
The aim of the deliverable is to present an overview of three maritime uses in the Mediterranean countries involved in MSP-MED project. The three sectors, mentioned in the MSP Directive, are key to the European Green Deal and sustainable development, they are:

Biodiversity protection
Aquaculture
Offshore renewable energy

This communicative output is part of the Work Package 5 Communication and Dissemination, it is composed of an introduction to the sectors in the basin and followed by a set of infographics with spatial data combined with recent figures of the logistics and economic aspects of the sector per country (e.g. total commercial value, harvested species, etc.). The deliverable is conceived to offer policy makers and interested stakeholders a superficial comparative overview of the ongoing development of the sector in the involved countries, namely Italy, France, Spain, Greece, Slovenia and Malta.

Methodology
The spatial data were provided by competent authorities or official research institutions*, the different national approaches determined a variety of definitions of the spatial data, i.e. in Biodiversity protection some countries presented only Natura 2000 sites whereas others also included PSSAs and other forms of protection. Therefore the authors were in the need to synthesize the data, explicating differences in legends, but allowing a certain degree of comparison of the national efforts in each sector. This asset was reinforced by introducing figures, mainly issued from the European Market Observatory for Fisheries and Aquaculture Products, the Biodiversity information system for Europe and documents issued by national authorities. Eventually it shall be noted that offshore renewable energy development shows significant discrepancies between considered countries, in fact only France and Spain, to this day, have identified areas or implemented pilot projects. The infographics regarding this use are, therefore only present for the aforementioned countries, their figures take into consideration the strategies or roadmap for carbon neutrality of 2050.

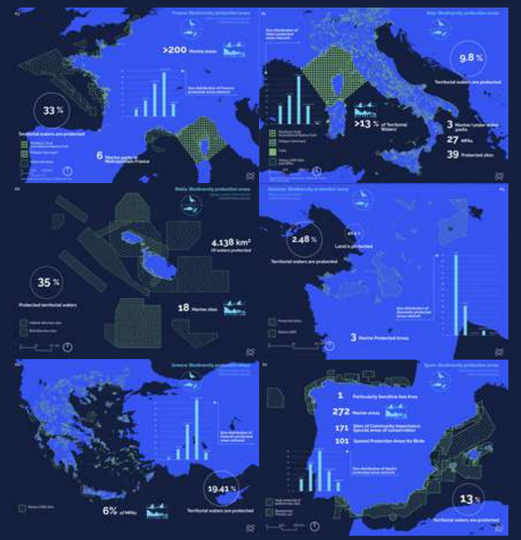
Biodiversity protection in the Mediterranean basin

The Mediterranean is a renowned hotspot for biodiversity, counting more than 17.000 marine species of which 20-30% are endemic.

The EU Member States considered have implemented the Bird Directive (2009) and the Habitat Directive (1992), therefore participating in the Natura 2000 network. Furthermore transboundary protected areas, such as the Pelagos Sanctuary are active in their territorial waters.
They are also signatories to the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean (Barcelona Convention) which calls upon countries to establish MPAs.

To this day the basin presents 1.233 Marine Protected Areas and other effective sites implementing conservation measures: overall covering an area around 8.9% of the Mediterranean Sea, but only 10% implementing effective management plans. 0.04% of the surface of the Mediterranean is protected by no-go, no-take or no-fishing zones (UNEP, 2022).

Despite these efforts UNEP reports that a 70% of habitat loss of Posidonia oceanica is projected by 2050 and that from 1950-2011, the Mediterranean lost 41% of top predators and many species are vulnerable to extinction.



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Infographics for basin uses:
Biodiversity , Aquaculture, Renewable energies

Aquaculture in the Mediterranean basin

In the Mediterranean basin, according to UNEP and Plan Bleu figures, aquaculture production has almost doubled from 1995 to 2015. The production of Turkey, Italy and Greece represents about 78% of the total Mediterranean production. The sector's value in the region is about US $2 billion. Four countries account for 82 percent of the total value: Turkey, followed by Greece, Italy and Spain.

In the region, aquaculture plays, therefore, a major role in economic growth, providing food security and reducing dependence from fishing overexploited wild stocks.

The rapid growth experienced by the sector poses sustainability challenges that the EU intends to tackle and are therefore addressed by several programmes and strategies, including EMFAF and Farm to Fork to ensure food availability while reversing biodiversity loss.

The Mediterranean figures show that the value of the sector is already quite high but its potential has not yet been achieved.

Offshore renewable energy in the Mediterranean basin

Offshore Renewable Energy (ORE) is still at a very initial state in the Mediterranean, the Offshore Wind Energy (OWE) has been, so far, the source attracting interests and investments. Wave Energy, Tidal/Current Energy and Salinity and Thermal Gradients Energy have been only partially explored, also due to the physical specificities of the basin.

A large number of studies have been carried out (including in the MSP-MED project) on offshore wind opportunities and risks and a few projects are at a concept/early stage while many have been cancelled or postponed.

Currently, in the Mediterranean coasts of France, pilot projects for testing offshore floating turbines are in progress in Leucate and Gruissan (region Languedoc-Roussillon), and Faraman (region Provence-Alpes-Côte d'Azur) (Soukissian et Al. 2017).

Spain has identified a set of areas for the installation of OWE farms and consultations with local stakeholders are undergoing, eased by the MSP process.

Numerous offshore wind projects in Italy (and Malta) have been cancelled or postponed due to lack of funding or opposition of local authorities. The first Italian pilot project in the Gulf of Taranto was effectively active in Spring 2022. Many other projects are on standby.

A situation that can be found similarly in Greece where several projects (around 5B) have been postponed. The European Green Deal is expected to foster and speed up the transition to ORE.

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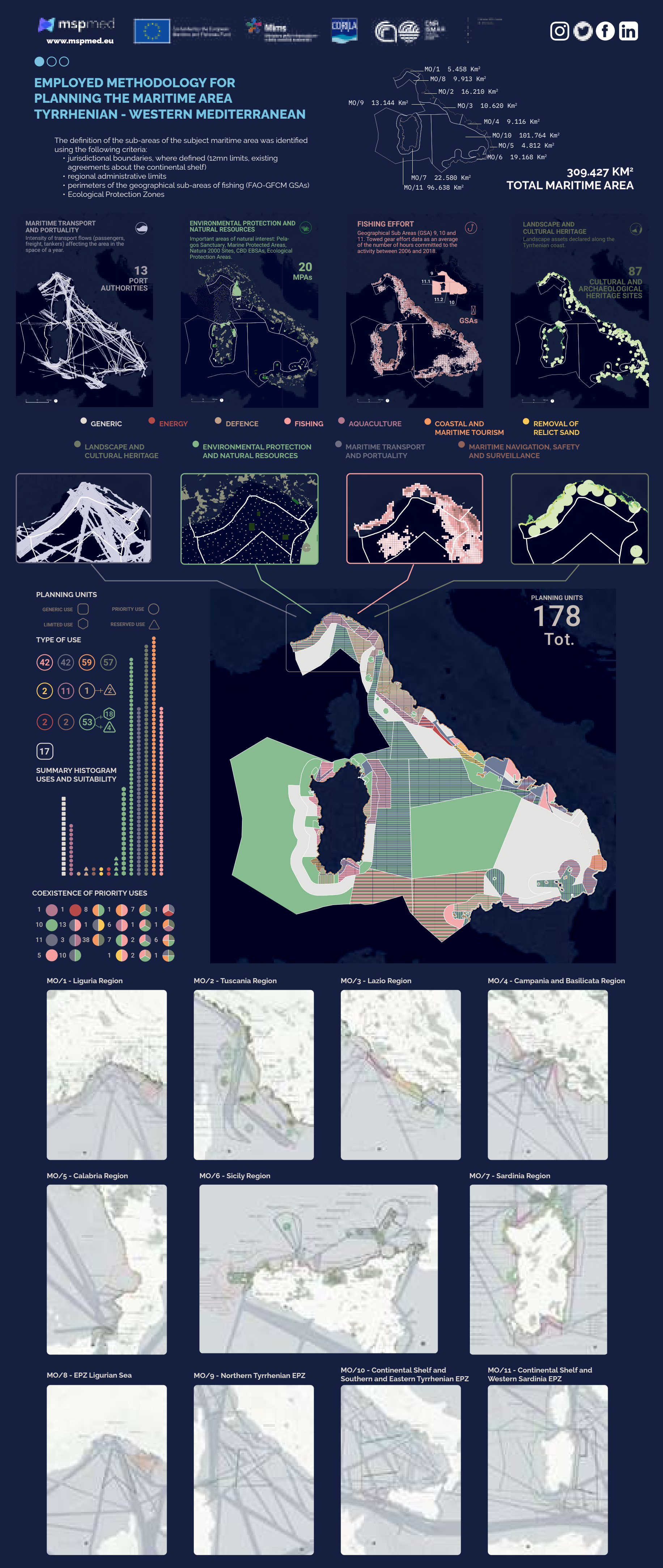

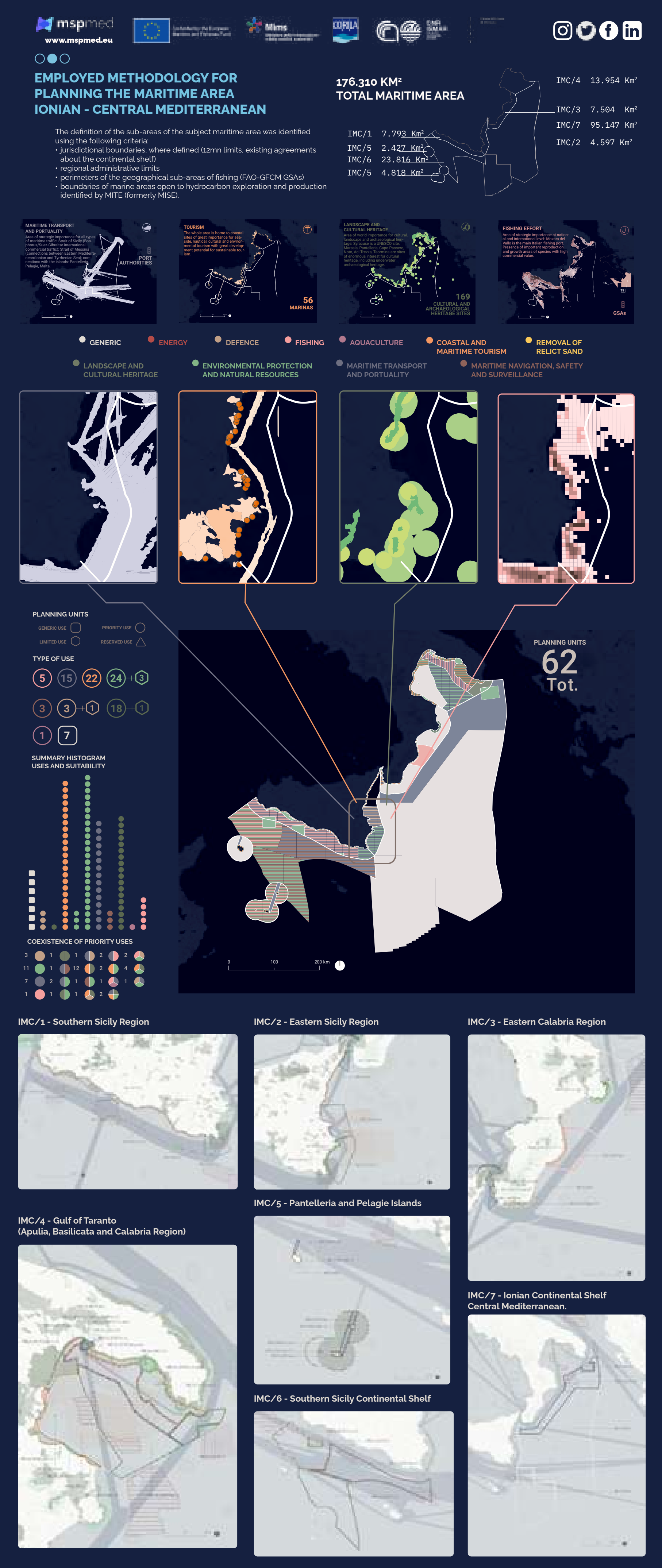

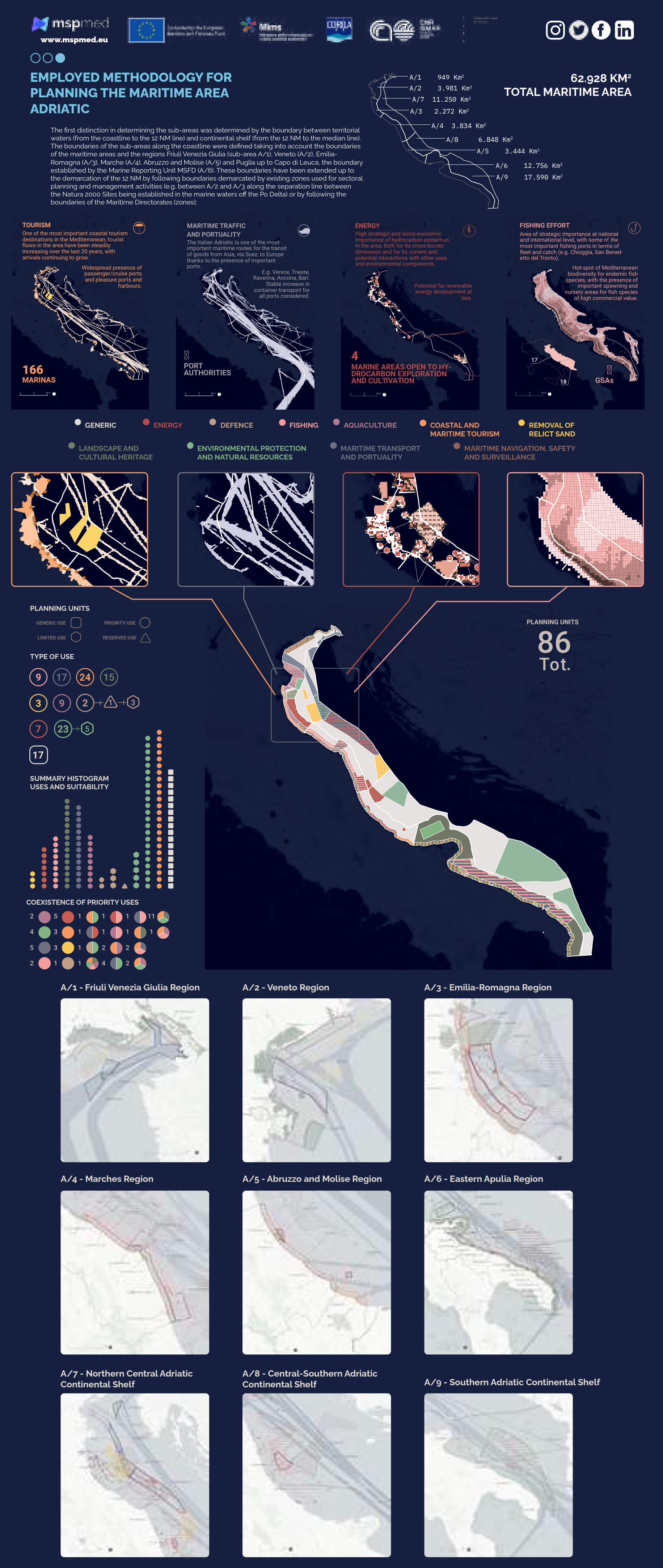

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Cofinanziato dal Fondo europeo per gli affari marittimi e la pesca

La Pianificazione dello Spazio Marittimo

La Pianificazione dello Spazio Marittimo (PSM) è una modalità pratica di riorganizzare le attività antropiche esistenti (e future) nello spazio marittimo con lo scopo di bilanciare la domanda di sviluppo con la necessità di proteggere gli ecosistemi marini, e di raggiungere obiettivi sociali ed economici in maniera trasparente e pianificata. Come tale, la PSM è un fattore abilitante fondamentale per uno sviluppo sostenibile dell'economia del mare.

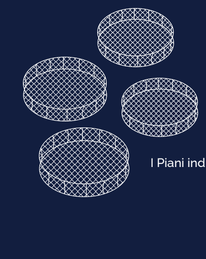
La direttiva del Parlamento e del Consiglio Europeo n. 2014/89/UE istituisce un quadro per la pianificazione dello spazio marittimo con l'intento di promuovere la crescita sostenibile delle economie marittime garantendo un uso sostenibile delle risorse marine.

La Pianificazione dello Spazio Marittimo viene attuata attraverso l'elaborazione, l'adozione e l'implementazione di uno o più Piani nazionali per le proprie acque marine, tenendo conto delle delle convenzioni internazionali che ne hanno definiti i confini e delle interazioni terra-mare. I Piani tengono in considerazione gli aspetti economici, sociali e ambientali. La PSM è un processo pubblico che coinvolge una moltitudine di attori: ministeri, regioni costiere, comuni, associazioni, consorzi, enti di ricerca , ecc.

La direttiva 2014/89/UE è stata recepita in Italia con il decreto legislativo n.201/2016 che stabilisce che il Ministero delle Infrastrutture e dei Trasporti (ora Ministero delle Infrastrutture e della Mobilità Sostenibile) è l'Autorità Competente, chiamata alla redazione di 3 Piani di Gestione, per ciascuna area marittima: Tirreno-Mediterraneo Occidentale, Adriatico, Ionio-Mediterraneo Centrale.

Un approccio olistico ed inter-settoriale

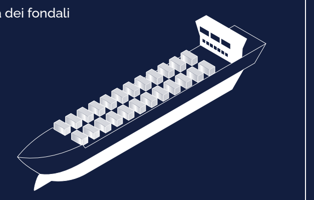
I Piani dello Spazio Marittimo considerano i seguenti settori / usi del mare, per i quali individuano obiettivi strategici (a livello nazionale) e obiettivi specifici (a livello di sub-area), nonché una serie di misure per il raggiungimento degli obiettivi prefissati:



Difesa e sicurezza degli usi civili e produttivi del mare
Pesca
Acquacoltura
Trasporto marittimo
Esplorazione ed estrazioni minerarie e di idrocarburi
Energie rinnovabili
Difesa costiera, protezione dalle alluvioni, ripristino della morfologia dei fondali
Turismo costiero e marittimo
Ricerca scientifica e innovazione

I Piani individuano altresì come principi trasversali e sovraordinati:

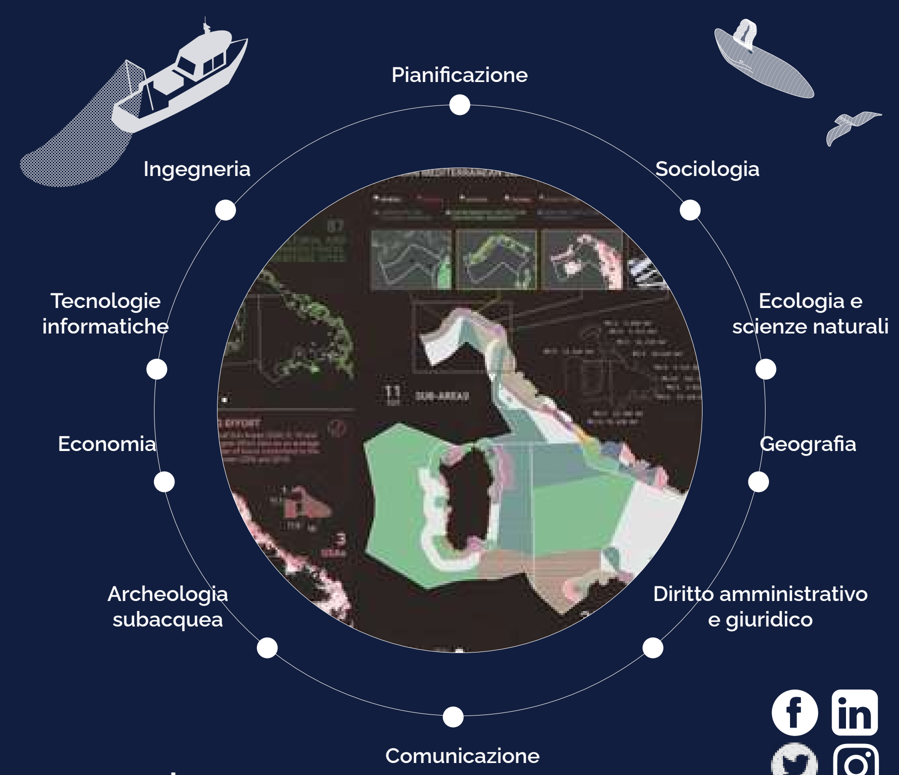
Sviluppo sostenibile
Tutela e protezione di specie, habitat ed ecosistemi
Tutela del paesaggio e del patrimonio culturale



Come la ricerca supporta la pianificazione:

Iuav, Cnr-Ismar e Corila, inragione della loro esperienza decennale nell'ambito sono impegnati in qualità di polo scientifico nel supportare il Ministero delle Infrastrutture e della Mobilità Sostenibile.

Tale ricerca, molto attiva attraverso i progetti europei, quali MSP-MED, è fortemente interdisciplinare, le principali specialità sono riassumibili in:



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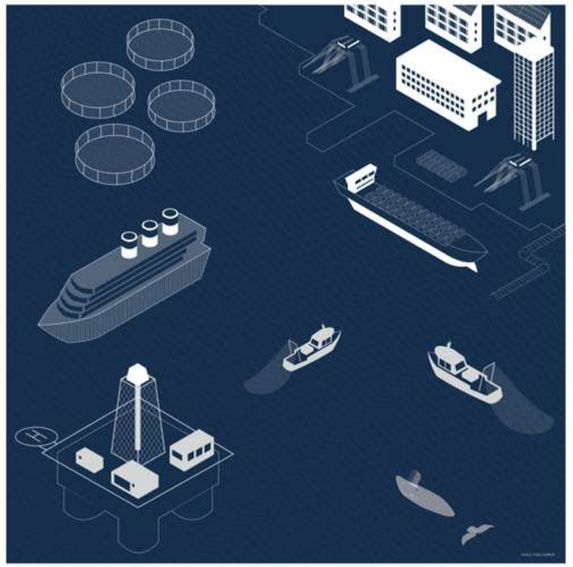
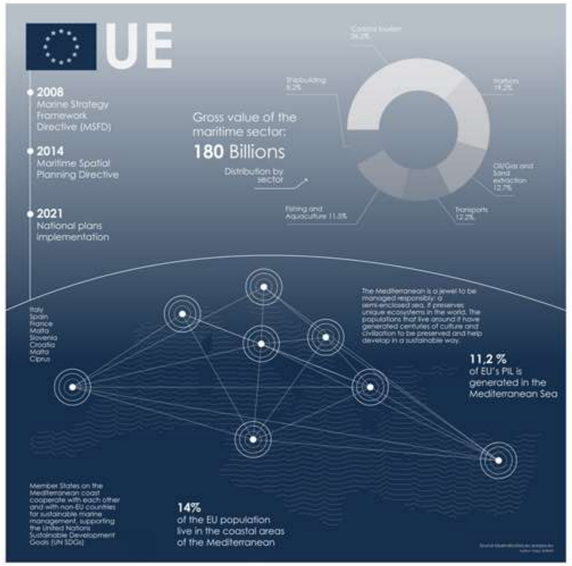
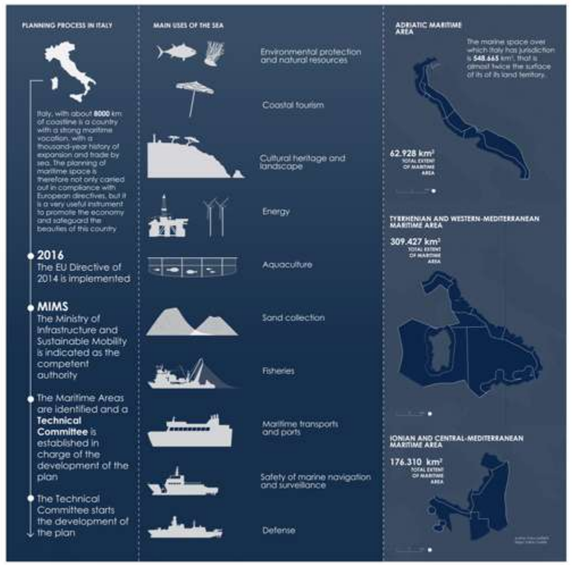
Press releases were sent to local and national newspapers and the project was showcased accordingly.

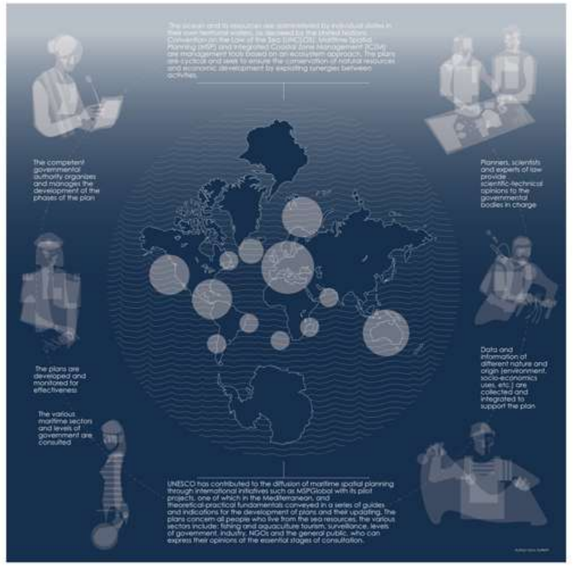
Another notable experience was the one generated by the cooperation with UNESCO-IOC Venice Regional bureau involved with Ocean Literacy and communication for the Ocean Decade.

The Ocean & Climate Village is a modular, itinerant exhibition designed by the IOC-UNESCO Regional Bureau of Venice, Department of Ocean Literacy. The Exhibition debuted at the Milan Triennale in 2021 with the objective of presenting to the general public, especially families and schools, the importance of the ocean for our lives and societies. A set of illustrated panels, completed by written information, interactive experiences and hands-on sessions related to marine sciences offered the visitors the opportunity to explore different marine topics in a friendly way.









Online presence

The website

A website was foreseen by the Grant Agreement, to work as a repository and showcase, a communication medium that was extensively employed.
The project's website (in English), has a double task: to document project activities, results and outputs and to share with the EC and the general public, stakeholders and institutions the deliverables and communication material produced. CORILA is in charge of regularly updating the project's website and all the Project Partners actively contributed with the needed material.
The domain www.mspmed.eu was registered and accommodated version 1.0 of the project website. The website includes a workspace and is continuously updated on project events, deliverables, activities and news related to MSP. The website is compliant with the Web Content Accessibility Guidelines 2.0, and level AA has been guaranteed.
Updated versions of the website have been released during the project duration. In any case, the website has a dynamic section, able to accommodate the main project results, as soon as they are ready. A tackled challenge was to give visibility to the project's results within the national MSP process of each country. This would guarantee a quicker and wider diffusion and would be key to maximise the project impact.

The MSPMED website version 2.0 was successfully delivered in September 2020 and shared with all the partners. The website (www.mspmed.eu) is subdivided in different sections such as:

Home
Project (summarized description of the project)
Events (calendar and description of events)
News (news and tweets of the project)
Partners (short description of each partner and links to institutional websites)
Results (deliverables of the project)
Newsletter (inscription module)
Contacts (information and form on how to contact the coordinators)
Restricted area (dedicated area for the partnership)

In spring 2021, the PC asked for some improvements to allow an immediate identification of the issues addressed by the project and experts involved in MSPMED. In order to achieve this goal Bey Studio (Babbason's srl) was asked to integrate the website with some new features and pages:

National Pages
The six national plans involved were presented, each with a dedicated page, accessible from an interactive map or the header. The page will showcase a text describing the specific planning process, information about the competent authority and laws. Maps and images will also be present.

Geoportal (France)
An interactive geoportal was implemented in the France page by Shom.

Social media

In order to publicise project activities, the use of social networks was foreseen (Facebook, LinkedIn groups, Twitter, Instagram), using also the existing partners' infrastructures. The social media accounts of the project have been managed by CORILA and Bey with the help of all partners and in parallel, each partner will share these contents and/or others on its own social media accounts.
All partners contributed to communication activities with particular attention to the communication within each country.
A vibrant media communication strategy followed the projects' lifetime, to ensure a higher visibility and impact on all target groups involved inside and outside the Programme territories.
Also social media guidelines have been produced to facilitate the sharing of information on social media channels from partners.

The social media guidelines were meant for facilitating the sharing of contents, images, documents on the social media channels of the MSP-MED project and improve the overall visibility of the project/partners. The following rules for publishing contents have been provided to all the partners:

Images/Photos/Pictures: Photos / images / pictures must have a minimum resolution of 500x500 px. Possibly without graphics and/or logos. All the graphics and visual part will be inserted and added during the graphic realization of the post. Please specify if you wish to have your institutional logo (or others).
Text: Together with the visual component it will be necessary to attach a text that explains and tells what the post must communicate / explain / disseminate. As far as Twitter is concerned, the maximum number of characters that can be used are 280, for all the other social networks there is no real maximum limit.
Credits: Specify, for each social media channels in the case it is needed or requested, the reference 'tag' of any person, page, institution and body that need to be mentioned. Credits are necessary above all in the event of 'appropriation' of content from third party social pages (Be aware the tags are different from the respective social networks).
Date: In the specific case in which a post or news to be communicated must be published with a certain urgency, for example during an event, please communicate it clearly in advance in order to organize in time the communication.

Link: In the specific case in which a post or news to be communicated should redirect users to an external link or site, please specify the link properly.

Social Media Campaigns

The social media campaigns, were largely employed. Most of them were used to convey aspects of MSP and projects events and advancements. However, some of them employed more entertaining techniques (animation, illustrations) and built on the survey's results, on graphic design rules and on the attempt to ensure the scientific accuracy of the content.

A series of specific campaigns were fully designed with an OL perspective, they were all built to be allocated on Instagram (square format) where a broader audience could be reached but possibility to adopt them on Twitter (especially regarding the caption) was maintained since the existing interaction was broader on this last news feed.

Partners

All the project partners were presented and publicized by giving a short description of each institution, their involvement in the different national MSP processes and providing links to their websites and social media pages.

Deliverables

Once the deliverables were completed and made publicly available on the dedicated section of the website (Results), posts advertised the delivery and included a link to the webpage for a quick download of the documents.

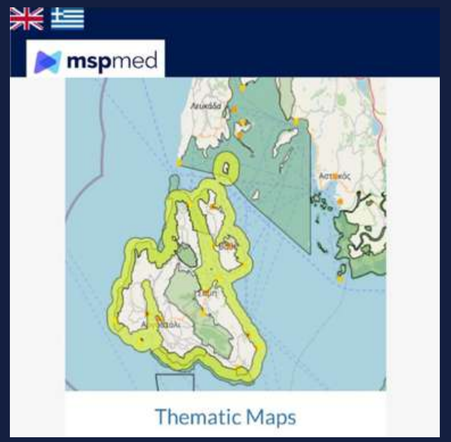
A dedicated visual was created to accompany each of them.

National Plan Presentation and Support

In July 2021, another campaign was launched to present the national plans, highlighting support given to them by the MSPMED. The structure of the campaign consists of four posts per country (i.e. one month dedicated to a single country). The four posts were visually crafted using pictures and maps provided by each of the partners. One of the posts also showed the logo of the national competent authority for MSP.

The texts of the captions were derived from descriptions provided by the MSP partners and broadly focused on national MSP governance, state of the plan, the MSPMED actions that support the national plans.

Further specification of support were given by presenting the events organized, the success in terms of implementation or design of the plans, the creation of tools.

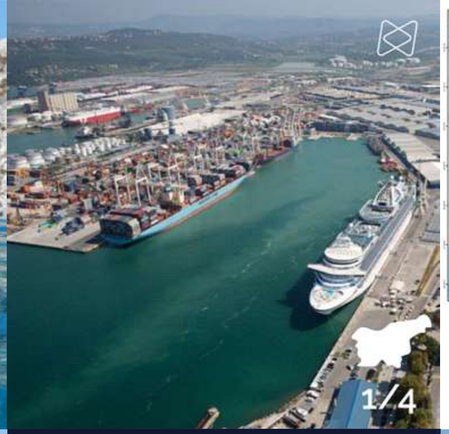


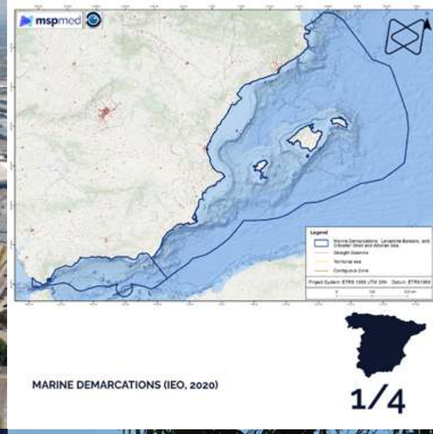
"In the framework of MSPMED, the partners have the opportunity to share knowledge and build datasets that will support the Italian Competent Authority.

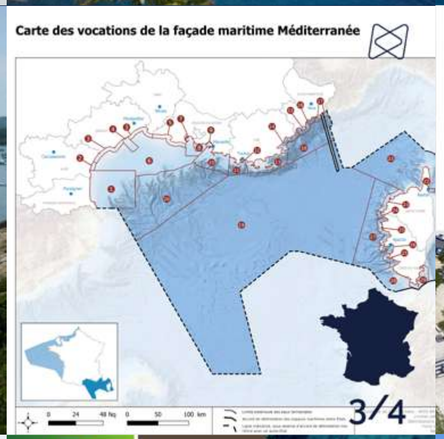
#msp #mspmed #mediterranean #mediterraneansea #sea #europe #environment #france #italy #greece #spain #malta #slovenia #water #global #project #europeanproject #european #eu #med #europeancommission #sdgs #marinelife #socialimpact #globalgoals #impactinvesting #circuleconomy"

Caption of national support post, 2021

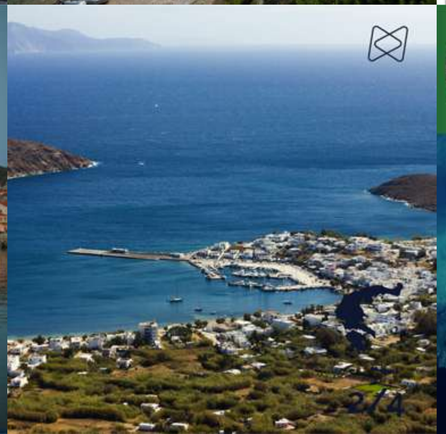
Mims
Ministero delle infrastrutture e della mobilità sostenibili



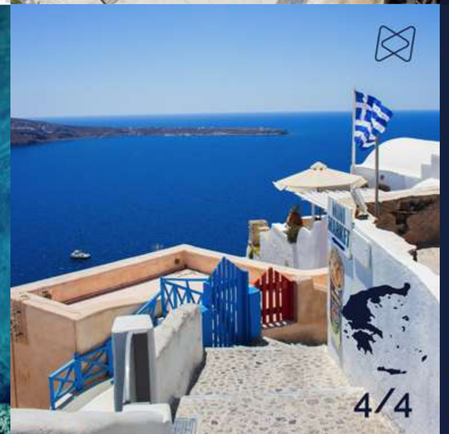




MINISTÈRE DE LA MER
Liberté
Égalité
Fraternité



MINISTRY OF ENVIRONMENT & ENERGY



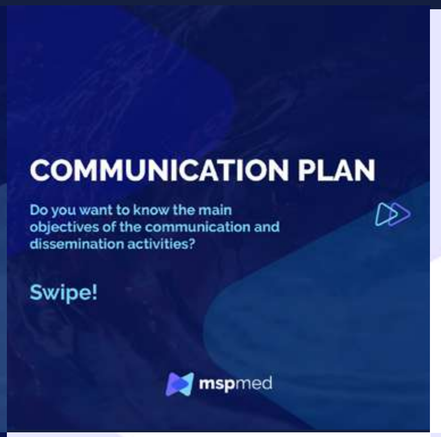
PLANNING AUTHORITY

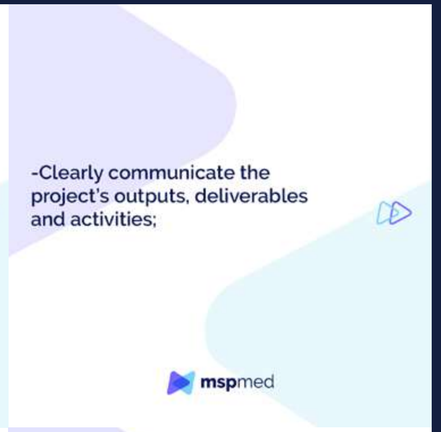
Structure and Objectives

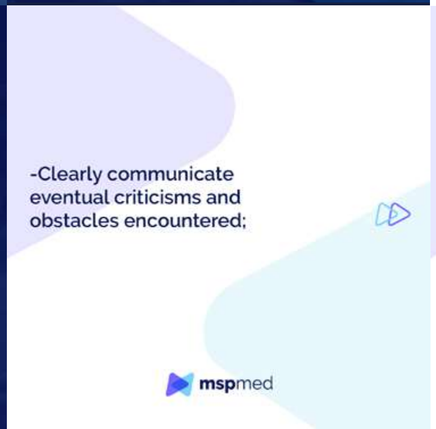
The project structure was presented with a dedicated visual output, reporting the work package main structure and entitled partner. The partners were tagged in the caption and a short description of the tasks required to fulfil the package was given.The main objectives of the project were disseminated through dedicated visuals and captions, tagging the partner responsible for each goal. Later on yearly results have been shared.

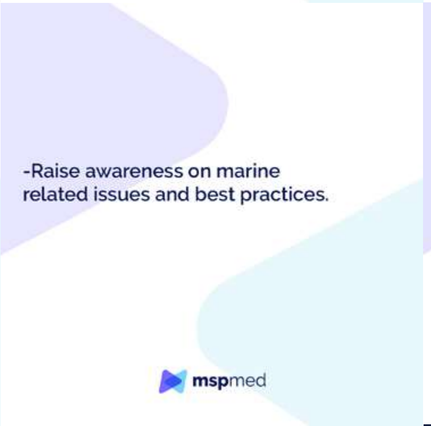
Communication plan

The communication plan's structure was presented, with a visual and a caption describing its main goals and involved partners.









MSP in the MED

As part of the presentation of the MSP state of the art in the Mediterranean basin, the main and more recent initiatives that took place in the area were presented.
The selection fell on the events that still have an active website and social presence, a short caption described the main aims of the projects and provided a link to the website of the initiative. Past inititiatives were also promoted by newsletter. Other initiative promoted: Bluemed Initiative, MED-COEVOLVE, MED-PHAROSMPAS, etc.

Special days

Special observances and institutional days were also celebrated on MSPMED social media profiles. Sometimes by repost but more often with a visual created for the purpose, engaging and enjoyable tones were used to engage with the followers.

Events from other relevant projects

Also events from other relevant projects were advertised. In this case a distinctive visual was proposed to distinguish them from events within the MSP-MED framework.

In case project partners participated in the event or its preparation the visual would say “Support” to highlight this aspect. The list of event attended by partners and where MSP-MED was presented is long , it includes among others WestMED National Event, WestMED hackathon, the BIG cluster Tunis Event, Aquaculture 2021, etc. The full list is part of the official reports to the European Commission.

Project events

Every event that took place in the extended framework of the project was advertised: especially the technical workshops and meetings for national plans.
A dedicated poster was also created, showing the date, hour and title of the event, and posted a few days before the event, the events were also advertised on the project website.

TECHNICAL WORKSHOPS

(focusing on KEFs - Key Enabling Factors for MSP)

Participants:
Project Partners, Invited Experts/Institutions and CAs.

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25
05

#1WORKSHOP

What happened?

mspmed

26
02

10:30-12:00

Spatial development for the Koper Bay area

Online Workshop
Organizer: RDC Koper

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RELEASE

MSP Challenge Simulation Platform
MSP Challenge Adriatic Sea edition

mspmed

Explore the future

with the MSP Challenge Simulation Platform
via Zoom, 19 May 2021
14:00-17:00hrs

mspmed

11
03

10:30-12:00

Spatial planning of coastal strip

Online Workshop
Organizer: RDC Koper

mspmed

15
04

10:00-12:00

Spatial planning of coastal strip

Online 2° Workshop
Organizer: RDC Koper

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NATIONAL WORKSHOPS

(focusing on National processes and stakeholders)

Participants:
Project Partners, CAs, National Institutions, Stakeholders and NGOs.

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BILATERAL WORKSHOPS

(focusing on transboundary and crossborder cooperation)

Participants:
Project Partners, CAs, National and International Institutions, Stakeholders and NGOs.

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Interreg Mediterranean

MED OSMOSIS

CROSS-BORDER WORKSHOP

On MSP and Maritime Surveillance FR-IT-MC

03|02|2022

online meeting
09:30 - 12:50 (CET)

mspmed

Co-funded by the European Maritime and Fisheries Fund

#3

TECHNICAL WORKSHOP

Ecosystem-Based Maritime Spatial Planning in the Mediterranean

19|02|2021

online meeting
09:30 - 13:00 (CET)

mspmed

Joint Event

Multi-Use MED Webinar

10/05/2021
10.00-14.40 CEST

European MSP Platform

mspmed

20
05

1:00pm– 3:00pm

MSP-MED Preparation of maritime spatial plans

Online 3° Workshop
Organizer: RDC Koper

mspmed

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3 important meetings for the Italian National Plan.

find out what happened

mspmed

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#4

TECHNICAL WORKSHOP

From data to knowledge. Supporting adaptive management in MSP

09|07|2021

online meeting
09:30 - 13:30 (CET)

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EMD

EUROPEAN MARITIME DAY

Ravenna
19-20 May 2022

Workshop

EXPLORING THE FUTURE OF MSP IN THE LIGHT OF THE EUROPEAN GREEN DEAL

Ravenna, Pala De Andrè - Online

19.05.2022
2 pm - 3pm

mspmed | European Marine Board | eurisy

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#6

TECHNICAL WORKSHOP

Monitoring of implementation

29|03|2022

online meeting
09:30 - 13:00 (CET)

mspmed


Sessione 1
WORKSHOP TECNICO (ITA)
Verso il Piano dello Spazio Marittimo dell'Area "Adriatico"
25|02|2021
incontro online
14:30 - 17:00 (CET)
mspmed


Sessione 2
WORKSHOP TECNICO (ITA)
Verso il Piano dello Spazio Marittimo dell'Area "Adriatico"
02|03|2021
incontro online
09:30 - 12:00 (CET)
mspmed


#EMDinMyCountry
EMD
EUROPEAN MARITIME DAY
IN MY COUNTRY
EMD IN MY COUNTRY
MSPMED Webinar Conference:
La PSM in Italia e in Europa
02|05|2022
Venice, online (IT)
10:00 - 12:00 (CET)
mspmed


Arsenale
28 mag
SALONE NAUTICO 2022
THE REGULATORY PLAN OF THE SEA
Towards the Plans of the Italian Maritime Space
VENICE
31|05|2022
3pm-5pm CEST
mspmed


Train the Trainer
WORKSHOP
Adriatic Edition
MSP Challenge Platform
22|04|2021
online meeting
09:00 - 13:00 (CET)
mspmed


MINISTERO DELLA CULTURA
mspmed
PAN-EASTERN-MED CONFERENCE ON LAND-SEASCAPE
ITALIAN ARCHAEOLGICAL SCHOOL OF ATHENS, GREECE
20|06|2022
9.30pm-6pm EEST


mspmed
Trilateral Meeting
Fr-Sp-It
Paris, 2nd September 2021
PREMIER MINISTRE
Secrétariat général de la mer


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GENERAL ASSEMBLY
4th STEERING COMMITTEE
VENICE-ONLINE
03|03|2022
1pm-6pm CEST


MINISTÈRE DE LA MER
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GENERAL ASSEMBLY
3rd STEERING COMMITTEE
PARIS
01|09|2021
9am-4.30pm CEST


MINISTERO DELLA CULTURA
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BILATERAL MEETING
ITALY-GREECE
ATHENS
21|06|2022
9.30pm-1pm EEST


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BILATERAL EVENT ITALY-MALTA
UNDERWATER CULTURAL HERITAGE
VALLETTA
30|06|2022
9.30pm-2pm CET


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TRILATERAL MEETING
SPAIN-MOROCCO-ALGERIA
RABAT, MOROCCO
14-15|09|2022


MSPMED on the move
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MSPMED on the move
mspmed


MSPMED is on the move again
Bilateral Meeting : Italy | Greece
15 July 2021
Ministry of Environment, Energy and Climate, Athens
Ελληνική Δημοκρατία
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BILATERAL EVENT
SLOVENIA-ITALY
IZOLA, SLOVENIA
21|09|2022


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PAN-WESTERN-MED
CONFERENCE
TUNIS, TUNISIA
26-28|09|2022


Mims
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FINAL
CONFERENCE
ROME, ITALY
13-14|10|2022


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MSPMED PAN-WESTERN MEDITERRANEAN WORKSHOP

"Towards the operationalization of a MSP Community of Practices in the Western Mediterranean"

26-28 September 2022
Hotel El Mouradi Gammarth, Tunis (Tunisia)

AGENDA

Venue: Hotel El Mouradi Gammarth 5*
B.P597 La Marsa – Gammarth,
La Marsa 2070 – Tunis
http://www.elmouradi.com/

DAY 1 - Monday 26th September 2022	
Morning	**Arrivals** Lunch available
14:00 – 14:20	**Opening – greetings and introduction** • Greetings, Claus Heiberg, EU Delegation in Tunisia • Greetings, Marta Dionisio, Italian Embassy in Tunisia • Welcome, Mounir Ghribi, OGS • WestMEd Initiative National Hub, Salem Miladi • MSPMED Project, Pierpaolo Campostrini, CORILA
SESSION 1: MSP Community of practice in the Mediterranean Chair: Béchir Béjaoui, INSTM	
14:20 - 15:10 (10' each)	**Past and current initiatives** • The enabling role of the European MSP Platform in supporting MSP in the Mediterranean and EU – Christopher McDougall, Team's Project Leader (video) • SIMWESTMED and SUPREME, building a Mediterranean feeling to MSP– Pierpaolo Campostrini, CORILA • MSPglobal pilot project in the Western Mediterranean – Michele Quesada, IOC-UNESCO, MSPglobal Initiative • Co-Evolve4BG project – Khouloud Athimen, National Institute of Marine Sciences and Technologies, INSTM • MSPMED project: Landscape, Seascape and Cultural Heritage – Francesco Musco, IUAV

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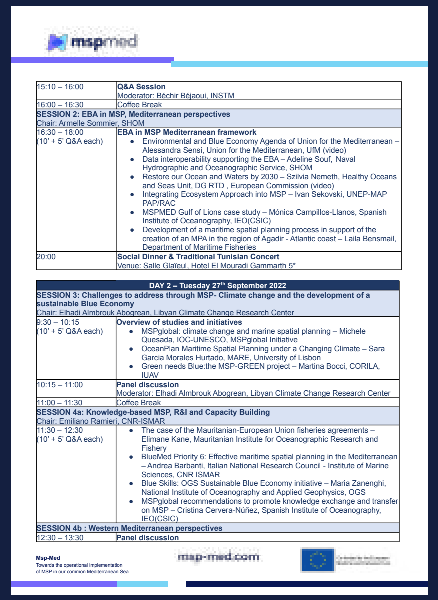
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15:10 – 16:00	**Q&A Session** Moderator: Béchir Béjaoui, INSTM
16:00 – 16:30	Coffee Break
SESSION 2: EBA in MSP, Mediterranean perspectives Chair: Armelle Sommier, SHOM	
16:30 – 18:00 (10' + 5' Q&A each)	**EBA in MSP Mediterranean framework** • Environmental and Blue Economy Agenda of Union for the Mediterranean – Alessandra Sensi, Union for the Mediterranean, UfM (video) • Data interoperability supporting the EBA – Adeline Souf, Naval Hydrographic and Oceanographic Service, SHOM • Restore our Ocean and Waters by 2030 – Szilvia Nemeth, Healthy Oceans and Seas Unit, DG RTD , European Commission (video) • Integrating Ecosystem Approach into MSP – Ivan Sekovski, UNEP-MAP PAP/RAC • MSPMED Gulf of Lions case study – Mónica Campillos-Llanos, Spanish Institute of Oceanography, IEO(CSIC) • Development of a maritime spatial planning process in support of the creation of an MPA in the region of Agadir - Atlantic coast – Laila Bensmail, Department of Maritime Fisheries
20:00	**Social Dinner & Traditional Tunisian Concert** Venue: Salle Glaïeul, Hotel El Mouradi Gammarth 5*

DAY 2 – Tuesday 27th September 2022	
SESSION 3: Challenges to address through MSP- Climate change and the development of a sustainable Blue Economy Chair: Elhadi Almbrouk Abogrean, Libyan Climate Change Research Center	
9:30 – 10:15 (10' + 5' Q&A each)	**Overview of studies and initiatives** • MSPglobal: climate change and marine spatial planning – Michele Quesada, IOC-UNESCO, MSPglobal Initiative • OceanPlan Maritime Spatial Planning under a Changing Climate – Sara Garcia Morales Hurtado, MARE, University of Lisbon • Green needs Blue:the MSP-GREEN project – Martina Bocci, CORILA, IUAV
10:15 – 11:00	**Panel discussion** Moderator: Elhadi Almbrouk Abogrean, Libyan Climate Change Research Center
11:00 – 11:30	Coffee Break
SESSION 4a: Knowledge-based MSP, R&I and Capacity Building Chair: Emiliano Ramieri, CNR-ISMAR	
11:30 – 12:30 (10' + 5' Q&A each)	• The case of the Mauritanian-European Union fisheries agreements – Elimane Kane, Mauritanian Institute for Oceanographic Research and Fishery • BlueMed Priority 6: Effective maritime spatial planning in the Mediterranean – Andrea Barbanti, Italian National Research Council - Institute of Marine Sciences, CNR ISMAR • Blue Skills: OGS Sustainable Blue Economy initiative – Maria Zanenghi, National Institute of Oceanography and Applied Geophysics, OGS • MSPglobal recommendations to promote knowledge exchange and transfer on MSP – Cristina Cervera-Núñez, Spanish Institute of Oceanography, IEO(CSIC)
SESSION 4b : Western Mediterranean perspectives	
12:30 – 13:30	**Panel discussion**

Msp-Med
Towards the operational implementation of MSP in our common Mediterranean Sea
msp-med.com


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	Panelists: Aurora Mesa-Fraile, Michelle Borg, Salem Miladi, Laila Bensmail, Andrea Barbanti, Katia Abbad, Dounia Khallouki Moderator: Adriana Salazar Olivan, Union for the Mediterranean, UfM
13:30 – 14:30	Lunch Break
SESSION 5: Ocean literacy and public participation Chair: Elena Gutiérrez-Ruiz, IEO(CSIC)	
14:30 – 15:00 (10' + 5' Q&A each)	• MSPMED Med-Academy – Folco Soffietti, IUAV • REGINA project: Ocean Literacy and effective stakeholder engagement strategies – María Gómez-Ballesteros, Spanish Institute of Oceanography, IEO(CSIC) • Public participation in French MSP process – Dounia Khallouki, Directorate General, Maritime Affairs, Fishery and Aquaculture
15:00 – 15:30	Coffee Break
15:30 – 18:00	**Outdoor Activity *** Visit to the National Institute of Marine Sciences and Technology and the Oceanographic Museum "Dar El Hout", Salambo, Tunis *(*) Please, sign up at your arrival. More information available in the "info-kit"*
20:00	Dinner

DAY 3 – Wednesday 28th September 2022	
SESSION 6: Towards the operationalisation of an open MSP Community of Practice in the Western Mediterranean Chair: Thanos Smanis, WestMED Assistance Mechanism	
9:00 – 9:15	**Presentation of the MSP-CoP of WestMED** Thanos Smanis, WestMed Assistance Mechanism
9:15 – 10:15	**Participative session A** MSP-CoP : Priority themes, needs and practices – *Round tables*
10:15 – 11:15	**Participative session B** MSP- CoP : Structure and means – *Round tables*
11:15 – 12:00	Coffee Break
12:00 – 13:00	**Closing Session: wrap up & next steps** Thanos Smanis, WestMED Assisstance Mechanism
13:00 – 13:30	**Farewell greetings** • María Gómez-Ballesteros, Spanish Institute of Oceanography, IEO(CSIC) • **MEDBLEUE WestMed Cluster Alliance** – Giovanni Caprino, President, Blue Italian Growth Technology Cluster, BIG-TC
13:30 – 14:30	Lunch Break
Afternoon	**Departures**

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20/06 9:30 EEST

Italian Archaeological School of Athens
Odos Parthenonos 14, 11742 Athens

Pan-Eastern-Mediterranean Conference on Land-Seascape

A conference to allow the sharing of knowledge and best experiences between EU Member States and Non-EU Countries of the Eastern shore of the Mediterranean. An event to consider the dimensions of landscape and seascape in the region and their interactions with other uses in Maritime Spatial Planning and Integrated Coastal Zone Management. The event will be live streamed on Youtube: *www.youtube.com/channel/UChPvBu25ulutJv8NnNnP2Yw*

PROGRAM

9:30 - Host Greetings
Patrizio Fondelli Italian Ambassador in Greece

Emanuele Papi Director of the Italian Archaeological School of Athens

Efthimios Bakoyannis General Secretary of Spatial Planning and Urban Environment, Hellenic Ministry of the Environment and Energy

Landscape: a Maritime Perspective
Maguelonne Dejeant-Pons
Executive Secretary of the Council of Europe Landscape Convention

MSP in the EU Mediterranean
Pierpaolo Campostrini Director of CORILA and Project Coordinator: Overview of MSPMED actions, goals of the event

Stella-Sofia Kyvelou East Med MSP focal point
Overview of EU Member State(s) advancement in MSP and Landscape integration into plans

MSP: Marine Management and Strategies in Non-EU countries
Michele Quesada Silva IOC-UNESCO
Overview and findings of the MSP Global Initiative

Marina Markovic PAP-RAC
Eastern Overview: also with regard to the coastline and ICZM

11:00 - Coffee Break

11:30-Land and Seascape: a preliminary reflection on cultural heritage in Maritime Spatial Planning
Francesco Musco University Iuav of Venice, Head of Research: Planning for Land and Seascape: an introduction

Harry Coccossis University of Thessaly
Landscape diversity in Maritime Spatial Planning in Greece

Rocco Rosario Tramutola Italian Ministry of Culture, Head of Landscape Protection: Italian perspective on Landscape

Topic 1: Values of Landscape and Cultural Heritage
Evgenia Lagiou Hellenic Ministry of the Environment and Energy: Land-Seascape and Cultural Heritage in Spatial Planning in Greece

Vera Noon Marine Planners-Actoon:
A perspective from Lebanon

Vesna Marohnic Kuzmanovic Head of Service for Strategy and other Spatial Planning Documents of State Level: The Croatian approach to landscape and MSP

13:00 - Lunch Break

14:15 - Topic 2: From land to sea and From sea to land
Robert Trivale Tel-Aviv Municipality
Coastal cities heritage and development

Eltan Tavcar Head of the Institute for the Protection of Cultural Heritage of Slovenia (Piran unit): Slovenian expertise on coastal landscape

Topic 3: From sea to sea: new opportunities
Barbara Davidde Head of Italian National Superintendence for Underwater Cultural Heritage: Marine cultural heritage and cultural uses

Dimitrios Kourkoumelis -Rodostamos Deputy Director of the Ephorate of Underwater Antiquities, Hellenic Ministry of Cultur and Sports: Legal frame and perpectives for the protection and the accessibility of the underwater cultural heritage in Greece

Popi Chrysostomou Department of Antiquities,Ministry of Transport, Communications and Works, Republic of Cyprus: Seascape and Maritime Cultural Heritage in Cyprus

Emiliano Ramieri Research Manager at Italian National Research Center
Multi-uses across land and sea

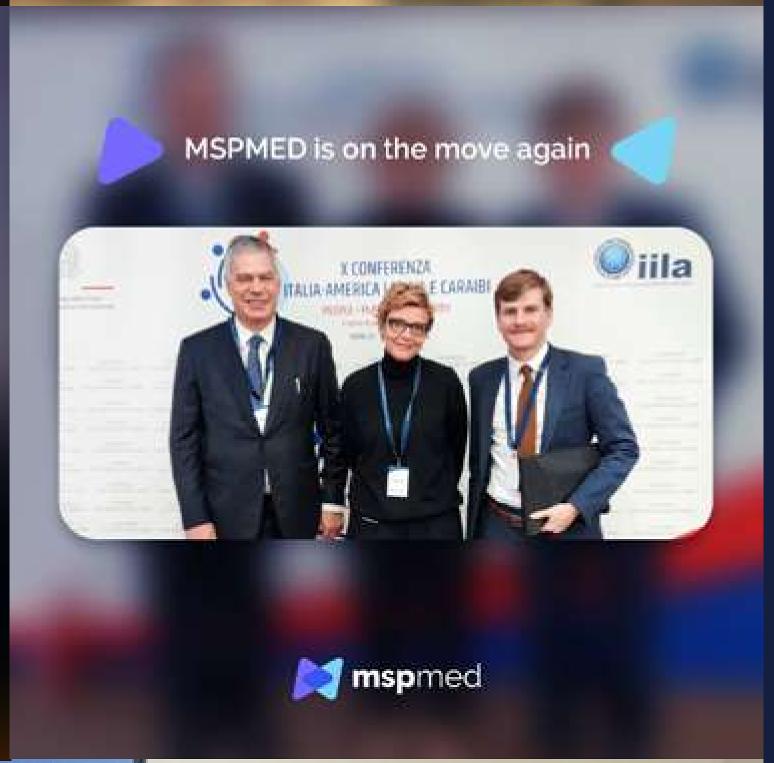
16:00-Break

16:30-Open Discussion moderated by Harry Coccossis (UTH), supported by Folco Soffietti and Fabio Carella (IUAV)

Discussants: Evgenia Lagiou (YPEN), Elena Lalou (YPEN), Anna Spyropoulou (YPEN), D.Kourkoumelis-Rodostamos (HMCS), Barbara Davidde (MIC), E.Asprogerakas (UTH), Rocco Rosario Tramutola (MIC), Isabella Fera (MIC), Serena Bisogno (MIC), Slavko Mezek (RRC KOPER), Pierpaolo Campostrini (CORILA), Maddalena Bassani (IUAV), Denis Maragno (IUAV), Micol Roversi Monaco (IUAV), Anna Marson (IUAV), Hadi El Hage (IUAV)

17:30 -Farewell Greetings and final remarks
Eleni Hatziyanni European Commission,
Francesco Musco University Iuav of Venice

CORILA



Towards the operational implementation of MSP in our common Mediterranean Sea

mspmed

13-14 October 2022

The Mediterranean Sea Space - Final Conference MSP-MED project

Consiglio Nazionale delle Ricerche, Piazzale Aldo Moro 7, Rome
(Access to the room from Via dei Marrucini s.n.c.)

FIRST DAY. 13th October

9.20 Registration and welcome coffee

10:00. FIRST SESSION Opening
Warm up intro
Chair: *Pierpaolo Campostrini*, CORILA, IT
- Introduction to the MSP-MED project and to the conference by the Chair
- The President of the National Research Council, *Maria Chiara Carrozza*, IT
- EC DG MARE Director, *Delilah Al Khudhairy*
- The Minister of Sustainable Infrastructures and Mobilities, *Enrico Giovannini*, IT
- The Rector of Iuav University of Venice, *Benno Albrecht*, IT
- The Representative of EC DG MARE, *Celine Frank*, BE

10:40 Keynote lecture "Challenges for our common Mediterranean Sea"
Fabio Trincardi, CNR, IT

11:00 Coffee break

11:30 SECOND SESSION The challenges of national planning in the Mediterranean Sea Space
Chair: *Michelle Borg*, Planning Authority, MT
- Introduction to the session by the Chair
- Lecture: Common elements of the national MSP Plans of the EU MS in the Med and the processes of non-EU Mediterranean countries *Maria Gómez Ballesteros* & *Cristina Cervera Núñez*, IEO (CSIC), SP
- Panel discussion (moderated by *Slavko Mezek*, KRC, SL) Strengths and weaknesses of the MSP processes in the MED

Participants will be representatives of the Competent Authorities of:
Italy, Greece, France, Slovenia, Malta, Spain, Croatia

13:05 Lunch

14:30 THIRD SESSION Key Enablers for effective MSP in the Mediterranean Sea
Chair: *Francesco Musco*, IUAV, IT
- Introduction to the session by the Chair

14:40 III.1 Ecosystem-based approach in MSP and the Biodiversity Strategy 2030 challenge
- Introduction by *Neil Allonc*le, CEREMA, FR

Panellists:
- *Sasa Raicevic*, ISPRA, IT
- *Mauro Randone*, WWF MED
- *Cristina Simeoli*, RGI

15:30 III.2 Accessible and manageable data for MSP
- Introduction by Stefano Menegon CNR-ISMAR, IT

Panellists:
- *Andrej Abramic*, University of Las Palmas de Gran Canaria, SP
- *Adeline Sauf*, Shom, FR
- *Nicolò Bassan*, UNEP

16:25 Coffee break

16:45 III.3 Cultural-based approach and Interdisciplinary science for knowledge-based MSP
- Introduction *Harris Kokkinossis*, UTH, GR

Panellists:
- *Kira Gee*, BSH/'Helmholtz-Zentrum Hereon, DE
- *Mounir Ghribi*, OGS, IT
- *Barbara Davidde*, MIC, IT *TBC*
- *Maddalena Bassani*, IUAV, IT

18:00 Wrap up from the Chair

SECOND DAY, 14th October

8:50 Registration

9:10 Communicating MSP in the MED: a dialogue between *Folco Soffietti*, *Hadi El Hage* (IUAV,IT) and *Monica Campillos* (IEO (CSIC), SP), facilitated by *Armelle Sommier* (Shom, FR)

9:40 FOURTH SESSION Towards a Mediterranean Agenda for MSP

Chair: *Andrea Barbanti*, CNR, IT
- Introduction by the Chair

Panelists:
- *Céline Frank*, EC- DG MARE
- *Mitja Bricelj*, Ministry of Environment SL *TBC*
- *Alessandra Sensi*, UfM
- *Marina Marković*, PAP-RA)
- *Thanos Smanis*, MSP Platform

11:00 Coffee break

11:30 FIFTH SESSION The political challenge: allocating maritime space for sustainable development of blue economy and stability in the Mediterranean

Moderator: *Maria Latella*, journalist
Participants:

Enrico Giovannini, Minister of Sustainable Infrastructures and Mobilities

Vincenzo Celeste, Director General for European Union, Ministry of Foreign Affairs and International cooperation, IT

Gilles Lericolais, General Secretariat of the Sea, President of the European Marine Board, FR

Marta Martínez-Gil Pardo de Vera, Deputy assistant director and coordinator of the MSP Area. Subdirectorate-General for Sea Protection MITECO, SP

Alessandra Sensi, Head of Sector - Environment, Green and Blue Economy, UfM Secretariat

Stavros Antoniadis, Associate Administrative Officer, UNEP/MAP

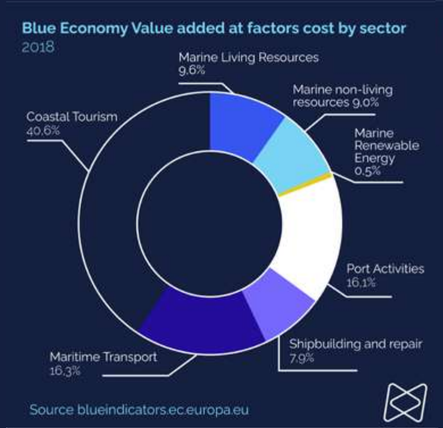
12:50 Wrap -up and conclusions

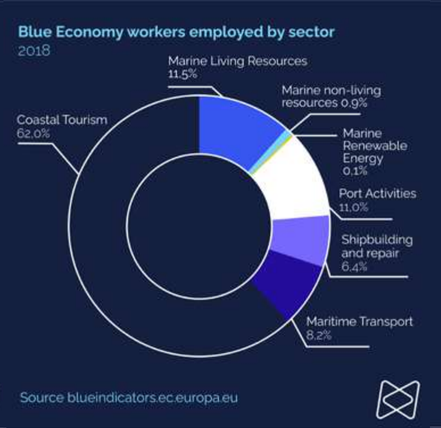
Interventions by the MSPMED Project Coordinator and by EC DG MARE representative

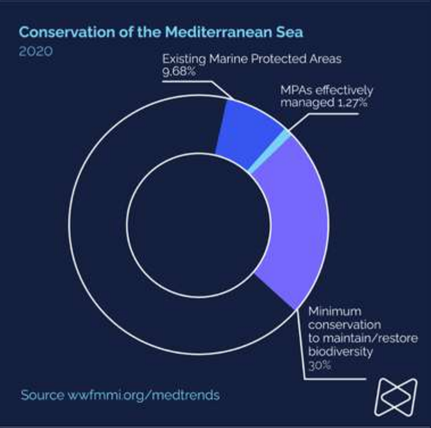
13:10 End of the Conference

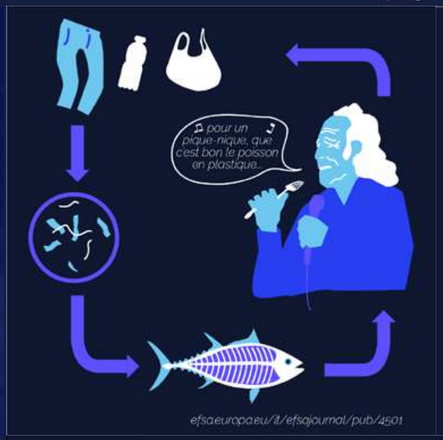
Science and technical communication

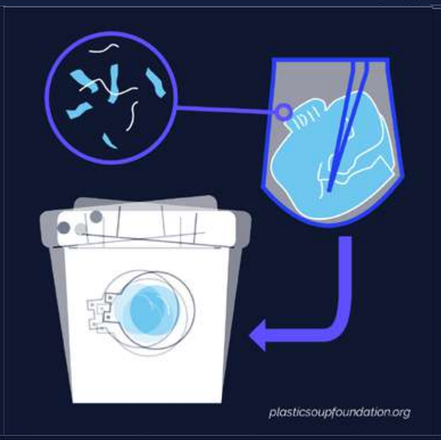
As required by the initial Communication Plan a dissemination on marine and maritime issues was carried out, for instance proposing data, from institutional sources, on the Blue Economy and environmental issues. Part of this category covered issues such plastic pollution and overfishing throughout infographics or reposts. Social media pages participated in announcing the beginning of the UN Ocean Decade and disseminated posts on international initiatives. Posts regarding SDGs were also shared.

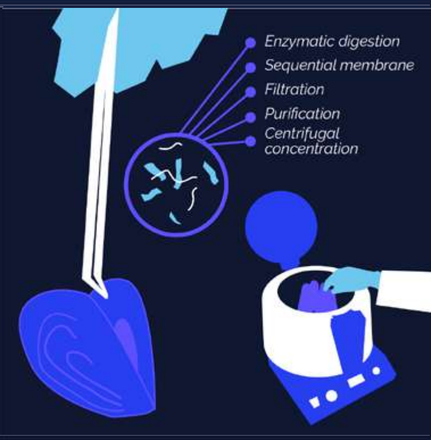


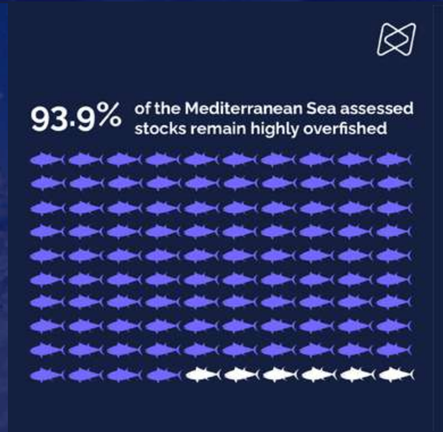


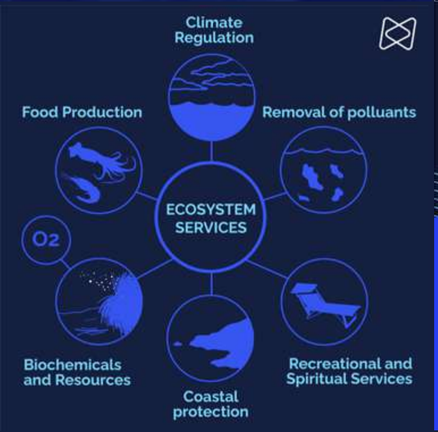


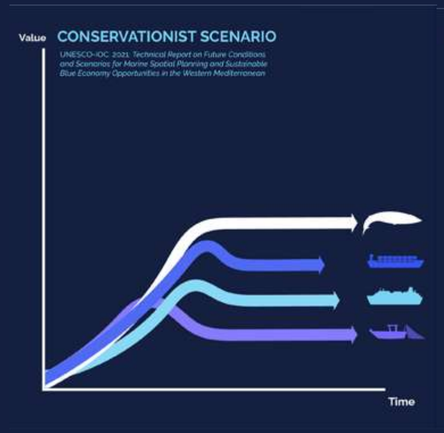


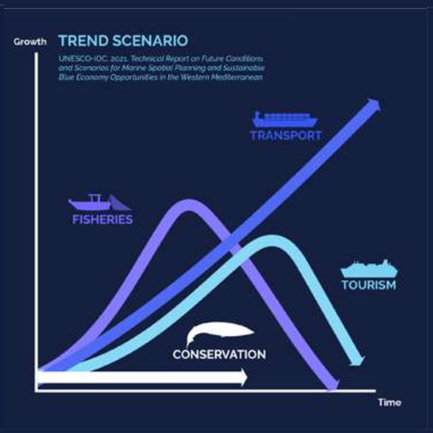












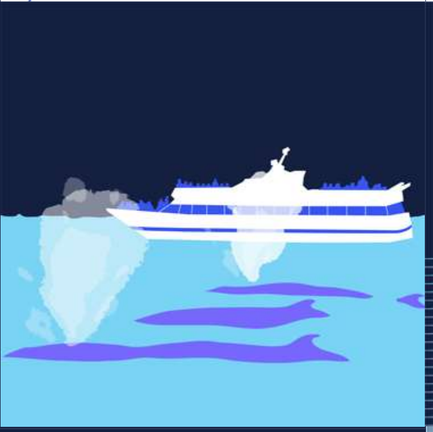
Principle 22

Indigenous people and their communities and other local communities have a vital role in environmental management and development because of their knowledge and traditional practices. (Rio DED, 1992)

Summer posts and extras

Considering that summer is the period of the year when a large part of the Mediterranean population travels towards the coast and the sea for their holidays, the communication team created a series of dedicated posts to raise awareness on pollution issues, promote sustainable tourism and the proper behaviour of people. The posts were shared in July and August, until early september.

Other extras targeted tourism, decarbonization or engaging ways of presenting MSP: the AI Midjourney Bot was asked what MSP would have been if painted by Tintoretto or Canaletto. The cultural appraoch to MSP at the edge of technology.

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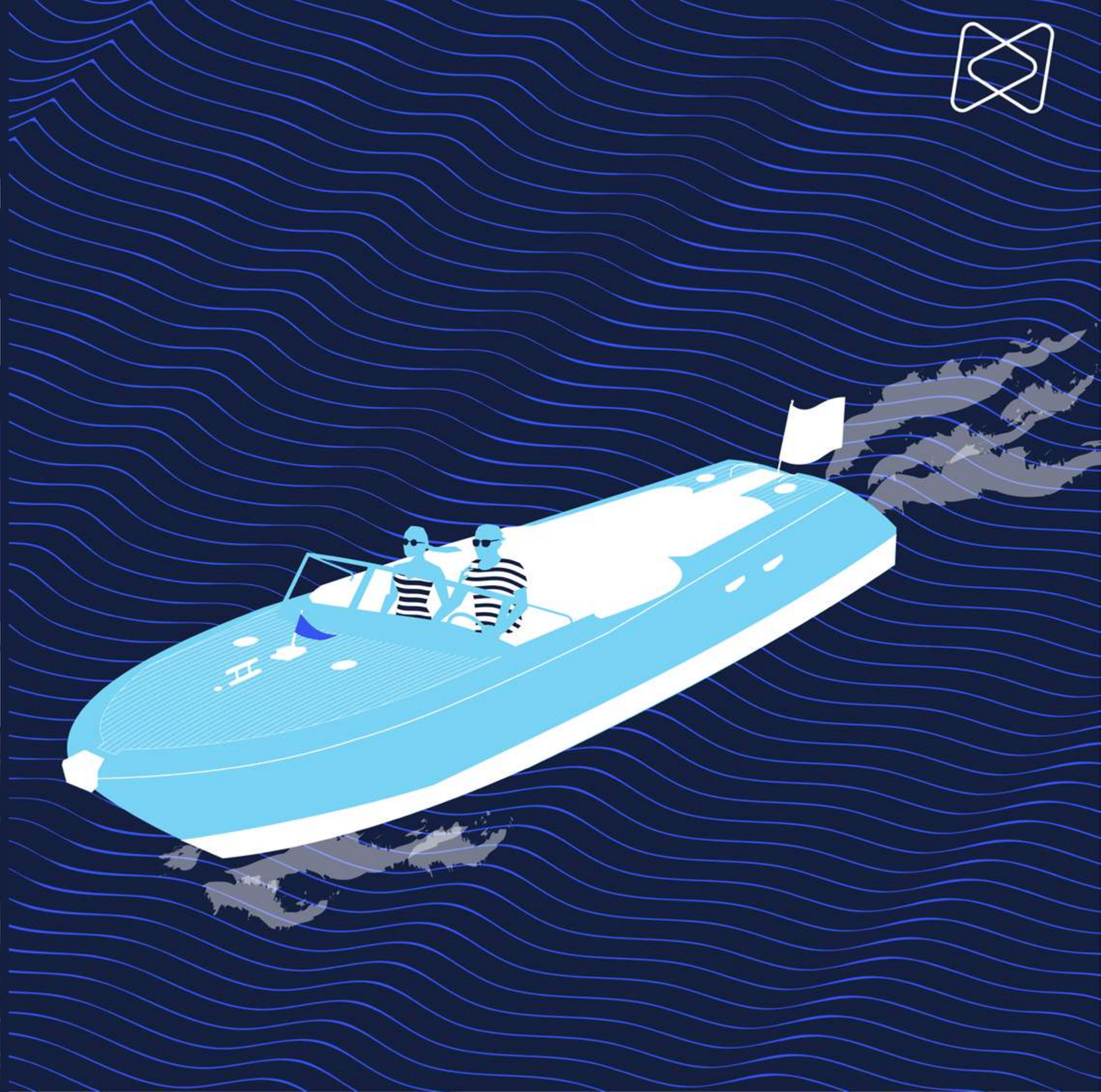

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presents

med academy

A journey into knowledge, to engage with the Mediterranean Sea by learning its specificities in Science, Geography, History, Languages, Cultural Heritage, Socio-Economics, Laws and Politics.

The Academy

A social media campaign to represent the shared Mediterranean culture: varied but similar, like a tiles of a unique mosaic.

Building on the educational recurring separation of disciplines the Med Academy tackles 7 different subjects: geography, languages, cultural heritage. socioeconomics, laws, sciences and history. Each discipline had a dedicated post with the title of the topic, a brief description (often detailed in the caption) and a picture to visually convey it.

This campaign was created to increase ocean literacy, knowledge and awareness about the Mediterranean Sea and reinforce a cultural concept of Mediterranean heritage beyond EU borders.
The communication output can be regarded as a direct transposition of the objectives of MSP-MED WP4 because of its intent of creating a fertile ground for cooperation across countries building on common shared history and cultural similarities.

The accompanying captions gave further details and links to online sources.

Sources: The sources for this social media campaign are extremely diverse and could not have been otherwise given the heterogeneity of the presented contents. Main sources are websites of the European Union, Official Journal of the European Union [eur-lex.europa.eu], the European Market Observatory for fisheries and aquaculture (EUMOFA) eumofa.eu, historic sources, scientific and cultural ones.

The images employed in the Geography session, renamed Grand Tour, have been retrieved using Copernicus imagery at the Sentinelhub Playground website and modified with Photoshop.

The Odyssey

δύσσεια, the second of two major ancient Greek epic poems attributed to Homer, narrates the perilous ten years journey home of the cunning Greek hero Odysseus, king of Ithaca, after the Trojan War. To this day, after 3000 years, it is still culturally unmatched, both in fact of marine travels in the Mediterranean both in depicting the human longing for discovery and adventures .

Cultural Heritage

The Underwater Museum of Cannes

It was created in 2021 by figurative artist Jason deCaires Taylor, a few dozen metres from the shore of the island of Sainte-Marguerite. The sculptures are inspired by 6 residents of the area. This is the first underwater eco-museum in France and the Mediterranean by this sculptor. The statues are made from an ecological material, and will encourage the return of underwater flora and fauna.

med academy

Temple of Poseidon

This ancient Greek temple, was built around 444–440 BC, it is a Doric temple placed on a cliff at the end of Cape Sounion. The temple was constructed of marble from the valley of Agrilesa during the ascendancy of the Athenian statesman Pericles on the ruins of a temple of the Archaic period.The Arrangement of the Archaeological Site of Sounion (2011–2013) was co-financed by the Greek Ministry of Culture and Sports and the European Union (ERDF).

Cultural Heritage

De Reditu suo

This Latin poem in elegiac metre was written by poet Rutilius Claudius Namatianus (5th century) . It describes a sea voyage with coastal stops from Rome to Gaul in 416 in a period when imperial roads were not a secure route following Gots invasions. The majority of the existing manuscripts of Rutilius were discovered at the monastery of Bobbio (IT) by Giorgio Galbiato in 1493.

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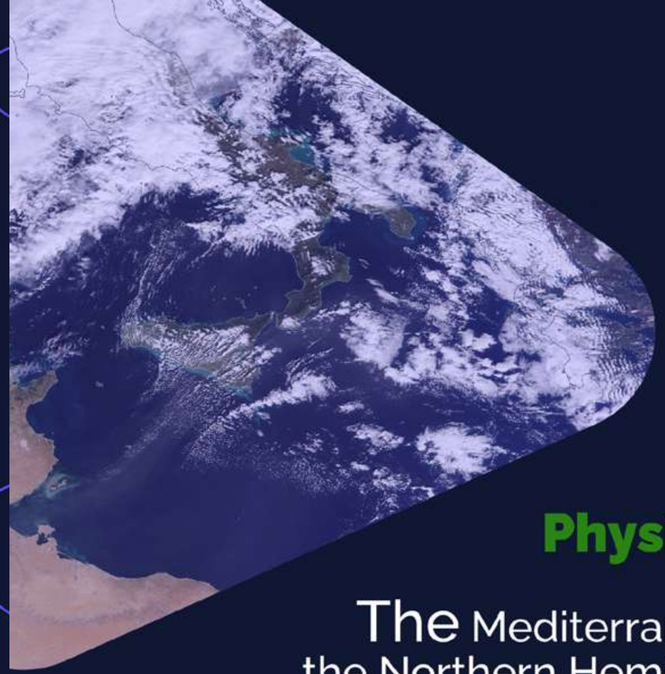
The Riace's Bronzes

1972, site of the Porto Forticchio di Riace Marina, two statues well preserved are found on the sea bottom. Renamed in "the young") and "the old", they depict full-size Greek bronzes of naked bearded warriors, cast about 460–450 BC. They are now on display at the Archaeological Museum of Reggio Calabria with other important underwater findings, such as the Head of Basilea and Head of a Philosopher.



Physical Specificities

The Mediterranean Sea is located in the Northern Hemisphere in latitudes 0° to 45° N. This defines a marked seasonal cycle. Its surface temperature ranges from 12 to 13 ˚C in winter to 26 ˚C in summer in the Western basin, while in the eastern one the surface temperature is approximately 16–17 ˚C and 27 ˚C. The deep Mediterranean waters (250m- 5270 m) are homogeneous and well oxygenated. Salinity is about 38.2.

Posidonia oceanica

A seagrass species, endemic to the Mediterranean Sea. It forms large underwater meadows, usually at depths of 1–35 metres depending on water clarity ,that are key to the ecosystem. Fibrous material from its foliage, known as egagropili wash up regularly to nearby shorelines. The Posidonia has a very high carbon absorption capacity it takes up 15 times more carbon dioxide every year than a similar sized piece of rainforests.

Sciences

Monachus Monachus

The Mediterranean monk seal belongs to the family Phocidae. As of 2015, it is estimated that fewer than 700 individuals survive in the Mediterranean, (especially) in the Aegean Sea making it possibly the rarest pinniped species. It reaches a 2.4 metres length and weighs an average of 300-320 kilograms.Pregnant seals typically use undersea caves to give birth, though early descriptions show they used beaches until the 18th century.

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Yildirim Dilek
Safak Altunkaynak, 2010

Mediterranean Geology

Geologically, Mediterranean basins can be broadly divided into: 1. Cenozoic basins (Western, Tyrrhenian, Aegean, North Cyprus): areas that were tectonized during the Mesozoic. These basins are superimposed on, or secants to, Alpine folded belts. 2. Mesozoic-Cenozoic basins (eastern Mediterranean south of Sicily-Crete-Cyprus and Adriatic): areas slightly affected by Alpine folding. They could be the northern prolongation of the African crust.

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Yildirim Dilek
Safak Altunkaynak, 2010

Balaenoptera physalus;
Physeter macrocephalus;
Ziphius cavirostris;
Delphinus delphis;
Globicephala melas;
Grampus griseus;
Orcinus orca;
Stenella coeruleoalba;
Steno bredanensis;
Tursiops truncatus;
Phocoena phocoena relicta

Endemic Cetaceans

11 regular species in the Mediterranean are populations genetically distinct from their North Atlantic relatives: fin whale, sperm whale, Cuvier's beaked whale, short-beaked common dolphin, long-finned pilot whale, Risso's dolphin, killer whale, striped dolphin, rough-toothed dolphin, common bottlenose dolphin, harbour porpoise. 14 other cetacean species occur or have occurred in the basin moving from neighbouring regions.

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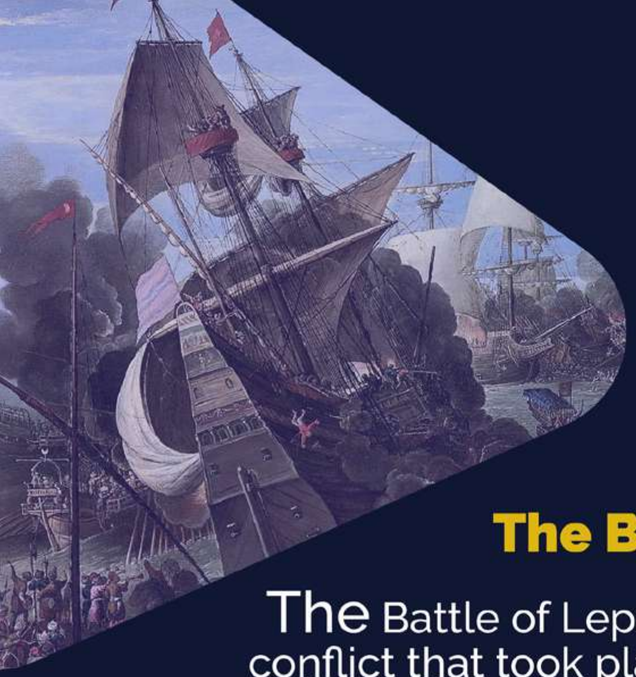
UNEP, ICRAM



The Battle of Lepanto

The Battle of Lepanto has been a naval conflict that took place on 7 October 1571 when a fleet of the Holy League, a coalition of Catholic states arranged by Pope Pius V, engaged with the fleet of the Ottoman Empire in the Gulf of Patras. The Ottoman forces were sailing from their naval station in Lepanto.
In the history of naval warfare, the battle marks the last major engagement in the Western world to be fought almost entirely between rowing vessels(galleys).

History

The Maritime Republics

Also called merchant republics, they were thalassocratic city-states in Italy and Dalmatia during the Middle Ages. The best known among them were Venice, Genoa, Pisa and Amalfi, Ragusa (HR), Gaeta, Ancona, and Noli. From the 10th century, they built fleets of ships for protection and to trade across the Mediterranean, reestablishing cultural and commercial contacts between Europe, Asia and Africa. They also played an essential role in the Crusades.

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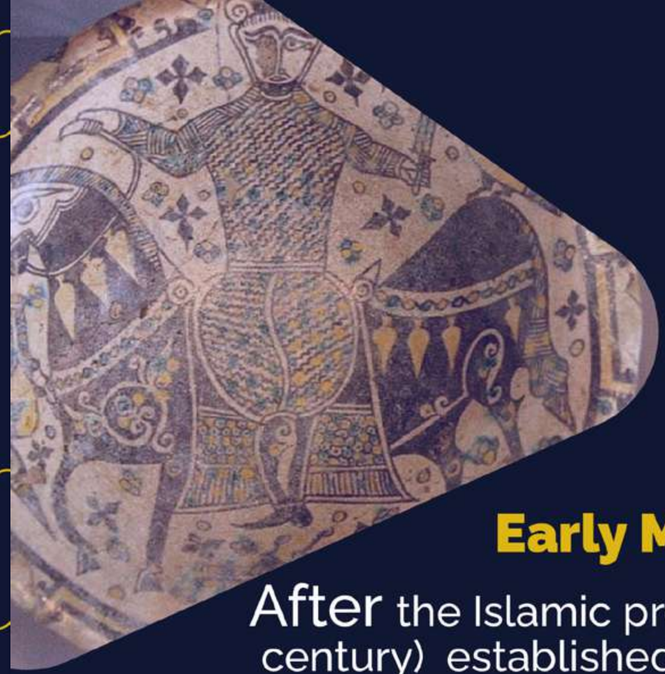
Punic Wars

These three wars opposing the Roman Republic and Ancient Carthage took place between 264 and 146 BC. The first conflict began because Rome's imperial ambitions had been interfering with Carthage's ownership claims of Sicily. The Second one began in 218 BC and witnessed Hannibal's crossing of the Alps and invasion of Italy. Rome declared war on Carthage again in 149 BC in the Third Punic War. This conflict saw the Siege and destruction of Carthage.

History



Early Muslim conquests

After the Islamic prophet Muhammad (7th century) established a new unified polity in the Arabian Peninsula, under the Rashidun and Umayyad Caliphates it saw a century of expansion. The resulting empire encompassed parts of Central and South Asia, across the Middle East, North Africa, the Caucasus, and parts of Southwest Europe such as Sicily and the Iberian Peninsula. These conquests brought the collapse of the Sassanid Empire and territorial loss for the Byzantine Empire.

The Third Crusade

From 1189 to 1192 three European monarchs of Western Christianity: Philip II of France, Richard I of England and Frederick I, Holy Roman Emperor attempted to reconquer the Holy Land following the capture of Jerusalem by the Ayyubid sultan Saladin in 1187. As a result the cities of Acre and Jaffa were taken, and most of Saladin's conquests were reversed, but it failed to recapture Jerusalem. It involved a lot of sea routes to reach the east coast of the Mediterranean.

Aquaculture Figures

43% of the 2 million tonnes of marine fish production in the Mediterranean region is issued from aquaculture (2019 figures). Aquaculture is highly significant for several Mediterranean countries and plays an increasing role in fish supply. It is relevant to notice that marine fish production in the region increased by 15% compared to 2010; but this has been possible thanks to aquaculture (+71%) as capture fisheries declined by 8%.

(Source FAO)

The Suez Canal

قناة السُوَيْس (Qanātu as-Suways) is an artificial sea-level waterway in Egypt, connecting the Mediterranean Sea to the Red Sea. It allows to shorten the route from Singapore to Rotterdam by 6,000 kilometres and thus by nine days compared to the route around Africa. As a result, liner services between Asia and Europe save 44 percent CO_2 (carbon dioxide) thanks to this shorter route.

Socio-Economics

Commercial Ports

In the basin there are about 87 commercial ports of various sizes and strengths. The largest five, according to containers (TEU) throughput in 2018 are:

Port of Valencia (ES): 5.1 million TEU
Port of Piraeus(GR) 4.9 milllion TEU
Port of Algeciras (ES):4.7 million TEU
Port of Barcelona (ES): 3.4 million TEU
Port of Marsaxlokk (MT): 3.3 million TEU

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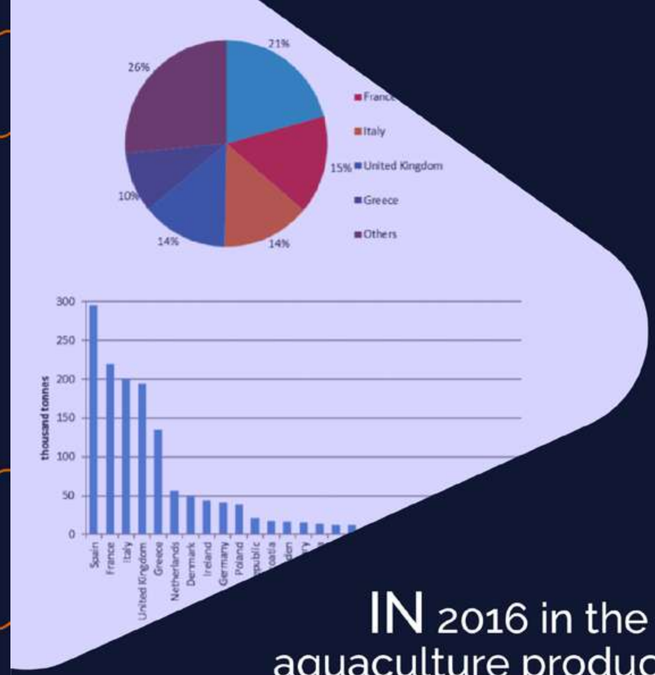
Landings

FAO's 2018 report on *The State of Mediterranean and Black Sea Fisheries* ranked captures and showed that fisheries production in 2014–2016 put in the first place Turkey with 321 800 tonnes, followed by Italy; 185 300 tonnes, Tunisia with 115 000 tonnes, Algeria with 96 300 tonnes, Spain 77 000 tonnes, Croatia, 74 400 tonnes ,and Greece: 65 700 tonnes.

Socio-Economics



Farming

IN 2016 in the 28 EU Member States aquaculture produced 1.42 million tonnes and accounted for €4.89 billion in 2016. Spain is the largest producer in the EU with 21% of the production volume, followed by France (15%), the UK and Italy (both with 14%), and Greece (with 10%). These Med countries represent 60% of the total EU production volume. However Spain it is only third in value (13%) because of the relative low market value of mussels.

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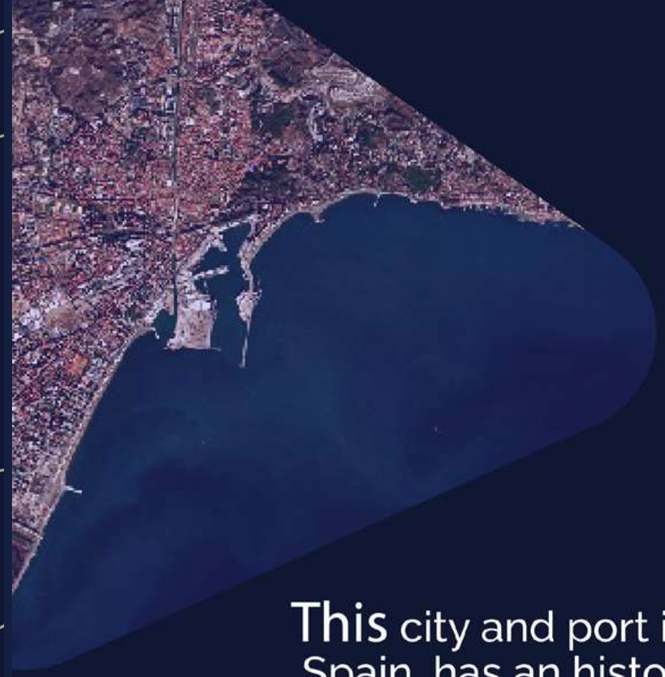
Syracuse

This historic Sicilian city posses rich Greek and Roman history, culture, architecture, and was the birthplace of the eminent inventor Archimedes. Syracuse is located in the southeast corner of the island of Sicily, next to the Gulf of Syracuse beside the Ionian Sea. In ancient times a powerful city-state, nowadays visitors can enjoy, among others, the Ortygia Island, the Greek theatre, and its beautiful coast and sea.

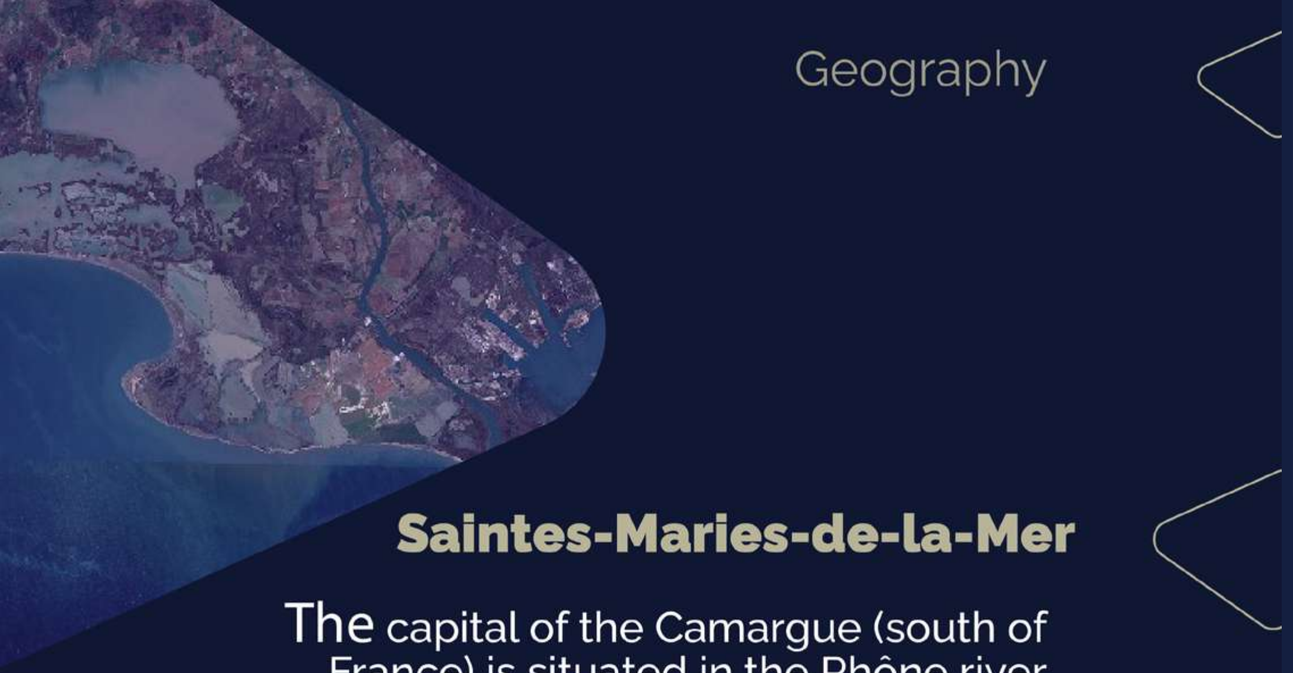
Geography



Málaga

This city and port in Andalusia, southern Spain, has an history spans of more than 2,800 years since it was founded by the Phoenicians. The archaeological remains and monuments from the Phoenician, Roman, Arabic and Christian eras can be found in the old historic centre of the town that reaches the harbour to the south. In the north it is surrounded by mountains, the Montes de Málaga. The city is the birthplace of Pablo Picasso.

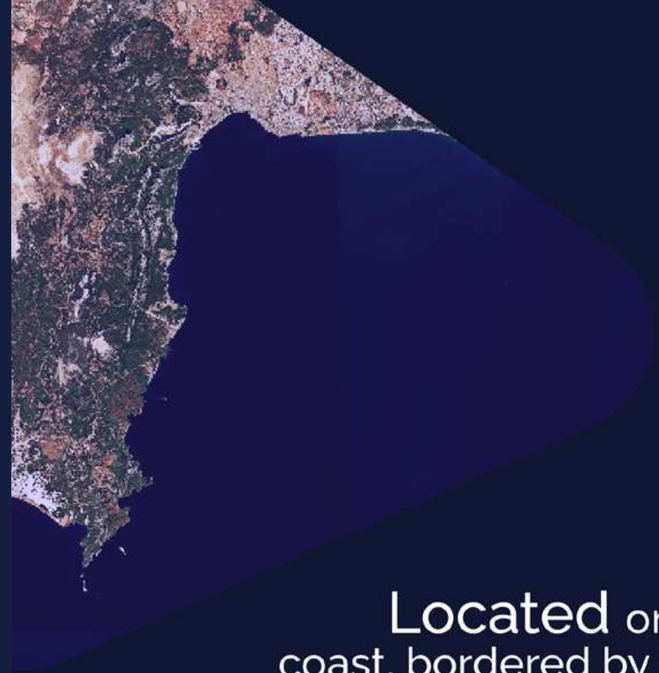
med academy Grand Tour



Saintes-Maries-de-la-Mer

The capital of the Camargue (south of France) is situated in the Rhône river delta, the area presents alluvial land and marshland, and includes the Étang de Vaccarès, a large lagoon. Horses and cattle unique to the Camargue have been raised; The current Church of the Saintes Maries de la Mer was built from the 9th to the 12th century, as a fortress In 1838, the town was renamed and a pilgrimage was instituted.

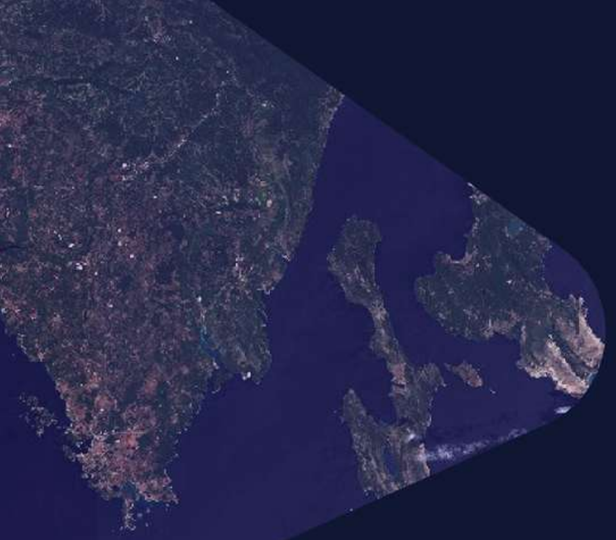
Geography



Antalya

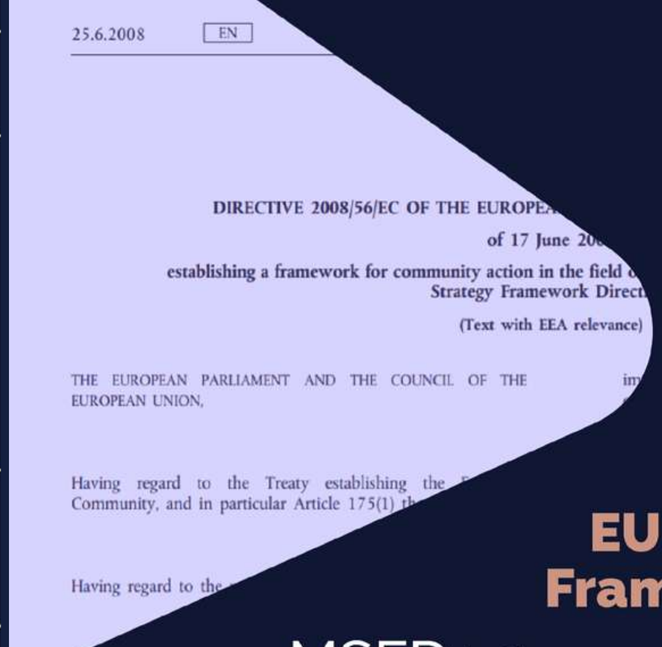
Located on Anatolia's southwest coast, bordered by the Taurus Mountains, this is an important sea resort with beaches and architectural heritage that dates back to Hellenistic times, but most of it belongs to the medieval Seljuk period, with mosques, madrasahs, etc. These are concentrated in the walled city, Kaleiçi that is surrounded by two walls in the shape of a horsenail, one of which is along the seafront where the historical harbour is located.

med academy Grand Tour



Pula

The largest city in Istria County, Croatia, located in the southern tip of the Istrian peninsula, it has a long and complicated history, testified by many Roman buildings, among which is the Pula Arena, a well preserved amphitheater. The city has a long tradition of wine making, fishing, shipbuilding, and tourism with the nearby Brioni island, the beaches and activities such as fishing, wreck dives to ancient Roman galleys and World War I warships.



25.6.2008 EN

DIRECTIVE 2008/56/EC OF THE EUROPE

of 17 June 20

establishing a framework for community action in the field
Strategy Framework Direct

(Text with EEA relevance)

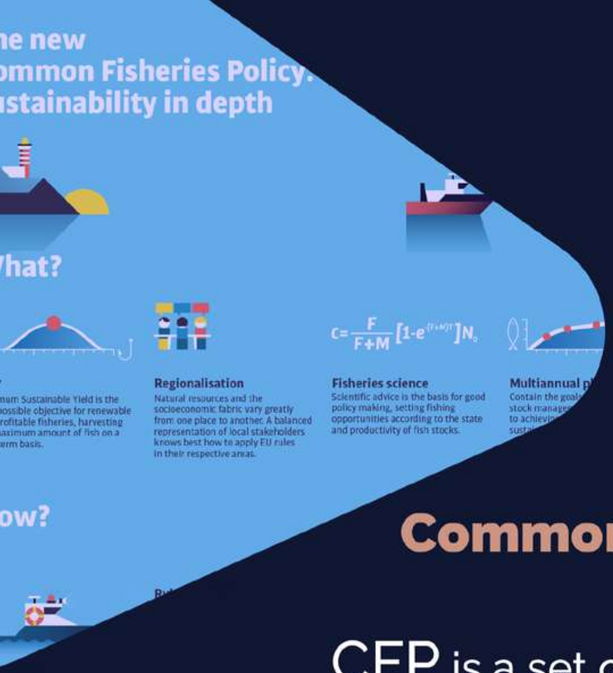
THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,

Having regard to the Treaty establishing the Community, and in particular Article 175(1)

Having regard to the

EU Marine Strategy Framework Directive

MSFD is the acronym that refers to the Directive 2008/56/EC of the European Parliament and of the Council of 17 June 2008 establishing a framework for community action in the field of marine environmental policy in order to protect the marine ecosystem and biodiversity upon which we rely. The directive sets out 11 illustrative qualitative descriptors to help EU countries achieve a good environmental status (GES).

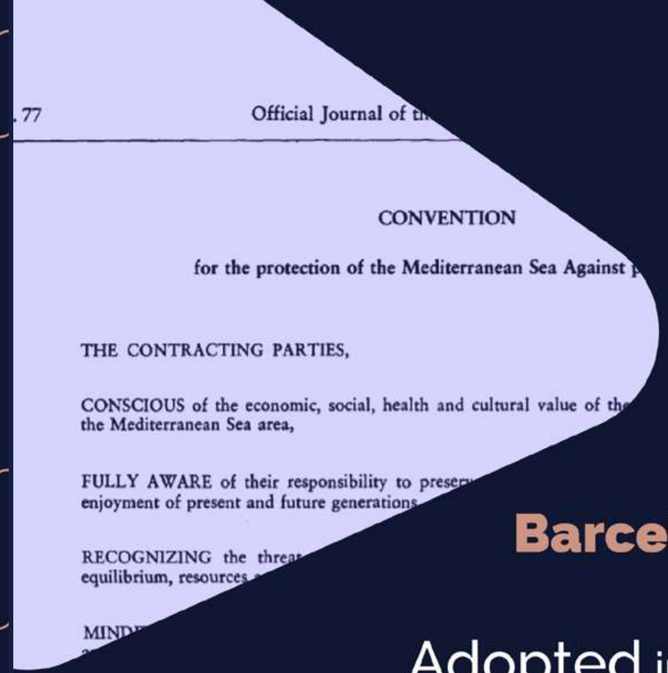


Common fisheries policy

CFP is a set of rules for sustainably managing European fishing fleets and conserving fish stocks. With the latest reform (2013), the CFP is the first comprehensive legal framework, to ensure a stable and enduring balance between fishing capacity and fishing opportunities over time. A revision is undergoing.

med academy

Laws and Politics



Barcelona Convention

Adopted in 1976, The Barcelona Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean has now 22 Contracting Parties. The Convention's main objectives in the framework of the Mediterranean Action Plan (MAP) are: the protection of marine and coastal resources, via proper management and prevention of pollution.

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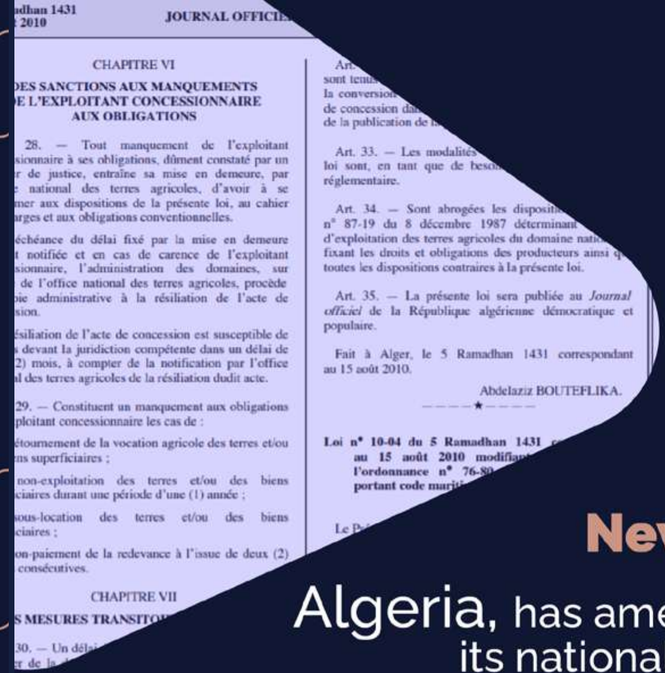
Israel's Maritime Policy

Defines a national framework and the guidelines for identifying the conditions required for blue growth while ensuring the health of the marine system. "The Maritime Policy for Israel's Mediterranean Waters project " was delivered under the leadership of the Planning Administration. it is composed of a policy document and a forward looking vision for the maritime space, in the areas of territorial and economic waters. It was approved in 2020.

Laws and Politics



JOURNAL OFFICIEL

CHAPITRE VI

DES SANCTIONS AUX MANQUEMENTS DE L'EXPLOITANT CONCESSIONNAIRE AUX OBLIGATIONS

28. — Tout manquement de l'exploitant ssionnaire à ses obligations, dûment constaté par un de justice, entraîne sa mise en demeure, par national des terres agricoles, d'avoir à se mer aux dispositions de la présente loi, au cahier rges et aux obligations conventionnelles.

échéance du délai fixé par la mise en demeure notifiée et en cas de carence de l'exploitant ssionnaire, l'administration des domaines, sur de l'office national des terres agricoles, procède ie administrative à la résiliation de l'acte de sion.

ésiliation de l'acte de concession est susceptible de devant la juridiction compétente dans un délai de 2) mois, à compter de la notification par l'office l des terres agricoles de la résiliation dudit acte.

29. — Constituent un manquement aux obligations ploitant concessionnaire les cas de :

étournement de la vocation agricole des terres et/ou ns superficiaires ;

non-exploitation des terres et/ou des biens ciaires durant une période d'une (1) année ;

ous-location des terres et/ou des biens ciaires ;

on-paiement de la redevance à l'issue de deux (2) consécutives.

CHAPITRE VII

S MESURES TRANSITOI

30. — Un délai

Art. 33. — Les modalités loi sont, en tant que besoi réglementaire.

Art. 34. — Sont abrogées les dispositi n° 87-19 du 8 décembre 1987 déterminant d'exploitation des terres agricoles du domaine nati fixant les droits et obligations des producteurs ainsi q toutes les dispositions contraires à la présente loi.

Art. 35. — La présente loi sera publiée au *Journal officiel* de la République algérienne démocratique et populaire.

Fait à Alger, le 5 Ramadhan 1431 correspondant au 15 août 2010.

Abdelaziz BOUTEFLIKA.

Loi n° 10-04 du 5 Ramadhan 1431 au 15 août 2010 modifian l'ordonnance n° 76-80 portant code marit

New Maritime Code

Algeria, has amended and completed its national Maritime Code (1976, modified 1998) in 2010. The Law n° 10-04 of 5 Ramadhan 1431 corresponding to the 15 of August 2010 modifing and completing the decree n° 76/80 named Code maritime, as modified by the law n° 98-05. The new text aimed at aligning Algeia's policy to international laws, especially in terms of responsability regarding ship issues (wreckage, theft, collision, sale, etc.)

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The graphic Marine and Maritime Glossary

by MSPMED

swipe

mspmed

The Glossary

This glossary is composed of terms related to MSP, maritime and marine features. The structure of the posts was the following: the chosen term, its definition (usually in relation to MSP), a visual graphic depicting it with the blue background and the colours respecting the visual identity of the project. The post was accompanied by a caption aiming at engaging with the public.

The communication team decided to deliver a second and third edition of this glossary. The terms chosen not only targeted Maritime Spatial Planning, but also included terms related to ocean literacy, marine science and planning.

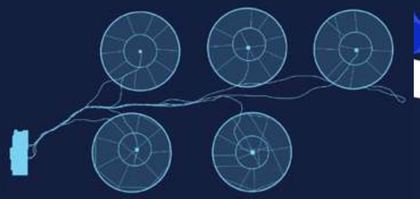
The goal and objectives of the Glossary Campaign were to increase awareness and sensibility towards ocean literacy, maritime spatial planning, and marine sciences.

The campaign is greatly focused in making planning more understandable and friendly for the public, with the hope of ease engagement of stakeholders.

Main sources were the MSP Platform website, handbook of marine sciences and MSP articles.

Aquaculture

Is the process of breeding, raising, and harvesting fish, shellfish, and aquatic plants. A farming activity but in water. It is one of the sectors that are considered key to Blue Growth.



Allocation

One of MSP's main outputs is the ability to indicate when and where activities should take place in order to avoid conflicts and impacts on the environment.

Adaptive

MSP should employ asystematic approach for improving management through learning by monitoring and evaluating. What emerges from evaluation will then need to be adapted in the following planning cycle.

Blue Growth

Is the European long-term strategy to support economic sustainable growth in the marine and maritime sectors. Oceans are drivers for the European economy with great potential for innovation and growth.

Blue Economy

Is the sum of economic ocean-based activities and the assets and services of marine ecosystems. The blue economy aims at a sustainable use of ocean resources for economic growth while improving livelihood and preserving ocean health.

Bottom-up

This approach allows all levels of society to become a part of the process: by expressing their views they can help the achievement of the goals and sense the co-ownership of the plan.

Cumulative Impacts

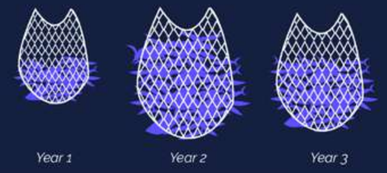
Many land and sea based activities may impact coastal and marine ecosystems. MSP can help in lowering these impacts and ensure healthy ecosystems by suggesting how activities can be spatially or temporally re-located.

Competent authority

Each EU coastal Member State must identify an Authority for MSP. They have a legal and cross-sectoral responsibility to implement the MSP Directive. Usually they are dedicated departments of a Ministry but they can be other kind of agencies.

Catch limits

They are total allowable catches (TACs), or fishing opportunities expressed in tonnes or numbers that are set annualy for most commercial fish stocks. To achieve sustainable fisheries, they must follow the rules of the common fisheries policy.



Deep Sea

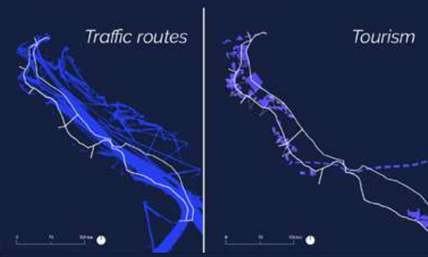
The lowest layer of the ocean, in the Mediterranean it covers about 79% of the basin. It hosts valuable resources as well as habitats that provide essential Ecosystem Services. it will require balance management since we still now little of these areas.

Decommissioning

When huge industrial infrastructures are no longer useful they need to be removed. That happens at sea as well, for instance with oil platforms. These actions are carefully considered by planners as potential threats or opportunities.

Data

MSP relies on geospatialized data to assess the uses and environmental assets of a given area. Data is then edited to define the plan's units.



EBM

Ecosystem Based Management is a management approach that aims at conserving the ecosystem, taking into consideration socio-economic assets.

EMFAF

The European Maritime, Fisheries and Aquaculture Fund is one of the five European Structural and Investment Funds that aim at delivering more jobs, welfare and growth in the EU. It focuses on supporting fisheries, marine, maritime activities, and, therefore, MSP.

Erosion

Coasts are worn away by the water's action. A process that can be incremented due to human activities and manmade sea level rise.

Fishing effort

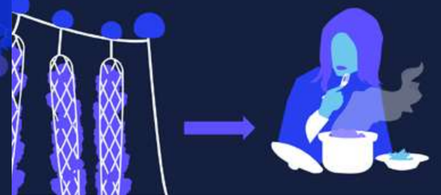
A ratio of factors involved in fishing such as type of gear, fleet composition, time spent working. The EU defines fishing effort as fleet capacity (tonnage and engine power) per days at sea. A figure that is managed by the EU.

Fishing grounds

These are areas of the sea where fishing is allowed and, hopefully, fish is abundant. However they can become depleted if over-exploited and need, therefore, proper management to be kept healthy and rich.

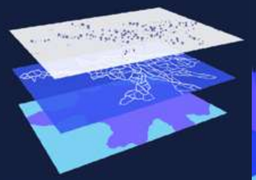
Farm to fork

This EU strategy within the Green Deal, aims at making food systems fair, healthy and environmentally-friendly. In the maritime world this is expected to be achieved thanks to the harvesting of fish, seafood and algae.



GIS

Geographical Information systems allows automatic location of information useful for maps. Usually it implies a software system that uses positions and other data to create a map. They are essential tools for appropriate planning.

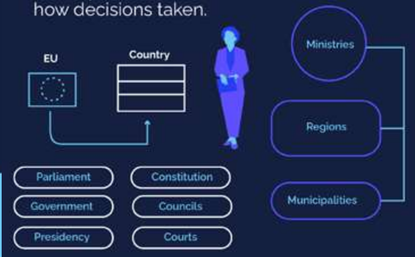


Green infrastructure

It is a planned and managed network of natural and semi-natural areas or features that deliver a wide range of ecosystem services. It can be a useful asset to preserve ecosystem services and link land and sea.

Governance

it describes the traditions, bodies and processes that determine how power is exercised, how citizens can express their voices and how decisions taken.

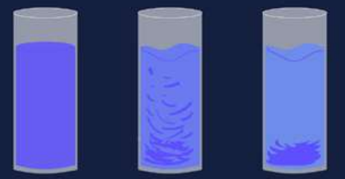


Harbour

A section of coast partially enclosed and with access to navigable water where ships can be left safely. They have been a key feature of development and connection in human history, in MSP they are the main link between land and sea management.

Harvesting Algae

After the algae has completed its growing cycle, this is the first step in processing it into biofuel in a commercial process. This is only one of the many possible innovative employment of marine resources.



Human Uses

These uses, are main categorizations of activities taking place at sea. MSP indicates where and when they can be carried out to avoid conflicts. For instance an area can be limited to Oil and Gas extraction or see the combination of traffic and fishing.

ICZM

Integrated Coastal Zone Management is a process that with a multi-disciplinary approach aims at achieving sustainability in coastal areas. It covers the full cycle of information collection, planning, decision-making, management and monitoring.

INSPIRE

The INSPIRE directive (2007/2/EC) established an infrastructure for spatial information in Europe. It ensures that spatial data infrastructures of the Member States are compatible and usable in transboundary contexts. An essential enabler of MSP.

IMMAs

Important Marine Mammal Areas are discrete portions of habitat, important to marine mammal species, that have the potential to be delineated and managed for conservation. A network of IMMAs is considered a cost-effective approach to conservation.

Jurisdiction

It is the territory or sphere of activity over which the legal authority of an institution extends. Institutions can be from different levels of governance (International, National, Regional, Local).

Joint effort

When considering a sea basin, the management of the many features and activities that take place, often across borders, is extremely complex and can only be adressed via a common effort.

Jobs

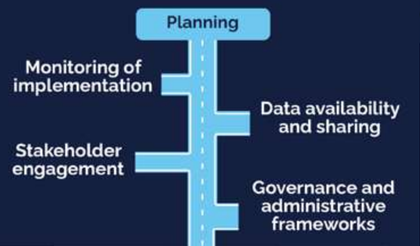
MSP concurr in the achievement of a sustainable blue economy, helping ensuring that jobs in maritime industries are able to sustain local communities.

Keystone Species

An organism, usually a top predator, capable of consuming other organisms down different levels of the food web, hence defining an entire ecosystem. In the sea a well known example are sharks.

KEFs

Key Enabling Factors (KEFs) for MSP are recognized elements that allow and foster the creation of effective plans. Here are some of them:



Knot

This unit of measure used by vessels is calculated as the speed of one nautical mile (nm) per hour. In ancient times it was established using rather crude methods as a rope and a piece of wood sent overboard.

Land-Sea Interactions

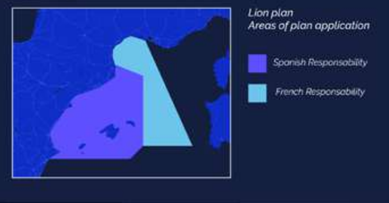
Since many activities taking place in the marine environment also have an onshore component or implication and viceversa. Alignment between marine and terrestrial planning is important and should be achieved through consistency of policy guidance, plans and decisions.

Landing

Fish landings are defined as the catches of fish landed in foreign or domestic ports. This indicator concerns landings in domestic and foreign ports. It is measured in tonnes and USD and is a way of keeping track of the ongoing fishing.

Lion Plan

This sub-regional contingency plan is an agreement of technical cooperation between France and Spain to achieve preparedness and provide response to major marine pollution incidents. In was signed in 2002 and exercises are carried out yearly.



MPA

A Marine Protected Area is an area designated and effectively managed to protect marine ecosystems, processes, habitats, and species.

Monitoring

Maritime plans are expected to apply monitoring in order to verify and estimate their effects. Plans will then be reviewed over a medium-long term period (5-10 years) and adapted.

MSSD

Supported by UNEP, the Mediterranean Strategy for Sustainable Development 2016-2025 is a strategic document for all stakeholders, including MAP partners, to translate the SDGs at the regional, sub-regional, national and local levels in the Mediterranean region.

No Take Zones

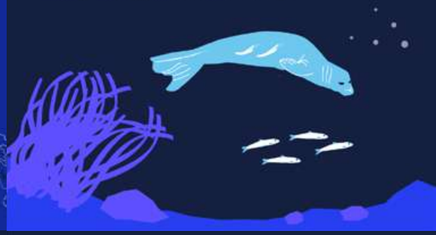
These are marine areas that do not allow fishing or resources exploitation. As a result, fish in the area can age and grow to large, healthy sizes, hence replenishing neighbouring fishing stocks.

National plans

EU coastal member states were required to implement a National Maritime Plan by 2021. National plans follow similar structural phases but are adapted to the specific setting and features of each country and sea basin.

Natural Capital

is composed by the stocks of living and non-living resources that provide benefits and services to support life on Earth. Stocks that have to be used wisely not to estinguish them.



Overfishing

Is a consequence of fishes catched so intensively that a fishing population cannot replenish itself, leading to the stock collapse. Fish a bit less today, and you will fish tomorrow.

Offshore areas

These areas situated away from the coast, but within the waters under a country's governance. Marine plans are applied to the activities and developments taking place in the offshore marine area.

Ocean Literacy

An ocean-literate person understands the essential principles and fundamental concepts about the functioning of the ocean; can communicate about the ocean in a meaningful way; and is able to make informed and responsible decisions.

Planning

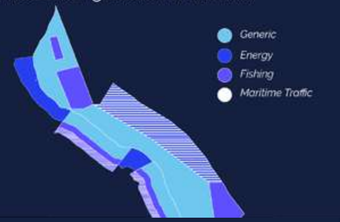
Is the process of thinking and foresee the activities required to achieve a desired goal. MSP aims at a sustainable use of the maritime space and whishes to achieve it by correct positioning of activities.

Phases

Maritime Spatial Planning Initiatives usually include up to 7 phases:

PU

Planning Units are the portions of Maritime areas (or sub-areas) where planning indications are implemented, they usaully define the uses, and their level of implementation (e.g. priority, limited, reserved, generic), in the unit.

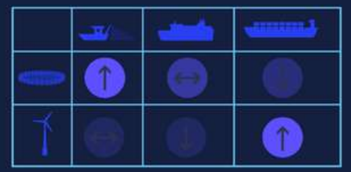


Quality assessment

The quality assessment of marine features, especially of water, is a key element in monitoring the health of marine environment.

Quantitative assessment

The quantitative environmental risk assessment is necessary in the analysis phase of a plan, to establish the combined pressures in a given area. The outcome of this assessment can often be visualized into a matrix.

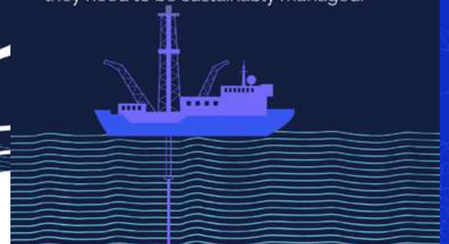


Quota

In the EU Fishing quotas, are share of fishing effort allowed in a fishery to Member States. Fishing quota is usually specific to a fish species and stock. EU countries can exchange quotas but must use transparent criteria when distributing national quotas among their fishers.

Resources

The Ocean provides us and the planet with incredible living and non-living resources: oxygen, fishes, seafood, chemical compounds, energy, etc. But they need to be sustainably managed.

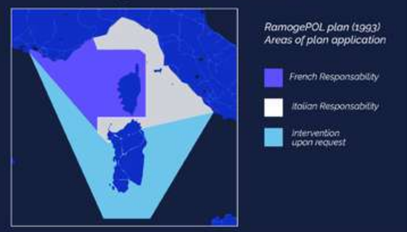


Renewable energy

A clean form of energy from a source that is not depleted when used. The marine ones are installed and operated at sea and requires access to offshore grid and distribution systems.

RAMOGE

In 1976 an agreament signed by Monaco, France and Italy established an international zone to fight marine pollution in the Mediterranean region shared among the three countries.

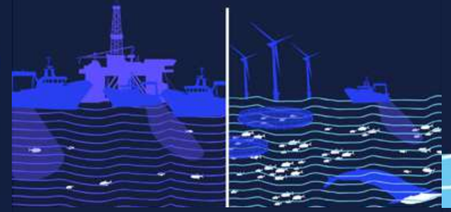


Stakeholders

These are individuals, groups, or organisations that are (or might be) affected, involved or interested (positively or negatively) by MSP in various ways. They can be part of the industry or the governance as well as members of the public.

Scenarios

Data can also help to design likely future scenarios based on current trends or variations. Scenarios can enable policy makers to opt for the most desirable forecast and implement policies to reach it.



Security

At sea many activities can have adverse effects on the environment, other humans, or countries, that is why the respect of regulations is important and different types of controls are carried out.

Transboundary

A MSP process can require the engagement of multiple entities (e.g. countries, states, provinces) across one ecosystem. Entities may necessarily share a common border, and it can encompasses sub-national entities as well .

Transition

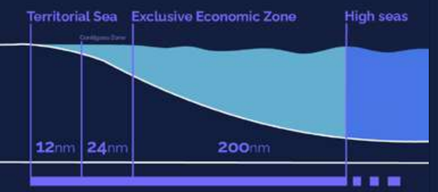
Ecological transition refers to the transition of key economic sectors and human assets from traditional, impacting procedures to more sustainable and long-vision ones.

TEG

Following a workshop in 2019, in April 2020 DG MARE and CINEA formalized the establishment of the Technical Expert Group on MSP data. A team to foster data and data harmonization to support MSP in the EU.

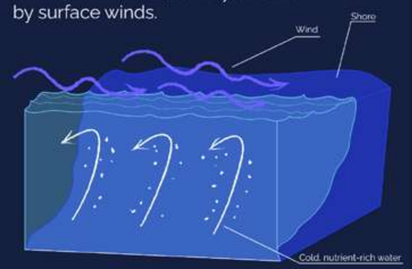
UNCLOS

It is the international treaty that provides a regulatory framework for the use of the world's seas and oceans, to ensure the conservation and equitable usage of marine resources and environment.



Upwelling

It is the movement of nutrient-rich water from deeper layers to the surface of the sea, usually caused by surface winds.



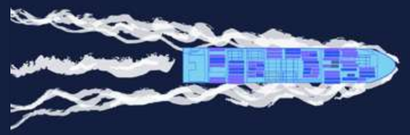
UfM

The Union for the Mediterranean is an international institution joined by European Union Member States and 15 countries from the Southern and Eastern shores of the Mediterranean. UfM's mission is to enhance regional cooperation and dialogue.

Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Vessels

Ships are a core aspect of human history, even more so in our globally connected world. Every day houndreds of thousands of vessels sail the world for multiple reasons and in various shapes: cargos, cruise ships, military vessels, fishing boats, etc.



Vision

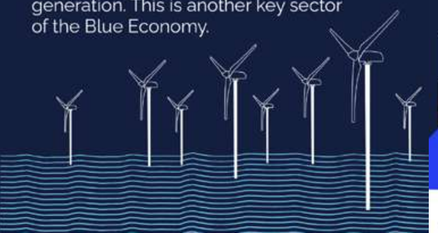
A vision is a comprehensive establishment of desirable outcomes expected from a Maritime Spatial Plan, it is the cornerstone that helps define the specific objectives of a plan.

Value

The value issued from natural resources or human activities is not always easy to define: economic value of course, but not only. Planners need to take into account the value for society and nature of the different assets.

Wind Farms

Offshore Wind Farms are series of wind turbines located at sea to harvest wind energy to generate electricity. Wind speed is higher offshore, allowing greater power's electricity generation. This is another key sector of the Blue Economy.

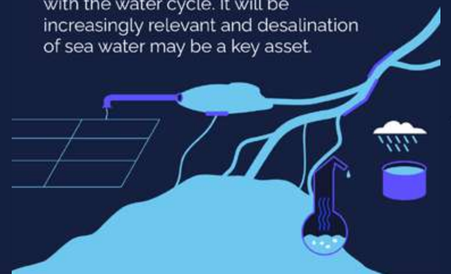


Workshops

MSP relies on the cooperation and coordination among maritime activities. To achieve these goals facilitation among stakeholders is needed in dedicated events and exchanges.

Water Management

The activity of designing, developing, distributing and managing the best use of water resources in compliance with the water cycle. It will be increasingly relevant and desalination of sea water may be a key asset.

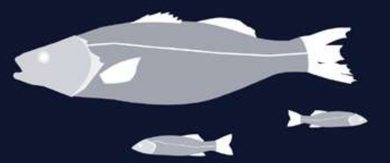


Yard

A waterside area created and fitted-out for a specific purpose usually indicated by a prefix, e.g. boat yard, dockyard, shipyard, etc. A shipyard, for instance, is the place where ships are built or repaired.

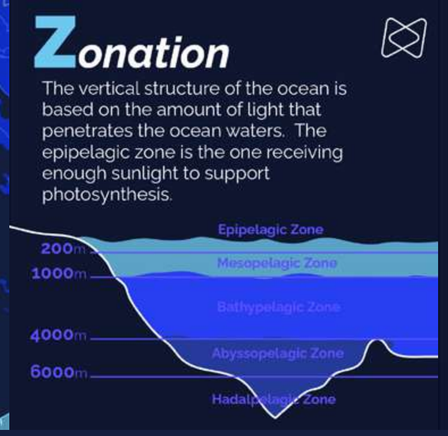
Year class

An animal population is composed of several year classes, i.e. animals being born in different years. A healthy stock of fishes or seafood is composed of a high number of classes, therefore of animals with different sizes and skills.



Yeld

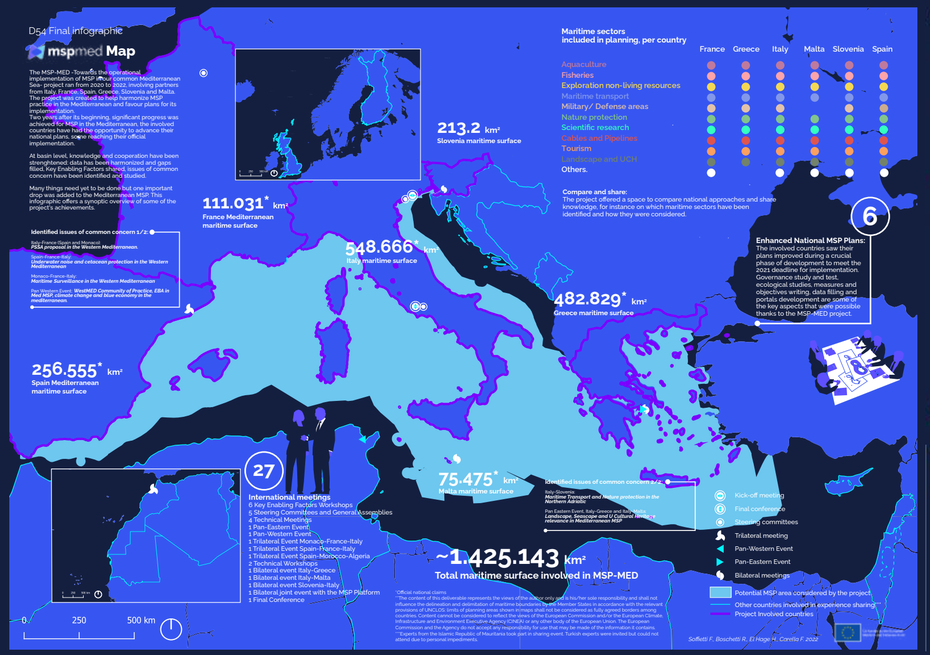
In fisheries, Maximum sustainable yield (MSY) is defined as the maximum catch that can be removed from a population over an indefinite period without affecting its carrying capacity. Beyond it the stock collapses.



Infographics and consumables

The project suffered, in the first year and a half, of the impossibility to meet in person, therefore the events were postponed and new deliverables linked to dissemination (including this one) were established. Notably the D51, a set of Infographics on Biodiversity protection, Renewable Energy and Aquaculture, was created to describe the state of the art of involved countries. D54, the MSP-MED map served as a visual synthesis of the performance of the project.

Consumables were not extensively produced but customized totebags, notebooks and pencils were provided to event attendees.



Motion graphic animations and Short Videos

The animated logo and a series of five short animations were created to explain complex features related to Maritime Spatial Planning. These animations are using motion graphics and accompanied by the text they described. The length of each animation is about 40 seconds and will be posted on social media outlets of MSP-MED.

Short videos have been posted on the MSP-MED social media platforms. Some were interviews while others reported events, for Malta a stop/motion video was created to reach a wide public at national level. Another animation was done for the MSP/MED Italian webinar on MSP, eventually short videos with scrolling text were created to disseminate the economic state of the art of the Mediterranean according to MSP Global.

Eventually a series of videos were subcontracted to a professional videomaker. They are informed by the results of the Infographics produced in MSP-MED D51 on Mediterranean maritime sectors they are a set (5-6) that can work as single units but also merged into a longer output. The series wishes to create a storytelling of the uses of the Mediterranean sea, especially in EU waters, and how they are affected by the ongoing maritime spatial planning, especially fostered by the MSP-MED project.

The videos are of average 3-4 minutes each and present different uses of the marine space in the Mediterranean basin. Identified sectors and topics are the following:

Landscape and Cultural Heritage

Fisheries and Aquaculture

Nature and biodiversity protection

Tourism and recreational uses

Ports and maritime traffic

Transboundary cooperation

These core videos have an introductory video (1-2 min) framing them in the context of the Mediterranean basin and the MSPMED project.

The videos implement a series of interviews to marine practitioners: scientists, planners, researchers, policymakers and economic actors: authorities, consortia, fishermen, shipowners, etc.
National specificities were highlighted as to reach national audiences.

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Towards the operational implementation
of MSP in our common Mediterranean Sea

Co-funded by the European
Maritime and Fisheries Fund

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Prelievo sabbie relitte

Pesca

Trasporto marittimo
e portualità

Sicurezza della navigazione
e marittima e sorveglianza

Cosa è la Pianificazione dello Spazio Marittimo?

Protezione ambiente e
risorse naturali

Turismo costiero

Paesaggio e patrimonio
culturale

Energia

Acquacultura

Paesaggio e patrimonio
culturale

INTEGRATA

BASATA SUGLI ECOSISTEMI

PARTECIPATA

Cosa è la Pianificazione dello Spazio Marittimo?

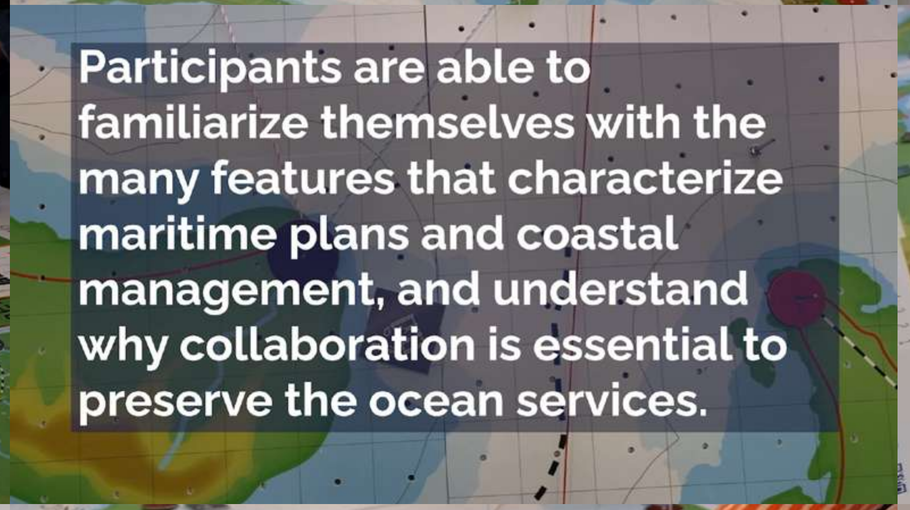
Energia

Acquacultura

Prelievo sabbie relitte

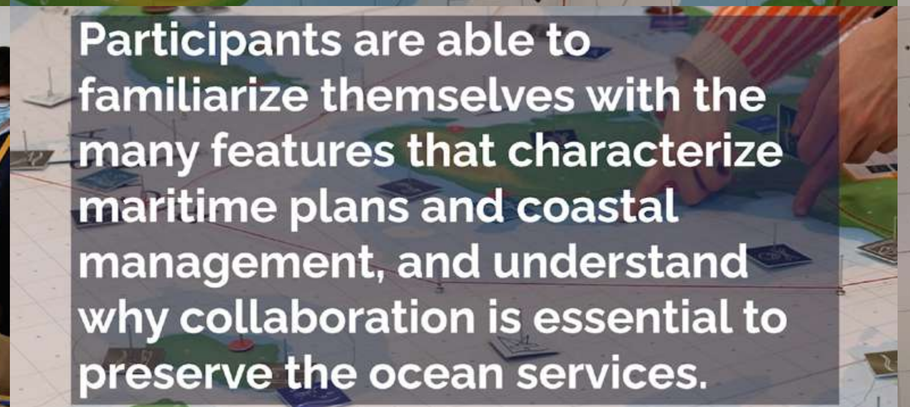
The game offers the opportunity to simulate a coastal cross-border situation where three countries needs to develop strategies and plans to achieve their goals.

Iuav University of Venice, partner in MSPMED possess a long experience in teaching MSP, among the employed tools there is also the MSP Challenge Board Game.



Participants are able to familiarize themselves with the many features that characterize maritime plans and coastal management, and understand why collaboration is essential to preserve the ocean services.

This strategy game is also a tool to communicate in an attiring way the complexity of MSP. Many activities take place at sea and many and diverse are the consequences that can result from them.



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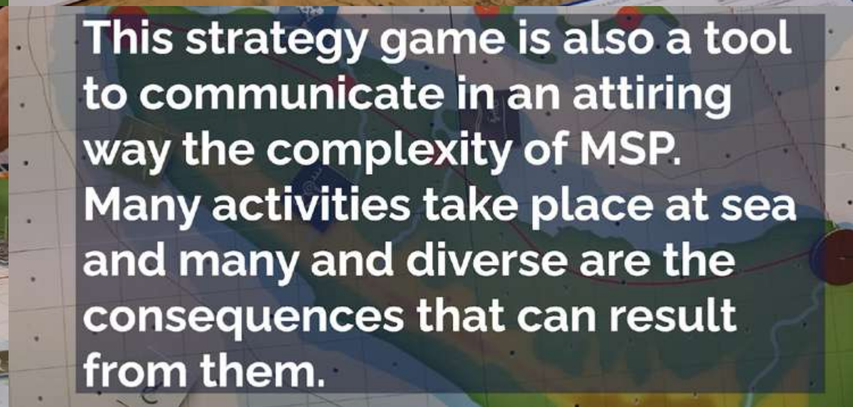
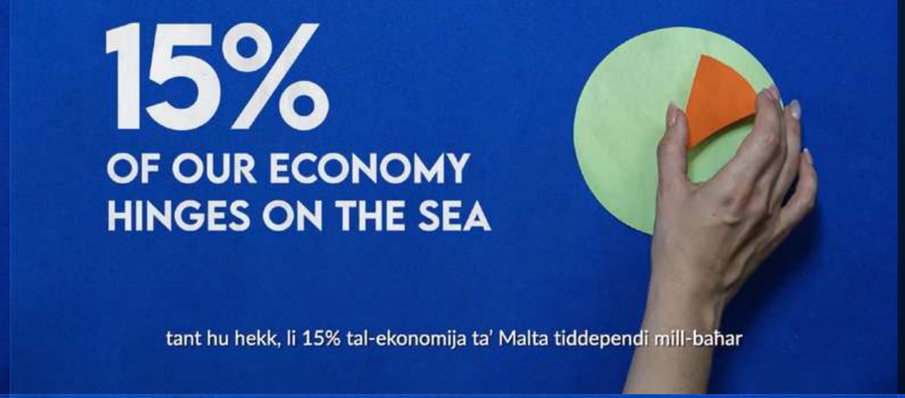


This strategy game is also a tool to communicate in an attiring way the complexity of MSP. Many activities take place at sea and many and diverse are the consequences that can result from them.


Il-baħar huwa fost l-aktar riżorsi naturali ta' valur għal Malta


15%
OF OUR ECONOMY
HINGES ON THE SEA
tant hu hekk, li 15% tal-ekonomija ta' Malta tiddependi mill-baħar


L-aqwa għodda biex nieħdu ħsieb il-baħar tagħna
hija li nippjanaw u nimmaniġġjawh flimkien b'mod responsabbli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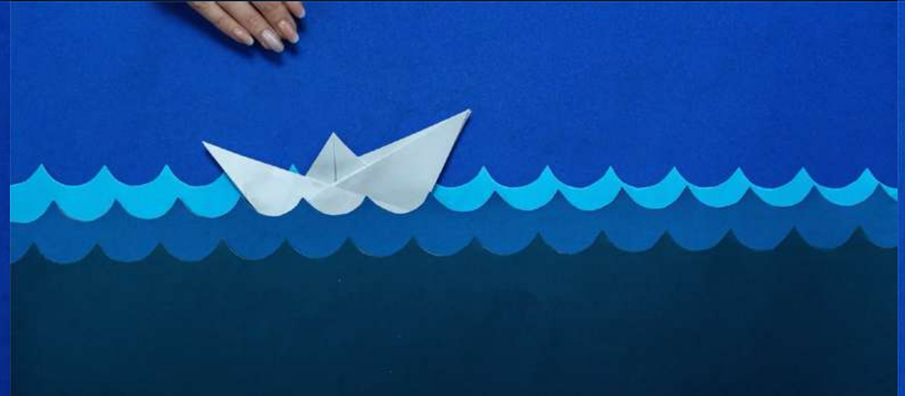
Id-dipendenza tagħna fuqu tagħmilha bil-wisq aktar importanti


L-aqwa għodda biex nieħdu ħsieb il-baħar tagħna
hija li nippjanaw u nimmaniġġjawh flimkien b'mod responsabbli


MALTA
PASSAPORT




the sea
OUR LIFE
mspmed
PLANNING AUTHORITY
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mspr

The Mediterranean Sea is a busy basin: it harvests 15% of the world's shipping activity, 20% of seaborne trade, 10% of container

The Mediterranean Sea is a busy basin: it harvests 15% of the world's shipping activity, 20% of seaborne trade, 10% of container traffic and more than 200 million passengers. These are mainly international fluxes, concentrated in the western and Aegean-Levantine sub-basins. The traffic

million passengers. These are mainly international fluxes, concentrated in the western and Aegean-Levantine sub-basins. The traffic involves more than 600 commercial ports and terminals. In the future the shipping activity in the region is expected to

shipping activity in the region is expected to increase by 4% annually.

increase by 4% annually.

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mspr

Many activities take place at sea, the resulting effect is a variety of stressors that may impact populations and ecosystems. The stressors may interact with each other causing greater direct and indirect cumulative pressures. The areas where cumulative pressures are more present are the best candidates for management and protection measures and also as case study to understand the interactions among stressors and their effects on natural habitats..

MSP Global Technical Report- Current Conditions and Compability of Maritime Uses in the Western Mediterranean

www.mspmed.eu

Support national plans of EU involved countries

to administrations and the public in general

support our review of the existing plan that we have in Malta.

6 Countries: Italy, France, Spain, Malta, Greece, Slovenia

we thought to have an instrument

Engage **stakeholders** at national and international level

because the competence for the maritime space is too high.

Adeline Souf
Shom (FR)

I think the Msp Med project helps our country of France

in building the National geoportal for Msp

In one of the **busiest** and **renowed** sea

Francesco Musco
Iuav University of Venice (IT)

so we succeeded to interoperate

Written by
Folco Soffietti

Directed by
Beppe Ferrari

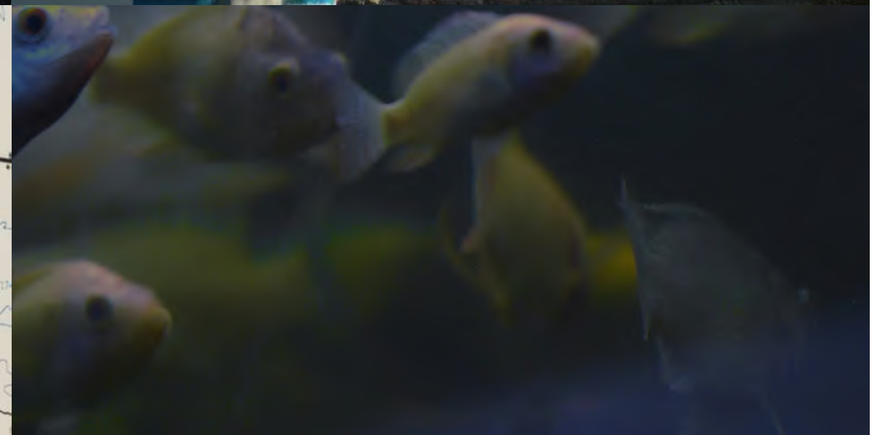
Camera
Furio Ganz

Interviewer
Hadi El Hage

Coordination
Francesco Musco
Pierpaolo Campostrini

Together for one, common **Mediterrean**

11 Partners, endorsed by national Competent Authorities



CORILA · Università Iuav di Venezia · CNR ISMAR · OGS · SHOM · PLANNING AUTHORITY · OFB · MINISTRY OF ENVIRONMENT & ENERGY · KOPER RRC

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Co-funded by the European Maritime and Fisheries Fund

Imagine having a ship passing through an oil platform...

...Or a Ferry insisting where a fish farm is established.
Impossible right?

By allocating activities in space and time, Maritime Spatial Planning ensures that there are little or no conflicts.

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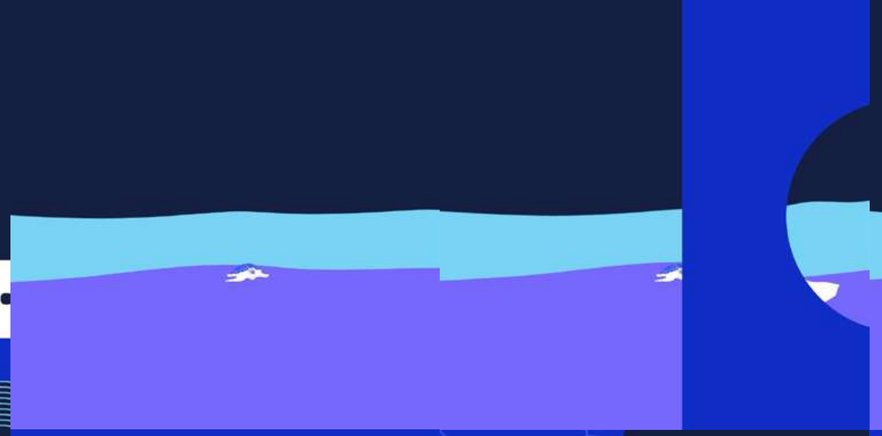
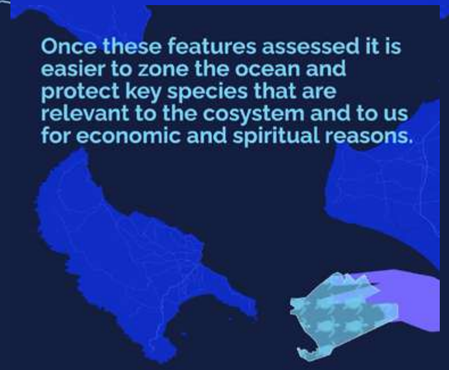


When planning sea uses a key step is assessing ecosystems health and functioning.

Once these features assessed it is easier to zone the ocean and protect key species that are relevant to the cosystem and to us for economic and spiritual reasons.



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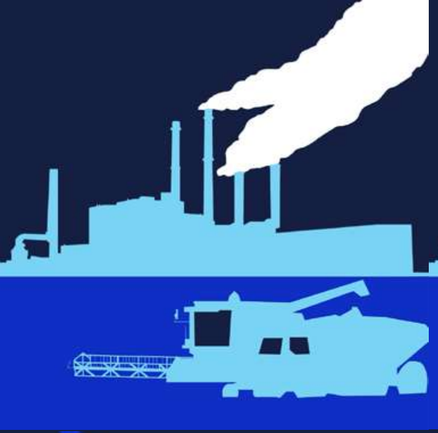

All activities that happen inland, will eventually end up in the sea.

ake
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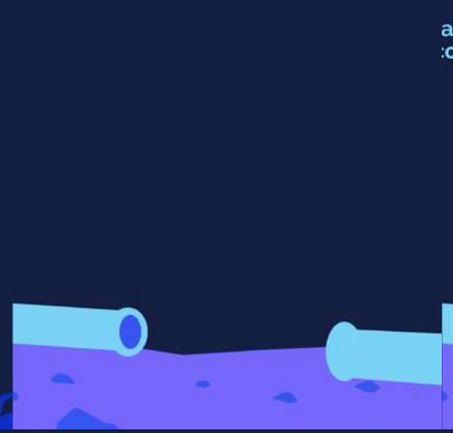
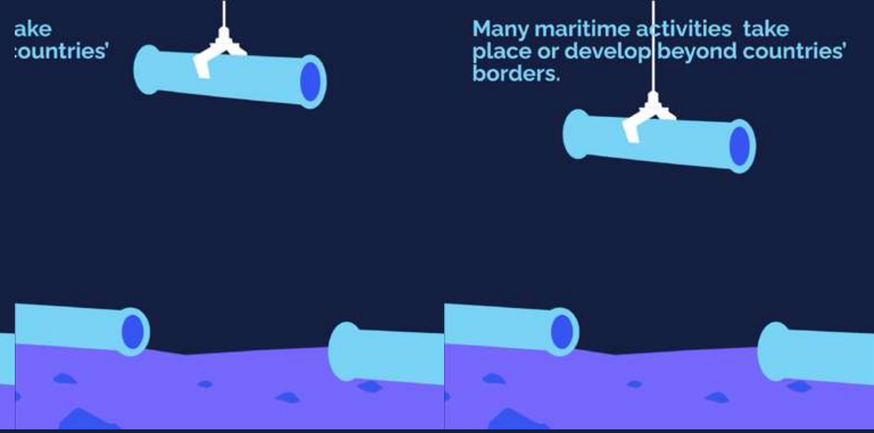


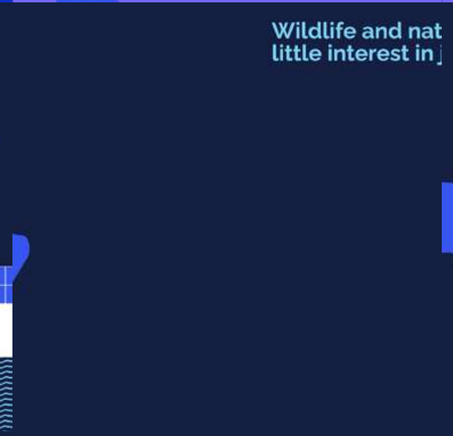
Many maritime activities take place or develop beyond countries' borders.



Up in clouds and down the rivers chemicals and detritus influence the water system.

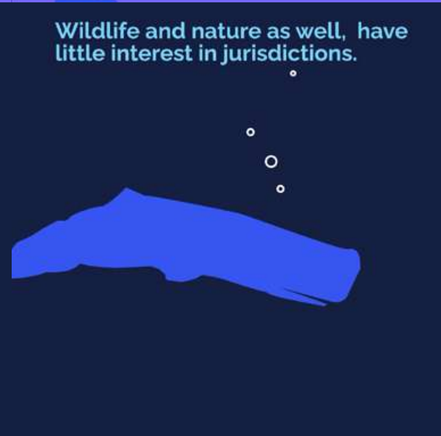
Up in clouds and down the rivers chemicals and detritus influence the water system.

Wildlife and nat
little interest in j



Wildlife and nature as well, have little interest in jurisdictions.

Wildlife and nature as well, have little interest in jurisdictions.



What happens on the coast influences the ocean and that is why Land-Sea interactions must be considered when planning.

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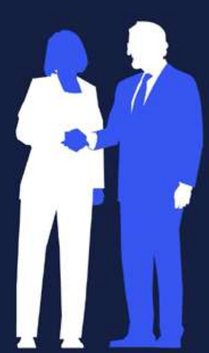
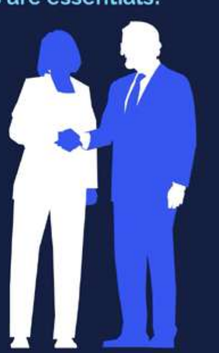


That is why in Maritime Spatial Planning, rich transboundary collaborations are essentials!



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Blue (Eco) Print

This campaign was co-designed with IOC-UNESCO's Venice Regional Bureau as an Ocean Literacy output.
Playing with the term print, a new employment of the word Blue print and Foot Print could create the term "blue (eco) print" that could indicate the human footprint regarding the ocean assets.
The core concept of the campaign is that nature, unable to stop man-made extinctions leaves a series of technical drawings (using a blueprint aesthetic) of Mediterranean endangered species as a set of instructions to "recreate" them.
A set of preliminary studies was performed: target audience was studied, UNESCO's and the project's social media pages were analyzed, a joint social media policy with UNESCO was agreed.
The contents of the campaign are retrieved from MSPMED outputs, namely the study D8: interactions between Mediterranean ecosystems and maritime uses (2022), the IUCN Red List of Endangered Species (IUCN, 2022) and NOAA Fisheries website.

Objectives and targets of the campaign were to:

-Raise awareness on the loss of biodiversity, risk of extinction in the Mediterranean and ongoing initiatives (30by30, Mission Starfish, Restore our Oceans and Waters by 2030, UN SDGs, etc.).
-Disseminate good practice to reduce impactful behaviours.
-Disseminate MSPMED results in terms of noise pollution on (mainly) cetaceans in the Mediterranean.

The final result are eight Instagram carrousels built with a defined structure: A first square with description of the campaign, name and photo of the species, references and logos.
A second square with the imagined text coming from nature itself.
Two joint squares with the actual blue prints, i.e. a lateral section of the animal and internal structure simplified, a map spatializing presence in the Mediterranean sea. Description of the species (Name, Kingdom, Phylum, Class, Order, Family) Boxes related to: Main diet, Main threats, Main protection measures. A set of focuses on weight, length, underwater breath. A scientific illustration of the head of the animal. The last square added information about the species with a small graphic illustration

Blue (Eco) prints:
Farewell of species

The Green Turtle

A co-designed social media action by the MSPMED project and IOC-UNESCO Ocean Literacy Team, to support the UN Ocean Decade and raise awareness on loss of biodiversity in the Mediterranean Sea.

References:

IUCN Red List of Species
MSPMED Deliverables
NOAA Fisheries

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Blue (Eco) prints:
Farewell of species

The Green Turtle

Dear Humans, your footprint is causing a mass extinction I may not be in measure of countering in a short time span. Please find attached the blueprints to rebuild endangered species in the Mediterranean, in case of their demise. Yours sincerely, Nature

Green Turtle

Chelonia mydas
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Reptilia*
Order: *Testudines*
Family: *Cheloniidae*

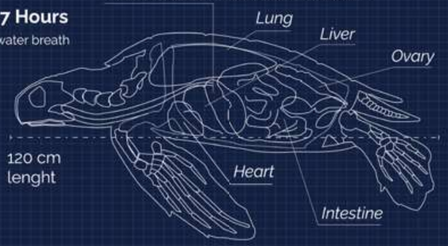
kg
150-200

4-7 Hours
Underwater breath

Green turtles are migratory animals and they undertake complex breeding migrations reaching geographically distant habitats.

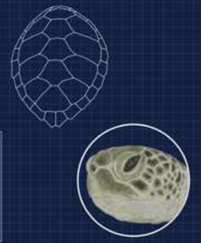
They breathe air through external nares located above their mouths.

Main diet:
Juvenile turtles feed on worms, jellyfish and sponges. Adults switch the diet to become herbivores. They will commonly eat Sea grass, Seaweed and Algae.



Main threats
-Intentional harvests (eggs and adults)
-Habitat degradation
-Disease
-Accidental bycatch
-Entanglement

The carapace, top part of the shell



Protection measures:
Marine Protected Areas
Community-based initiatives

The Species

The adult specimens' herbivore diet determines the greenish colour of their skin. Nets entanglement is a great cause of mortality. Likewise impactful, nesting habitat degradation is caused by construction of buildings and beach armoring. Lights on or near nesting beaches alters the behavior of nesting adults and is often fatal to emerging hatchlings.

Blue (Eco) prints:
Farewell of species

The Mediterranean Monk Seal

A co-designed social media action by the MSPMED project and IOC-UNESCO Ocean Literacy Team, to support the UN Ocean Decade and raise awareness on loss of biodiversity in the Mediterranean Sea.

References:

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The Mediterranean Monk Seal

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Mediterranean Monk Seal

Monachus monachus
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Mammalia*
Order: *Carnivora*
Family: *Phocidae*

Canine tooth maximum length: 5.55 cm

Monk Seals once could be seen on open beaches but today they use marine caves with sea entrances to give birth.

Main diet:
This marine mammal diet consists of bony fishes, cephalopods, and crusta-ceans. In Greece, Monk Seals are known to eat more than 70 prey species.

10 min
Underwater breath

kg
240-350

Main threats
-Increased human pressure
-Increased human disturbance
-Fisheries by-catch or aggression
-Accidental entanglement
-Habitat deterioration and loss
-Morbillivirus

Protection measures:
legally protected through national laws and regional and international treaties, E.g. Habitat Directive, IUCN Red List.

The Species

This marine mammal is one of the most threatened in the world: less than 500 specimen are considered to be alive today. This seal can live for 20 to 30 years of age and usually chases its prey at a depth of 10 to 20 meters under the sea level. They have a low reproductive rate (1 offspring per year). Human activities as fishing have caused the decline of this pinniped that is now monitored and protected in several areas of the Mediterranean.

Blue (Eco) prints:
Farewell of species

The Spinetail Devil Ray

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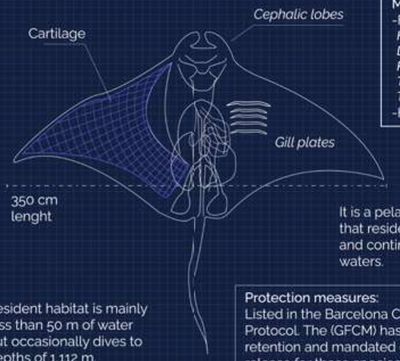
---

Spinetail Devil Ray

Mobula Mobular
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Chondrichthyes*
Order: *Myliobatiformes*
Family: *Mobulidae*

Main diet:
Rays feed on plankton and small fish, mainly planktonic shrimp, small mesopelagic and clupeid fishes, trapped using the modified gill covers that determine its silhouette.



Main threats
-Fisheries bycatch:
Harpoons
Drift nets
Purse seine nets and gillnets
Traps
Trawls and longlines
-Habitat degradation

It is a pelagic species that resides in coastal and continental shelf waters.

kg 150

Resident habitat is mainly less than 50 m of water but occasionally dives to depths of 1,112 m.

Protection measures:
Listed in the Barcelona Convention Protocol. The (GFCM) has banned retention and mandated careful release for these species.

The Species

This species of ray is involved in large-scale movements, driven by seasonal prey availability. Ray are targeted from fisheries or a regular bycatch because they use areas where fishing is carried out. Bycatch that often remains unreported.
In the Mediterranean Sea, a directed fishery is present in the Levantine Sea. Purse seiners have targeted these rays, which seasonally aggregate in the region, used for local consumption.

Blue (Eco) prints:
Farewell of species

The Spiny Dogfish

A co-designed social media action by the MSPMED project and IOC-UNESCO Ocean Literacy Team, to support the UN Ocean Decade and raise awareness on loss of biodiversity in the Mediterranean Sea.

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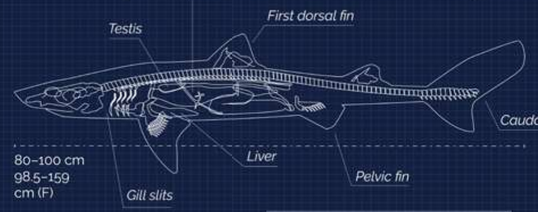
Spiny Dogfish

Squalus acanthias
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Chondrichthyes*
Order: *Selachimorpha*
Family: *Squalidae*

The spiny dogfish has dorsal fins, no anal fin. . Colour is greyish brown with white spots along its back and are countershaded

kg 4

Main diet:
They are aggressive hunters and have a large diet that ranges from squid, fish, crab, jellyfish, sea cucumber, shrimp and other invertebrates.



Main threats
-Overfishing
-Habitat degradation

Life span ranges 35 to 54 years.

They are bottom-dwellers. They are commonly found at depths of around 50–149 m.

Protection measures:
In EU waters, a Total Allowable Catch (TAC) has been in place since 1999.

The Species

One of the best known species of the Squalidae family. Reproduction is aplacental viviparous. Mating takes place in winter with gestation lasting 22–24 months. Very few management or conservation measures are active. Since 2009 a maximum landing size of one meter has been imposed to protect valuable mature females.

Blue (Eco) prints:
Farewell of species

The Sea Lamprey

A co-designed social media action by the MSPMED project and IOC-UNESCO Ocean Literacy Team, to support the UN Ocean Decade and raise awareness on loss of biodiversity in the Mediterranean Sea.

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The Sea Lamprey

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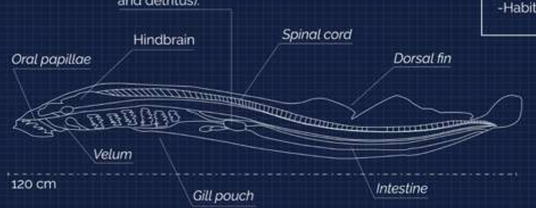
---

Sea Lamprey

Petromyzon marinus
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Cephalaspidomorphi*
Order: *Petromyzontiformes*
Family: *Petromyzontidae*

Spawning is followed by adult's death. Larvae burrow in the sand and after years in freshwater habitats, the larvae metamorphoses into young lampreys able to migrate to the sea.

Main diet:
A parasitic lamprey, it feeds on fishes body fluids. Larvae are sediment filter feeders (plankton and detritus).



Main threats
-Dams
-Overfishing
-Pollution
-Habitat loss

kg 2.3

Sea lampreys have olive or brown-yellowish colours on the top and lateral part of the body. The belly is usually lighter.

Protection measures:
Listed on Annexes IIa & Va of the EC Habitats Directive and Annex III of the Bern Convention.

The Species

Privided with a sucker-like mouth, sharp teeth are arranged in circular rows. The lamprey uses its mouth to attach itself to a fish. Victims usually die from blood loss or infections.
Having a lifecycle that switches between fresh and salt water, it can tolerate a wide range of salinities. Ionoregulation is supported by cell membranes on the surface of the gills, placed behind the eye.

Blue (Eco) prints:
Farewell of species

The Great Cormorant

A co-designed social media action by the MSPMED project and IOC-UNESCO Ocean Literacy Team, to support the UN Ocean Decade and raise awareness on loss of biodiversity in the Mediterranean Sea.

References:
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MSPMED Deliverables
NOAA Fisheries

mspmed unesco

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The Great Cormorant

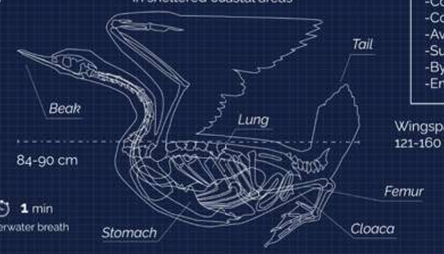
Dear Humans, your footprint is causing a mass extinction I may not be in measure of countering in a short time span. Please find attached the blueprints to rebuild endangered species in the Mediterranean, in case of their demise. Yours sincerely, Nature

Great Cormorant

Phalacrocorax Carbo carbo
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Aves*
Order: *Suliformes*
Family: *Phalacrocoracidae*

Main diet:
-Fish
-Crustaceans
-Amphibians
-Molluscs
-Nestling birds

Habitat:
In marine environments it occurs in sheltered ccastal areas



Main threats
-Conflicts with aquaculture
-Conflicts with wind farms
-Avian influenza
-Susceptible to oil spills
-Bycatch
-Entanglement

Wingspan
121-160 cm

Adult moulting twice a year.

kg
2.6-3.7

The cormorant enjoys good underwater vision: its eye has a transparent membrane, like a a third eyelid that works as an underwater mask

Protection measures:
Listed under the African Eurasian Waterbird Agreement. Within the EU it is listed in 245 Special Protection Areas.

The Species

The cormorant is an excellent flyer, it can spend only short time in the water before it penetrates inside the plumage, which is not very waterproof and moult twice at year. Populations build their nests on rocky islets or on cliffs, The same nest is reused and increased every year. They are persecuted by the aquaculture industry and disturbed by coastal wind farm.

Blue (Eco) prints:
Farewell of species

The Bottlenose Dolphin

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The Bottlenose Dolphin

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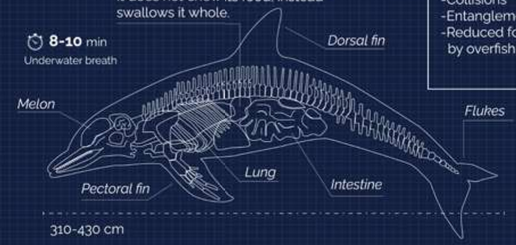
Common bottlenose dolphin

Tursiops truncatus
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Mammalia*
Order: *Cetartiodactyla*
Family: *Delphinidae*

A very social species, it lives in groups called pods composed of about 15 individuals, but group size can be much more large for short periods of time.

Main diet:
eels, squid, shrimp, variety of fishes. It does not chew its food, instead swallows it whole.

8-10 min
Underwater breath



Main threats
-Water pollution
-Collisions
-Entanglement
-Reduced food availability by overfishing

They are grey in color

kg
150-650

Average life expectancy is of about 17 years old, females bear a calf every three to six years.

Protection measures:
ACCOBAMS agreement
ASCOBANS agreement
PELAGOS Sanctuary
CMS Convention

The Species

Dolphins use sound for echolocation and communication. Their mating behavior is polygamous.And they mainly breed in spring. They face threats from fisheries: in the Adriatic Sea, for instance, the population is thought to have declined by at least 50% in 50 years due to past fishing kills.

Blue (Eco) prints:
Farewell of species

The Adriatic Sturgeon

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The Adriatic Sturgeon

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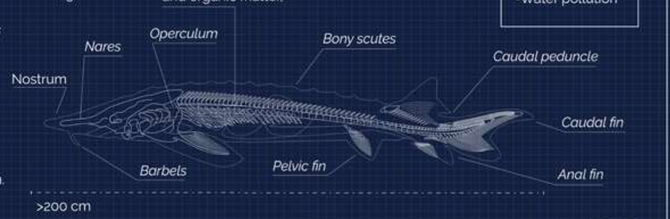
Adriatic Sturgeon

Acipenser naccarii
Kingdom: *Animalia*
Phylum: *Chordata*
Class : *Actinopterygii*
Order: *Acipenseriformes*
Family: *Acipenseridae*

It is a long-lived, anadromous species, living most of its life in rivers. It spawns in freshwater after a marine period of growth.

kg
25

Main diet:
opportunistically it swallows substrate together with prey and organic matter.



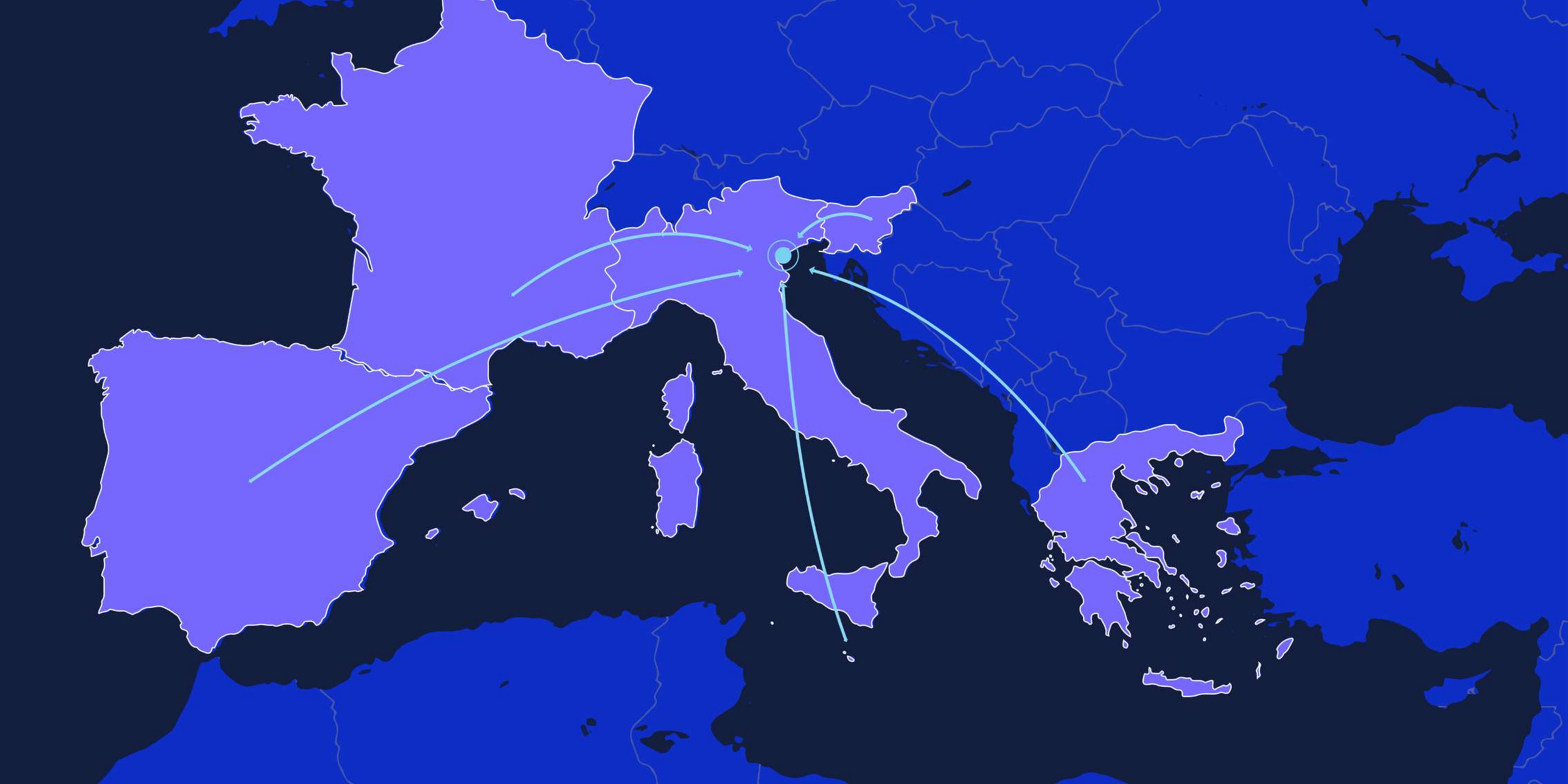
Main threats
-Overfishing
-Dams
-Water pollution

Reported only in the Adriatic Sea area. it remains near the shore, at the mouths of the rivers, at a depth of 10–40 m

Protection measures:
Artificial reproduction in fish farms has been effective and successful since 1988

The Species

The Adriatic Sturgeon is present in large rivers where it spends most of its life. Overfishing, especially of pre-reproductive sized fish, threatens this species. It is also affected by anthropic to its migratory routes, (e.g. by dams for hydropower on the Po River. Competition for habitats with allochthonous species is also a matter of concern for the survival in the wild of this sturgeon, despite farming being successful.



Discussion of results and conclusions

In terms of met objectives the awareness on the project's scope and on marine and maritime topics of relevance can be considered achieved, however engagement and feedback were somehow scarce if we don't consider the initial survey. Awareness was, however raised, also tackling topics of marine litter and pollution/impacts on biodiversity.

Participation was promoted but it is not evaluable so far, partially because monitoring/evaluation systems have not been developed for this peculiar objective but also because of the difficulty to assess such broad aspects. If we only consider the social media interaction the objective was not met. Facilitation of a pro-active environment between practitioners and researchers beyond the project was encouraged and, also reinforced by interaction in relevant events.

The results of the survey were largely taken into consideration, especially in terms of employed media (infographics and short videos) and local language. Marine ecology, biology and focus on maritime uses were indicated as preferred topics to engage with the public, hence they were implemented (e.g. in Blue (Eco) Prints). Attention to local cultures was given, both in terms of content, as proven by the MED Academy and dedicated national pages in the website, and language with translated leaflets. Maps, given the topic, were also largely employed but only rarely complex data was inserted, as not to discourage possible followers.

Suggestions of the European Commission (2021) were partially implemented: a website was created and regularly updated, use of twitter was intensive but the contents were generally designed in a square format to create an attractive Instagram feed with the aim of engaging younger and diverse audiences. This strategy may prove effective on a longer span and as an explorative experience that may inform future actions in delivering science communication that has inherent cultural and artistic value.
In fact the preferred strategy was to use more than one social media platform in the attempt to reach diverse audiences, namely more generic and younger ones on Instagram and Facebook and institutional ones on Twitter. Resulting interaction is very good on Twitter, less on other social media.

What emerges from the current review, and may inform future projects on the addressed topics, is that what we may call the "Ocean Literacy approach", intended as bringing the discourse on a cultural level starting from technical and scientific information, is appreciated by the social media public and by experts as well.

Social media, websites and the digital world are generally very well considered as media. The most effective social platform, to this day, regarding this matter is still Twitter. This platform works as news feed and promotional stand for the project and the institutions.

Infographics and short videos confirm themselves as a very appreciated media able to convey large amount of information in a very attractive way. Attractiveness of graphic design and video editing is an effective characteristics and science-based topics can benefit from lessons learned in the entertainment and cultural industry.

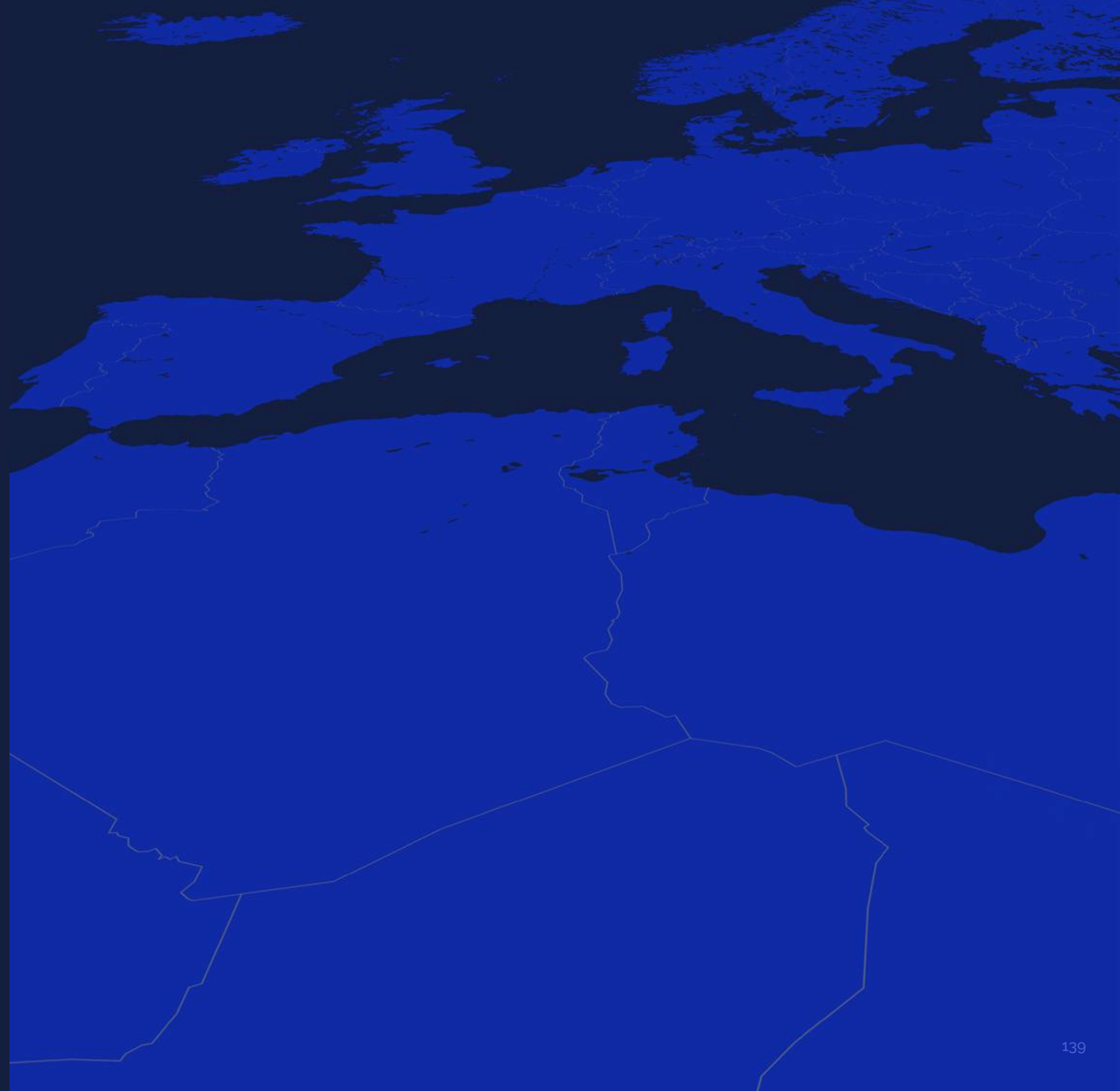
The storytelling and sharing of maritime cultures enables conveying complex messages and more attention should be done to local realities and languages. Furthermore, surveys submitted to the general public need also to be designed in order to reinforce the current findings and help the design of even better campaigns on MSP.

A key asset that needs to be taken into account is the interdiscipli-

narity of sources and outcomes: marine planning and management needs to be described and promoted considering all its many angles, and this not only to offer a truthful representation of reality but also to trigger engagement in the many sectors involved into MSP and EBM.

In future MSP projects the interest of expressing a basin dimension may be a key asset to investigate, in terms of ocean literacy increase, transboundary cooperation reinforcement and harmonization of planning and management of transboundary uses.
This aspect is linked with the opportunity, that could be seized at EU level at least, to create a network of MSP-related projects in terms of communication, especially digital one.

Moreover, studies and methods of assessing the impacts of campaigns in terms of stakeholder engagement, also in the framework of national plans, needs to be developed. Feedback from communication could lead to improved methods to reach the public that may, in turn, lead to the reception of bottom-up information able to benefit the plans themselves.



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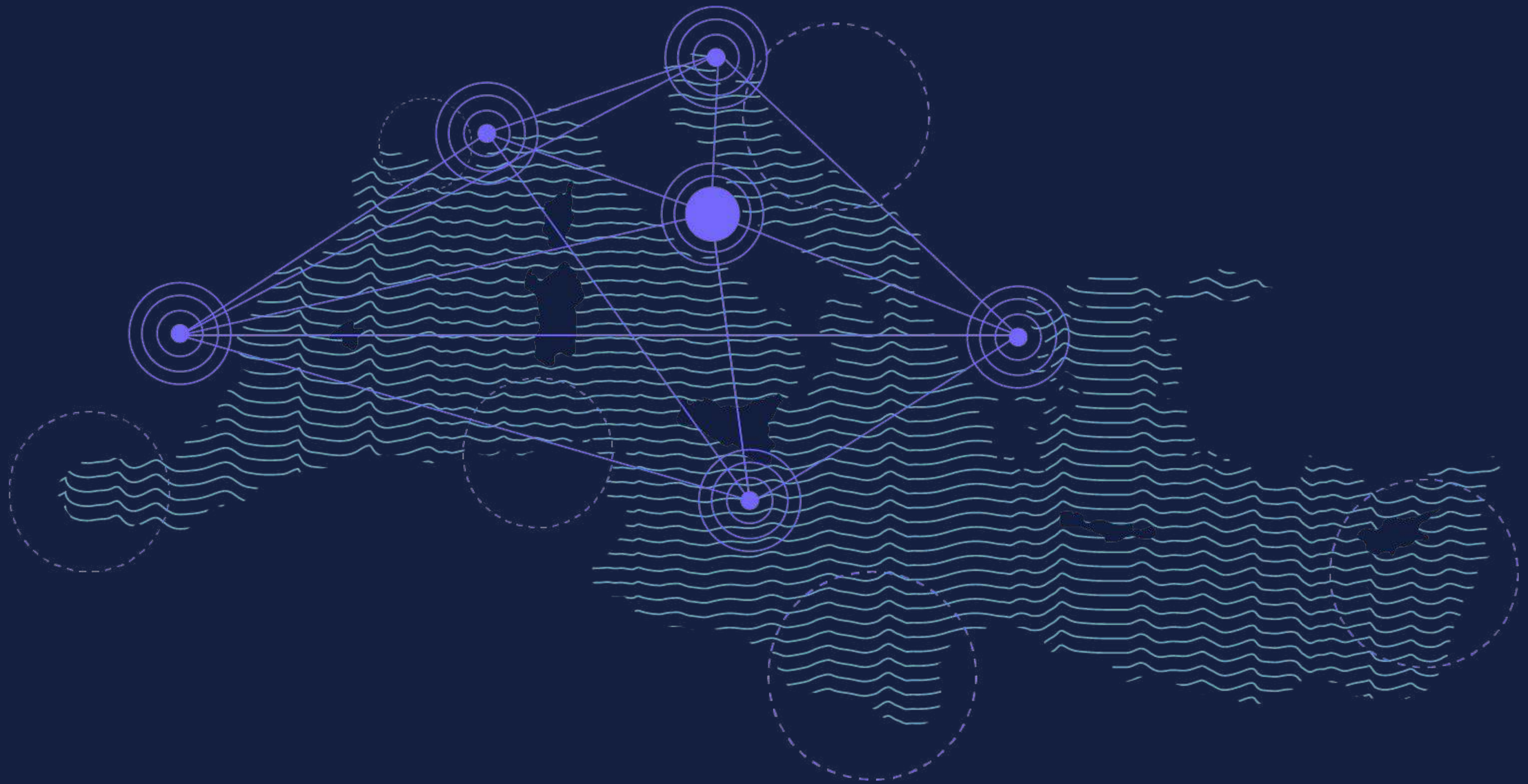

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Images: Folco Soffietti, Sara Andreozzi, Fausto della Villa
Maps: Fabio Carella, Alberto Innocenti, Monica Campillos Llanos, Renato Boschetti

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