

DELIVERABLE N°5.1

COMMUNICATION PLAN





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1 Introduction

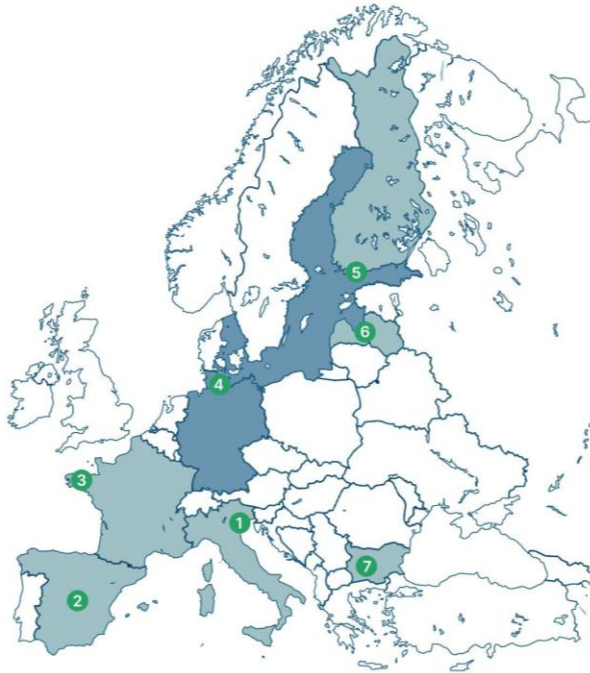
The European Green Deal (EGD) is a set of ambitious policies wishing to make the EU the first climate neutral continent by 2050. The MSP-GREEN project answered the call for proposals EMFAF-2021-PIA-MSP to support the development of maritime spatial plans able to enable and foster the EGD. The current document is a deliverable of the project to guide the communication and dissemination actions regarding the project and the topics it addresses.

1.1 The project overview: aims, partnership, budget

The MSP-GREEN project runs from 2022 to 2024 and contributes to align maritime spatial plans to the ambition of the EGD by creating a framework for plans as marine enablers of the EGD. The framework will provide a cross-cutting approach to the EGD key topics relevant for marine environment and sustainable transition of blue economy: climate change, circular blue economy, marine biodiversity, marine renewable energies, sustainable food provision. Recommendations on how to strengthen the EGD ambition of EU MSP plans will be prepared. The sea basins' dimension will be promoted by considering environmental, socio-economic, and cultural specificities also, via dedicated Ocean Literacy driven communication.

The project considers five sea basins: the Mediterranean Sea, the Black Sea, the Atlantic Ocean, the North Sea and the Baltic Sea, with a total budget of 1 933 490.03 € for a duration of 2 years, starting November 2022.

Full Partners are CORILA (PC), CEREMA, UBO, IEO(CSIC), MoEPRD, FI RCSW, CCMS. Affiliated Entities are IUAV, CNR-ISMAR, IFREMER. Associated Partners are: VASAB, BSH.



The specific objectives of the project are:

- Assess whether and how MSP plans have considered the EGD objectives
- Assess what are the major gaps, challenges and trade-offs in mainstreaming EGD into MSP
- Identify and exchange valuable practises of incorporation of EGD elements in MSP plans
- Identify, design and start implementing additional actions to strengthen the implementation of EGD-related objectives
- Provide recommendations to EU countries on how to use MSP in fostering the achievement of the EGD goals
- Engage regional sea communities – including non-EU countries – in a dialogue on the EGD ambition and the role of marine planning for a Sustainable Blue Economy

1.2 Work package 5 objectives and partners' roles



The Working Package Nr. 5 (WP5) presents the project process and results to the target audience and broader public. Furthermore, it supports the other WPs, especially in terms of event organization, promotion and transferability of results. Eventually the objective of the WP is the identification and definition of communicative strategies that may promote the marine and maritime dimensions of the EGD (Task 5.3). In order to achieve these objectives, a visual identity (Task 5.1) and a communication plan (Task 5.2) is created. The latter also helps to refine the target audience and appropriate channels for communication.

A specificity of this project is its cross-basin approach, the communication plan will help this level of action by presenting and comparing sea cultures native to different basins as a way to link different EU maritime regions and strengthen exchanges. In that respect, the output of the project is the elaboration of an online presence (in the form of a set of webpages on an existing website and social media pages), to promote the MSP framework for the enablement of the EGD and enlarge its actions and participation (Task 5.3 and Task 5.4). Eventually Opening and Closing Events (Task 5.5), and participation in other events (Task 5.6) and synergies with other EU projects dealing with MSP, Blue Growth, EGD and other relevant topics will be ensured and reported in the communication plan.

Responsibilities box:

The Latvian Ministry of Environment (MoEPRD) and luav University of Venice are co-leads of the Work package, luav being also a task lead of the Visual Identity and Communication Plan. The two entities appoint the managerial communication team. MoEPRD is also in charge of coordinating the communication on maritime EGD and online presence. FI RCSW will be responsible for the delivery of a set of story-maps supported by partners. Eventually CORILA is in charge of the Launching and Closing conference and CCMS of the coordination of attendance of other events.

Full partners and associated partners are bound to share the project's findings within their networks and will indicate a communication manager to ease the communication processes and contribute to their implementation.

1.3 Methodology of the Communication Plan

The methodology employed in the communication of the project is issued by considering a set of documents and sources that inform its contents, channels and form. The design of the communication is therefore established by means of a set of guidelines that define a process of identification of key assets.

- 1) Objectives: Objectives are identified in the Grant Agreement, the EGD, the Mission Ocean, the MSP and MSFD Directives, the SDGs, the MSP national plans.
- 2) Target groups: Targets are identified by means of EC recommendations and UNESCO's MSP guide, informed by past and ongoing projects regarding MSP. Existing Communities of Practice, practitioners in several sectors and fields.

Sea basins have different levels of engagement (e.g. in the Baltic working groups are well advanced, such as the HELCOM-VASAB MSP Working group and the recently born Community of Practice in the Mediterranean) and tailored approaches will be considered.

Main groups are identified considering all the levels of action:

- International level (per basin and EU level)
- National level
- Regional level
- Local level

They include: Competent Authorities for MSP, Competent Authorities for Coastal management (including regional governments), Policy makers, stakeholders, especially at European and national level.

- 3) Contents: Contents are retrieved in the project's results, the MSP national plans, the MSP GLOBAL results, reports of other MSP projects and initiatives. UN and UNESCO indications, communications and reports of the European Union including Eumofa reports. Marine sciences and culture websites and textbooks will also serve as sources.
- 4) Methods: Methods, including tone and channels are adapted from the booklets: EC's Communicating MSP (2021), UNESCO's Ocean Literacy for All: A toolkit (2018), a set of communication and graphic design sources, including: Routledge Handbook of Public Communication of Science and Technology (2021) and Graphic Design Rules: 365 Essential Design Dos and Don'ts (2017). Suggestions emerged during the Launching conference were also embedded. Creative approaches are encouraged respecting scientific accuracy. The methods employed foresee a strict procedure, asking partners to fill a template for sharing information. Normally information will be shared on the

official social media and website, and on partners' social media and websites. The promotion of events, especially local ones, is allowed via existing channels, to ensure maximum visibility. This includes: other social media from past projects and related initiatives, forms of promotion overlooked by the current plan. Indications are also retrieved by works on sustainability communication such as UN Communicating on Climate Change¹ and UNEP Communicating sustainability: how to produce effective public campaigns (2005). Moreover an initial survey is submitted to project partners to help identify best media and strategies. The website will be useful in terms of communication strategy, the integration of a soft tool for engagement of stakeholder is foreseen. It will start the creation of a stakeholders map, allow flow of information/suggestions from external users and provide a contact repository to enable stakeholders' synergies.

- 5) References: References are taken from institutional and commercial communication on marine and maritime topics, namely the one produced by past and ongoing EU projects, MSP Global, UNEP, NGOs campaigns, Ocean literacy materials such as the ones stored in Sea Change and UNESCO repositories.

The project partners are required to appoint a communication expert to guide the communication team in identifying the sea basin and national key assets in marine culture to make them enablers of sustainability messages. The latter action is complemented by surveys to gather the necessary information (*note figure below*). Engagement of stakeholders and promotion of positive traditions, or the creation of new practices will be promoted.



Key aspects identified by the partnership through a dedicated survey about the project that will be expressed by the communication:

"The first maritime spatial planning project to cover all European sea-basins, it identifies valuable practices, designs and implements new actions and provides recommendations to aid MSP in all member states in achieving these objectives in the future."

"There is a lot of knowledge and practices at a local level policy makers can learn from, experiences need to be shared."

"Exploring the real potential - and the limits - of MSP to contribute to EGD objectives; sharing

¹ Accessible at <<https://www.un.org/en/climatechange/communicating-climate-change#:~:text=Communicating%20on%20climate%20change%20is,cultural%20contexts%2C%20and%20underlying%20values.>>

experiences and ideas to improve MSP practices.”

“Sectors touched by the EGD need to be presented to the public, in regard to opportunities for transition.”

“Support the definition of visions and actions for the future.”

Key terms identified by the partnership describing the MSP-GREEN project:



1.4 Communicating the maritime dimension of EGD across culturally diverse basins: A methodology

The communication of the maritime dimension of the European Green Deal is set as a dedicated task (T5.3, Communicating the maritime Green Deal) to be developed within the project. This tailored form of communication is required because promoting the EGD means promoting a theoretical approach, based on scientific evidence but that can only be achieved by a cultural transformation. This translates into defining scenarios that can support difficult choices that as a society we will be called to take in the near future. By supporting the EGD, the project is, therefore, taking part in shaping our reality by proposing a possible future, a future that may be better for current and next generations.

Information box (Grant Agreement statement)

The MoEPRD in collaboration with all project partners and associated partners will elaborate specific recommendations on communicative strategies and digital tools related to the marine and maritime dimensions of the EGD. Continuous dissemination of project results and experiences among stakeholders. The MoEPRD will organise a conference for communicating the maritime EGD to the stakeholders of the Baltic Sea Region and use the HELCOM-VASAB MSP working group meetings to disseminate the project results. The MoEPRD will support the communication between the designated partner representatives and with stakeholders outside the partnership in each basin.

The basic methodology is therefore structured more in detail to guide the task development.

A specificity of this project is its cross-basin approach, the communication plan will help this level of action by presenting and comparing sea cultures native to different basins as a way to link different EU maritime regions and strengthen exchanges.

Objectives: the promotion of the green transition of maritime sectors by means of planned activities in EU Member States' national waters. The objectives are in line with the ones of the EGD and the MSP Directive.

Methods: Review of performed and ongoing communication strategies as well as communication trends in the field of MSP, EGD, stakeholders' involvement. Selection and application of suitable approaches for different communication levels tailored to reach various stakeholders/topics. Methods, including tone and channels are designed according to a study of relevant MSP and EGD policies by reviewing communication handbooks and strategies. The relevant MSP related strategic and guidance documents will be consulted; the provisional list is composed as follows:

- The European Green Deal. COM(2019) 640 final
- A new approach for a sustainable blue economy in the EU Transforming the EU's Blue Economy for a Sustainable Future. COM(2021) 240 final
- An EU Strategy to harness the potential of offshore renewable energy for a climate neutral future. COM(2020) 741 final.
- REPowerEU Plan. COM(2022) 230 final
- An European strategic long-term vision for a prosperous, modern, competitive and climate neutral economy in accordance with the Paris Agreement (2019/2582(RSP))
- Mission: Restore our Ocean and Waters by 2030 (https://oceans-and-fisheries.ec.europa.eu/news/restore-our-ocean-and-waters-2030-communication-missions-published-2021-09-29_en)
- EU Biodiversity Strategy for 2030 - Bringing nature back into our lives. COM(2021) 380 final
- A Farm to Fork Strategy for a fair, healthy and environmentally-friendly food system. COM(2020) 381 final.
- Pathway to a Healthy Planet for All EU Action Plan: 'Towards Zero Pollution for Air, Water and Soil'. COM(2021) 400 final
- A new Circular Economy Action Plan for a cleaner and more competitive Europe. COM(2020) 98 final.
- Strategic guidelines for a more sustainable and competitive EU aquaculture for the period 2021 to 2030 COM/2021/236 final
- Access to space and water for marine aquaculture: Technical study
- Assessment of the relevance and effect of the Maritime Spatial Planning Directive in the context of the European Green Deal
- Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundation
- Climate and Sustainability Communication: Global Perspectives
- HELCOM-VASAB Guidelines²
- UNEP Communicating sustainability: how to produce effective public campaigns
- MSP-MED D53 Review of Communication activities
- UNESCO Ocean Literacy for all: A toolkit
- Communicating MSP: An inspiring era of cooperation between institution
- Campaigns from WWF, Fair Seas, etc.

² VASAB Vision for the Territorial Development of the Baltic Sea Region in 2040
HELCOM-VASAB Regional Maritime Spatial Planning Roadmap 2021-2030
HELCOM-VASAB Final draft of the Guidelines on transboundary consultations, public participation and cooperation
<https://helcom.fi/helcom-at-work/groups/helcom-vasab-maritime-spatial-planning-working-group/>
<https://vasab.org/vision2040/about/>

Tone: The proposed tone is to present the EGD as an opportunity, promoting active endorsement by stakeholders and the public in a generational challenge. Moreover it will stress the importance of aligning policies and communication for sustainability. The communication will acknowledge that people are motivated to know what is going on, to learn, discover and explore. In addition, realistic objectives in terms of proposed changes will be prioritized as well as inspiring storytelling (UNEP, 2005).

Target groups: Targets are identified in the maritime sectors, policy makers and the general public as identified by project partners of relevant stakeholders (note Chapter 2.2.3 Target groups for a more detailed overview)

Contents: Contents are retrieved in the project's results, the MSP national plans, cultural landmarks per each basin.

References: References are retrieved in textbooks and online sources referring to basins in terms of geography, society, laws, history, traditions, commercial activities, relationship with the sea and cultural value.

Key (guiding) questions:

- *What are the EGD objectives that should be integrated into maritime spatial plans?*
- *What are the differences and similarities in the implementation of the EGD through MSP across the diverse European coastal countries?*
- *How basin's maritime cultures' landmarks can enable the Green Deal or innovative ideas towards transition?*

Key aspects identified by the partnership about the interaction MSP-EGD that will be expressed by the communication:

"Sustainability is a cross cutting topic that should be intrinsically embedded in MSP."

"It is important to join national purposes and efforts, time is short and much is left to do."

"Uncertainty needs to be acknowledged and addressed."

"Sectors touched by the EGD need to be presented to the public, in regard to opportunities for transition."

"It is necessary to understand different perspectives, from other localities, to be open to various circumstances. Sectors' coordination among them needs also to be considered."

"Main challenges vary country by country, common trends are similar: for instance precaution about fragile environment/ecosystem from pressures, better planning including communicating with stakeholders and across levels and borders."

"Simplify the approach, use more concrete objectives, better involve all levels and stakeholders Balancing potentially contradictory policy objectives."

"Open up possibilities for innovative solutions and raise awareness as to make the MSP more flexible (e.g. perspective use of energy in the sea)."

2 Communication: an operative guide

The Grant Agreement of the project foresees a Work Package dedicated to the Communication and Dissemination of the project (WP5).

The present document that constitutes the Communication Plan, is a deliverable of the aforementioned WP and is conceived as a guiding tool for the communication of the project. Communication is an essential element of EU projects to ensure visibility and capitalization of public results.

The main characteristics for a complete and consistent Communication Plan should include the following as minimum requirements:

- *Starts at the beginning of the action and continues throughout the entire lifetime of the project (and possibly also afterwards);*
- *Is strategically planned, in line with the project's objectives;*
- *Identifies and defines clear, achievable communication objectives;*
- *Aims at reaching audiences that are beyond the project's own community, including the media and the general public;*
- *Chooses pertinent messages;*
- *Ensures scientific accuracy;*
- *Uses the right media and means according to scale/targets (e.g. working at the right level - local, regional, national, EU-wide, international);*
- *Uses the right ways to communicate - one-way exchange (website, press release, brochure, social media etc.) or two-way exchange (exhibition, conferences and seminars, online meetings, workshops etc.);*
- *Where relevant, includes measures for public/societal engagement on issues related to the action;*
- *Is proportionate to the scale of the action and in respect of the allocated budget.*

2.1 Procedures

Full partners and associated partners are bound to share the project's findings within their networks and will indicate a communication officer to ease the communication processes and contribute to their implementation.

It is recommended to share information with the communication team as soon as possible to enable calendar updates for posting and news release. Sharing should be performed via email.

General tone: The tone employed by the communication is inspired by UNEP Communicating Sustainability (2005), and wishes to be proactive and positive, while highlighting gaps in national plans and legislations, the project wishes to share valuable experiences and create a fertile environment for the transition of the maritime sectors.

2.2 Communication and Dissemination objectives and main messages

The Communication Plan (CP) is created to guide the communication first and foremost towards institutional bodies, experts, MSP and EGD stakeholders, but also towards the broader public to guarantee a growing awareness on Maritime Spatial Planning and marine related issues/opportunities in line with EU macro objectives and recommendations.

The CP identifies the best strategies and tools to address the targeted audience, having also in mind the sectors/topics encompassed by the EGD and the requirements of the MSP Directive and national MSP plans. The SDGs and UN recommendations regarding ocean research and sustainability shall also be contemplated.

The main objectives of the communication and dissemination activities will be the following:

- Raising awareness on the project activities;
- 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 the European Green Deal and its objectives;
- Raise awareness on EGD marine related issues and best practices.

2.2.1 Communication levels

Building on other EU funded projects, within the MSP-GREEN project, three types of communication are identified (A, B and C), under which the specific objectives have been identified:

A. Communication between project Coordinator/partners and the European Commission

- Facilitate communication with the European Commission on the progress and project results.
- Ensure useful and effective communication with appointed officers of DG MARE and CINEA in charge of the project.

B. Internal communication among project partners

- Optimize the flow of general communication between partners to support the management structure and meet the WP1 objectives;
- Maximize synergies and communication within and between Work Packages (WPs);
- Ensure information is shared by partners with the Communication Team to widely spread the project results / activities.

C. External communication

- Inform the target audience on the scope and objectives of the project, the reason for its creation, on the partners forming the Consortium and the expected results and 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 and online websites;
- Communicate the project results and conclusions once the project is finished;
- Facilitate a communication environment between practitioners, policy makers, stakeholders and researchers beyond the project.

The Communication Plan will be active for the entire project's duration to assure:

- (i) visibility of the project and awareness raising towards relevant target groups;
- (ii) dissemination and transfer of action's results;
- (iii) transparency of the allocated funds;
- (iv) visibility at EU level.

2.2.2 Main messages

A catchphrase has been created for the project to accompany many of the layouts and communication materials:

"The sea horizon, is green."

In addition, a set of messages have been identified from key documents and partners' survey:

"The MSP-GREEN project is able to inform how MSP national plans can be reinforced in considering the European Green Deal"

"The MSP-GREEN project identifies valuable practices of considering European Green Deal activities within maritime spatial planning as to foster them"

"The MSP-GREEN project will help improve governance and management frameworks to improve EGD integration in MSP"

"The maritime dimension of the European Green Deal is a priority, tools and methods need to reach stakeholders and the public"

"Shaping our society towards sustainability involves many aspects and policies should enable fast changes"

"Support the definition of visions and actions for the future"

"The first maritime spatial planning and EGD project to cover all European sea-basins"

Communication type	Strategic aim	Target group (more detailed in Ch. 2.3)	Message to convey
Overall project communication	To ensure visibility of the project, as well as to inform about the progress made (which results have been achieved and what happens next)	Mainly wider public, EU representatives, other relevant initiatives and projects.	The project's results and activities.
Communication on specific topics (main themes of the EGD)	To equip with field-specific know-how, as well as changing attitudes regarding maritime spatial planning and the integration of EGD objectives.	MSP and Blue Economy experts, EU representatives and policy makers. Stakeholders from the maritime industry. Curious citizens.	The importance of EGD and MSP as enablers of it. Practical examples of interactions and valuable practices.
Communication for knowledge transfer and cross-sectoral integration	Raise the knowledge capacity by reflecting on good practice examples, and sharing cross-country experiences to identify barriers for integrating EGD objectives within the national MSPs.	MSP experts, EU representatives and policy makers at different levels.	Specific good practices, main assets, opportunity for transferability. Share gaps and solutions.

2.2.3 Target groups

The target groups are defined from the perspective of the Communication Plan: the target groups were initially identified by the project proposal and a more detailed selection is made to guide a tailored communication. Target groups have direct/indirect benefit from the project outputs and results in the short or long term and are an essential support for achieving the project outcomes. The target groups include (but are not limited to):

- Policy makers, Competent Authorities, Public Administrations and Committees at different levels (local, national and international) with responsibilities for MSP, marine-related activities, and marine conservation both from EU and non-EU countries;
- Stakeholders, right holders, coastal and maritime users, including economic activities and environmental interests;
- European platforms, projects, initiatives dealing with MSP and/or the European Green Deal;
- International institutions acting at the sea-basin level that may present synergies for dissemination of results and activities (e.g. UNESCO, UfM, HELCOM);
- Marine related bodies who are engaged in research, transboundary cooperation, European activities;
- Universities, research centers and knowledge institutes dealing with relevant topics in marine/maritime and ecological transition topics, including climate change;
- The academic marine management and MSP community (e.g. Marine Spatial Planning Research Network, MSP Platform, JPI Oceans, IOC-UNESCO etc.) in order to contribute to current dialogue on MSP;

- The general public, including citizens and NGOs.

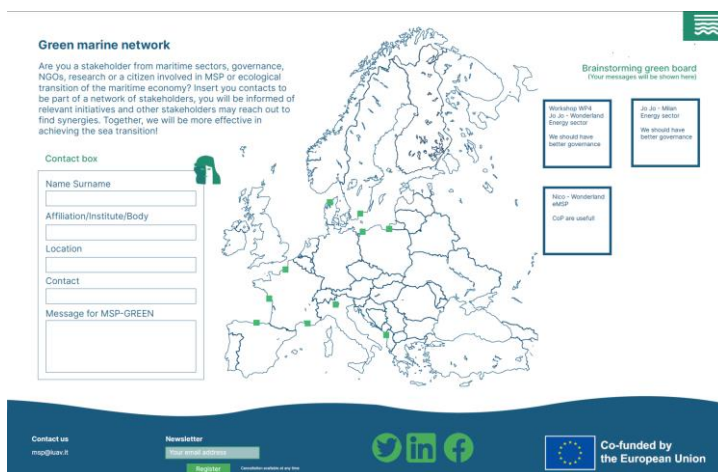
Overall target groups are capitalized from existing Communities of Practice, working groups, and contacts built by the partnership during past projects.

Each target group will be approached 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. The general public will also be targeted in terms of sensibilization on marine issues, need for maritime management and sustainable transition. By “general public” we intend citizens that wish to be informed about environmental management processes.

The social media have slightly different sub-targets as defined in [Table of social media and Target Group](#):

Platform	Target group	Objective
Twitter	Institutions, projects, initiatives, EU representatives, MSP practitioners.	Inform about project development and outcomes, repost and promote sustainable maritime practices and EU visions.
Facebook	Broader public, local coastal communities and sectors’ personnel.	Disseminate the project’s outcomes, ensure visibility of EU funding. Employ an inspiring storytelling to promote the EGD vision.
Linkedin	Professional from the MSP sector. Maritime industries, Experts.	Disseminate project’s activities, present funding and subcontracting, engage with the maritime industry.

In addition, a specific page of the website will be created to allow the creation of a catalogue of stakeholders upon voluntary submission of information. The tool is conceived with a board for messages that will allow stakeholders to present themselves and search for other entities to reinforce exchanges and allow synergies to take place (*note the mock-up sample below*):



The mock-up shows a website interface with the following elements:

- Green marine network:** A section with a text introduction: "Are you a stakeholder from maritime sectors, governance, NGOs, research or a citizen involved in MSP or ecological transition of the maritime economy? Insert you contacts to be part of a network of stakeholders, you will be informed of relevant initiatives and other stakeholders may reach out to find synergies. Together, we will be more effective in achieving the sea transition!" Below this is a "Contact box" form with fields for Name Surname, Affiliation/Institute/Body, Location, Contact, and Message for MSP-GREEN.
- Brainstorming green board:** A section titled "Brainstorming green board (Four messages will be shown here)" containing four message boxes:
 - Workshop with Jo Jo - Wonderful Energy sector. We should have better governance.
 - Jo Jo - MSP Energy sector. We should have better governance.
 - Yolo - Wonderful MSP. MSP are useful.
- Map:** A map of Europe with several green location markers.
- Footer:** Includes contact information (Contact us: msp@h2o.eu), a newsletter registration form, social media icons for Twitter, LinkedIn, and Facebook, and the European Union logo with the text "Co-funded by the European Union".

2.3 Tools for the communication plan

Specific tools to guide the partners in two of the levels of communication, B) internal communication and C) external communication are the following:

2.3.1 Internal Communication

Aims at improving the communication among partners and to provide tools to the partners to collaborate in the external communication. The activities and tools foreseen are:

- E-mail and telecommunication software providing voice calls and video chat: for daily or periodic communication;
- Communication team: made from a representative of each Project Partner to support communication activities that partners should accomplish;
- Internal meetings: to share objectives, budget, schedule, scope, outcomes, impacts, etc. and provide partners with appropriate skills and tools for communicating the project;
- Communication guidelines: explaining procedures, tools, settings, etc.
- Google Drive: a common repository is created to share elements among partners. Inside the folder WP5 all items regarding communication are present, including elements of the visual identity ([users are kindly asked not to modify the master layout but to download them](#)). Images can be uploaded for sharing on social media and the website, also creating dedicated folders.

2.3.2 External Communication:

Whose target audience is “External audience directly related to the project results” and “General audience”. In this context, the MSP-GREEN project foresees 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;
- Publications/printed material: to explain the project and for results dissemination;
- Videos: focused on project promotion and EGD “best practices”, with animation and infographics;
- Roll-up: to promote the project at events and conferences;
- Website of the project: explaining and updating about the project activities, a section dedicated to story maps will be developed according to the Grant Agreement requirements;
- Website stakeholder engagement tool: stakeholders will be invited through social media and during events to insert a contact and suggestions in order to brainstorm and create a network of entities and people involved in the maritime EGD;
- Social Media profiles: Twitter, LinkedIn, Facebook;
- Newsletter: updating on project activities;
- Posters: to be shown in conferences and events;
- Papers - Scientific articles to present results of the project to fellow practitioners. The project coordination and communication team should be informed ahead of publication (minimum 30 days before submission), since this could represent a collateral result to be well presented to DG MARE and CINEA.

The Acknowledgment should present the following text: *This work was supported by the European Climate, Infrastructure and Environment Executive Agency (CINEA) of the European Union- under Grant Agreement number 101081314- MSP-GREEN - EMFAF-2021-PIA-MSP.*

- Media or Press Releases: for institutional and broader involvement. Press releases should be shared with the communication team (IUAV and MoEPRD), possibly with a translation in english for national pieces. The team is available also for support in the writing of the release, if needed. Queries from the press can be forwarded to msp@iuav.it. Overall the communication with the media should respect the tone and aims listed in the present communication plan. Partners speaking on behalf of the project represent the whole consortium and, as such, shall not express views that may harm the consortium itself, other partners or European institutions.
- Social media and websites of the partners: partners will ensure visibility on their institutional website and social media as described in D5.4. Some partners will employ directly managed pages (e.g. research laboratories) or a national platform (e.g. the Finnish case www.merialuesuunnittelu.fi/en/).
- Email address: an official email address managed by the communication officers is created to receive external emails and send out invitations/messages. Address: mspgreencontact@gmail.com

Moreover, live events, face-to-face meetings, workshops and peer to peer training are part of the project and may facilitate reaching the target audience. They will be the occasion to share the material described above.

2.3.3 Coordinated visual identity and logo employment

The coordinated visual identity was developed considering the topics and objectives of the project. A first set of proposals were the object of a first round of consultation within the partnership. The preferred logo and palette are designed to present a set of straight and wave-like lines with a gradient shifting from blue to green, said lines can be combined to form a perspective view of land from sea.

The official logo also presents the text MSP-GREEN, whereas the extended logo also presents the full title of the project. The logo is provided in b&w versions. The resulting palette is therefore employed in the visual identity, these shall be regarded as official colours to be employed within all communication materials regarding the project.

Official palette:

Light Green #49ad5c - Corresponds to WP1 and Baltic Sea

Mid Green #238e6f - Corresponds to WP2 and North Sea

Dark Green #1f7c75 - Corresponds to WP2 and Black Sea

Blue Petrol #1c6b7b - Corresponds to WP2 and Atlantic ocean

Dark Blue #1a5a7f - Corresponds to WP5 and Mediterranean Sea

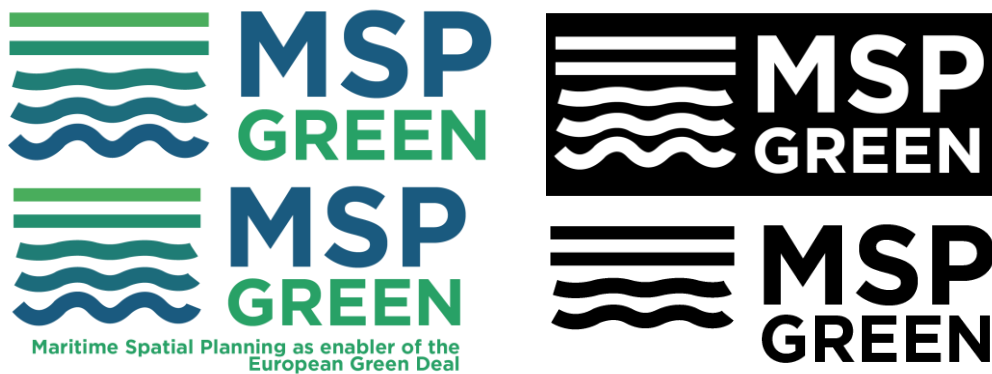
Light Grey #9fc0c5

White #ffffff and Black #000000

An official font has been selected, *“Inter”* a free font, downloadable in the Google Fonts library, able to convey a sense of stability and pragmatism.

Employment of the logo and visual derivations for online presence:

The logo shall not be modified without agreement of the communication team, the logo should be present on original images shared on social media.



A set of tools have been derived from the palette, logo and font (visuals available at the bottom of the document):

- An official document layout, the text styles and table of contents are interactive.
- An official presentation deck with white and dark background options. In case of long text, the recommendation is to use a white text box on top of the logo watermark.
- A set of visuals, including examples of social media suggested composition.

Employment of the European logo:

The logo of the European Union's use is regulated by a dedicated chapter on the Grant Agreement here quoted:

"17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.



Co-funded by
the European Union

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means."

Employment of the partners logos:

The use of logos from partner institutions is regulated, official logos to be employed were submitted to the communication team during early phases of the project to be employed.



Use of Logo box



European emblem at least of the same size as other logos.



Use the colored MSP-GREEN logo over a white background or use monochromatic one.

2.3.4 Project's website

The website is conceived to work as a showcase for the project, be a repository of the project's results, promote the events of the project, and be an active platform for sharing information to maritime stakeholders interested in gaining more insight into the possibility of supporting the European Green Deal and integrating the Blue Forum.

Link to the (in-progress) website: www.mspgreen.eu

The website is accessible via a landing page presenting the main objectives and figures of the project. From the said page a set of sections will be made accessible:

-The project

A set of pages offering a brief description of the project, including its structure and its main objectives.

-Who we are

A page briefly presenting the partnership with hyperlinks to partner's websites.

- Events and News

A page briefly presenting in calendar mode the events of the project or of relevant initiatives.

- Valuable experiences

A set of pages presenting story-maps based on the experiences shared during the project. D5.3 will provide 6 infographics at country level (both in English and in national languages) of the results illustrated in D3.2, to be shared through the project web page and/or EU MSP Platform that may take the form interactive of story maps.

- Results (Bookshelves)

A page to host the public deliverables of the project, including videos, and present them as books on a bookshelf.

-Green Network

A registration box, map and white-board tool to allow interaction from stakeholders, thoughts and suggestions. Stakeholders will be able to become part of a network, receive updates on MSP-GREEN topics and leave suggestions or messages on the white board. Their contacts will be public to allow interaction among stakeholders.

-Contact us bottom banner

A banner at the bottom of each page offering contact details and the possibility to register to the official Newsletter.

-Newsletter

A section to enable registration and access to past releases.

2.3.5 Social Media Campaigns

In the information booklet Communicating MSP (2021) there is a mention of avoiding having too many social media platforms and information on how to trigger engagement:

“Why Twitter? In Facebook the audience of a page will mostly grow from the activity of “contacts”, and the visibility of posts can be strongly influenced by a series of parameters poorly relevant for more institutional topics. By contrast Twitter, thanks to a greater focus on the topics highlighted in the post, is more efficient in creating a “content-centred” community. [...] Also important is the capacity to engage, reply and interact with your community, to encourage them to explore and share your work and results. [...] The use of short videos are powerful communication items to promote the work of all engaged stakeholders. They can take the form of short interviews, footage of marine activities engaged in MSP [...].

Length: current viewing habits place the average preferred length between 2 and 3 minutes, which can of course be extended to allow for more in depth descriptions and explanations. However it is advisable to capture the attention of the audience by jumping early in the video to attention grabbing messages such as issue to tackle. [...] Similarly the suggestion of hosting videos on Youtube. Subtitling will also be employed and suggested.”

Considering this advice and experience emerged from previous MSP projects the following platforms are chosen to present the project and promote it with links integrated in the project main website:



Twitter - Mainly used by practitioners, projects, institutions.



LinkedIn - Mainly used by practitioners, industry and sectors, research institutes.



Facebook - Stakeholders, often personal accounts, the general public.

Based on the partner survey results, unique hashtags of the project are selected:
#MSPGREEN #mspforgreendeal #nobleUnogreen #EUBasins4green #EMFAF #MSP #ClimateSmart #EUGreenDeal

List of partners tags and web addresses are identified and shall be used in the most appropriate way, according to aforementioned target and contents:

	Twitter	Facebook	Linkedin	Website
CORILA	@Corilavenice	@corilavenezia	www.linkedin.com/company/corila/	www.corila.it
IUAV	@iuav	@UniversitaluavDiVenezia @planningclimatechange	www.linkedin.com/school/iuav_venezia/mycompany/	www.iuav.it
CNR-ISMAR	@CnrIsmar	@CNR.ISMAR	www.linkedin.com/company/cnr-ismar-institute-of-marine-sciences/	www.ismar.cnr.it
IEO(CSIC)	@IEOOceanografia	www.facebook.com/IEOceanografia	https://www.linkedin.com/company/ieo/	www.ieo.es
CEREMA	@CeremaComm	Not Available	www.linkedin.com/company/cerema/	www.cerema.fr
UBO	@UBO_UnivBrest @UmrAmure	@UBO.UnivBrest	www.linkedin.com/school/ubo/ www.linkedin.com/company/umr-6308-amure/	www.univ-brest.fr
IFREMER	@Ifremer_fr @UmrAmure	@ifremer	www.linkedin.com/company/ifremer/	www.ifremer.fr
MoEPRD	@VARAM_Latvija	https://www.facebook.com/VARAMLATVIJA/	https://www.linkedin.com/company/ministry-of-environmental-protection-and-regional-development/	www.varam.gov.lv/en
CCMS	@CCMSBG	https://www.facebook.com/merialuesuunnittelu/	Not Available	www.ccms.bg
RCSW FI	@VSlitto	www.facebook.com/Varsinaissuomenliitto/	https://www.linkedin.com/company/regional-council-of-southwest-finland/	www.varsinaissuomi.fi/en/
VASAB	@VASAB_org	https://www.facebook.com/VASAB2030	www.linkedin.com/company/vasab/	www.vasab.org
BHS	Not available	@maritime.Behoerde	www.linkedin.com/company/bundesamt-f%C3%BCr-seeschiffahrt-und-hydrographie/	www.bsh.de/EN/Home/home_node.html

2.3.6 Social media and news guidelines

Campaigns should be attiring and focused, ensuring a degree of scientific accuracy.

Partners should submit via email to the communication team the following items to disseminate events/news/results on social media and the website, including the newsletter:

- **Images/Photos/Pictures:** High resolution images without logos. Specification on the logos to be inserted. Please prefer images you created or own the rights to use. Free repositories are available and may be employed as a second choice.
- **Text:** A short description of the object of dissemination. Twitter has a maximum number of characters that can be used fixed at 280, for all the other social networks there is no real maximum limit. For them and news we suggest, however, to keep under 300 words. For social media you may include relevant hashtags.
- **Referencing:** If there is a need to specify people or institutions to be credited for the shared material. Credits are mandatory above all in the event of 'appropriation' of content from third party social pages. The references should be located in the bottom right corner and with enough contrast to be readable.
- **Tags:** For social media, if tags are to be inserted please state this, including the correct tag per social media.
- **Date:** In the 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. Likewise if the post must be delayed or shared later at a precise time please state so.
- **Link:** If a post or news to be communicated should redirect users to an external link or site, please specify the link properly.
- **Videos:** videos may be posted (short, under a minute), embedded, or video link shared. Please contact the communication team.

A table is created to ease the process of organizing the contents and the publishing calendar and is made available to partners in the shared folder "Social Media Materials":

Annual Communication Plan										
January	Message	Who writes	Who reviews	When review (date)	Which media/platforms?	Ready to publish? (y/n)	Published (date)	Number of people estimated to reach	Number of people actually reached	Suggested changes to improve reach or quality of communication
	Social media									
	Printed media									
	Website									
	Blog									
	Internal communication									
	Reports/updates to stakeholder groups									
	Events									
	Meetings									
February	Message	Who writes	Who reviews	When review (date)	Which media/platforms?	Ready to publish? (y/n)	Published (date)	Number of people estimated to reach	Number of people actually reached	Suggested changes to improve reach or quality of communication
	Social media									
	Printed media									
	Website									
	Blog									
	Internal communication									
	Reports/updates to stakeholder groups									
	Events									
	Meetings									

A non-comprehensive list of foreseen campaigns is:

- Project partners presentation to the public*
- Project objectives*
- Project events (pre-during-post)*
- Project results*
- Promotional videos*
- Interviews of practitioners*
- Maritime sustainable innovations*
- Marine sciences and environmental protection*
- No Green without Blue: Maritime sustainable practices*
- Imagining the future*
- EC, UNESCO, UNEP, UN and relevant institutions Reports*

For an 'Online Presence' overview please refer to the [Deliverable D5.4 - MSP and Green Deal Online presence](#).

2.3.7 Events

Project events

Events shall be advertised via official social media and the website. National and local events shall be shared by partners with the communication team. In presence events should showcase a roll-up/poster of MSP-GREEN.

Partners organizing the event shall communicate this promptly to the communication team, possibly with a short description or agenda and pictures for promotional purposes. Indications of tags and hashtags are also welcome.

As indicated by the EC, organizers can use the events as an opportunity to raise awareness and improve engagement. This includes preparing dedicated communication materials (e.g. press releases or inviting specialised media for specific moments of the event).

Partners should ensure that the project logo, EU logo and visual identity are properly employed, examples of employment are: posters, roll-up or banner, documents, coordinated consumables. If presentations are delivered during the event the speakers should receive from the partner the MSP-GREEN deck and use it accordingly.

Main project events (full consortium level)

MS6 *Workshop on exchanging results from analysis of the Green Deal component of MSP plans.* Lead: FI RGSW - June 2023

MS7 *Workshop on the exchange of valuable practices.* Lead: IEO(CISC) - October 2023

MS8 *Workshop on the exchange of actions.* Lead: FI RGSW: March 2024

MS10 EU Level Workshop. Lead: CEREMA - July 2024

MS11 Sea-basin workshops. Lead: Corila - September 2024

MS15 Closing Conference. Lead: Corolla - October 2024

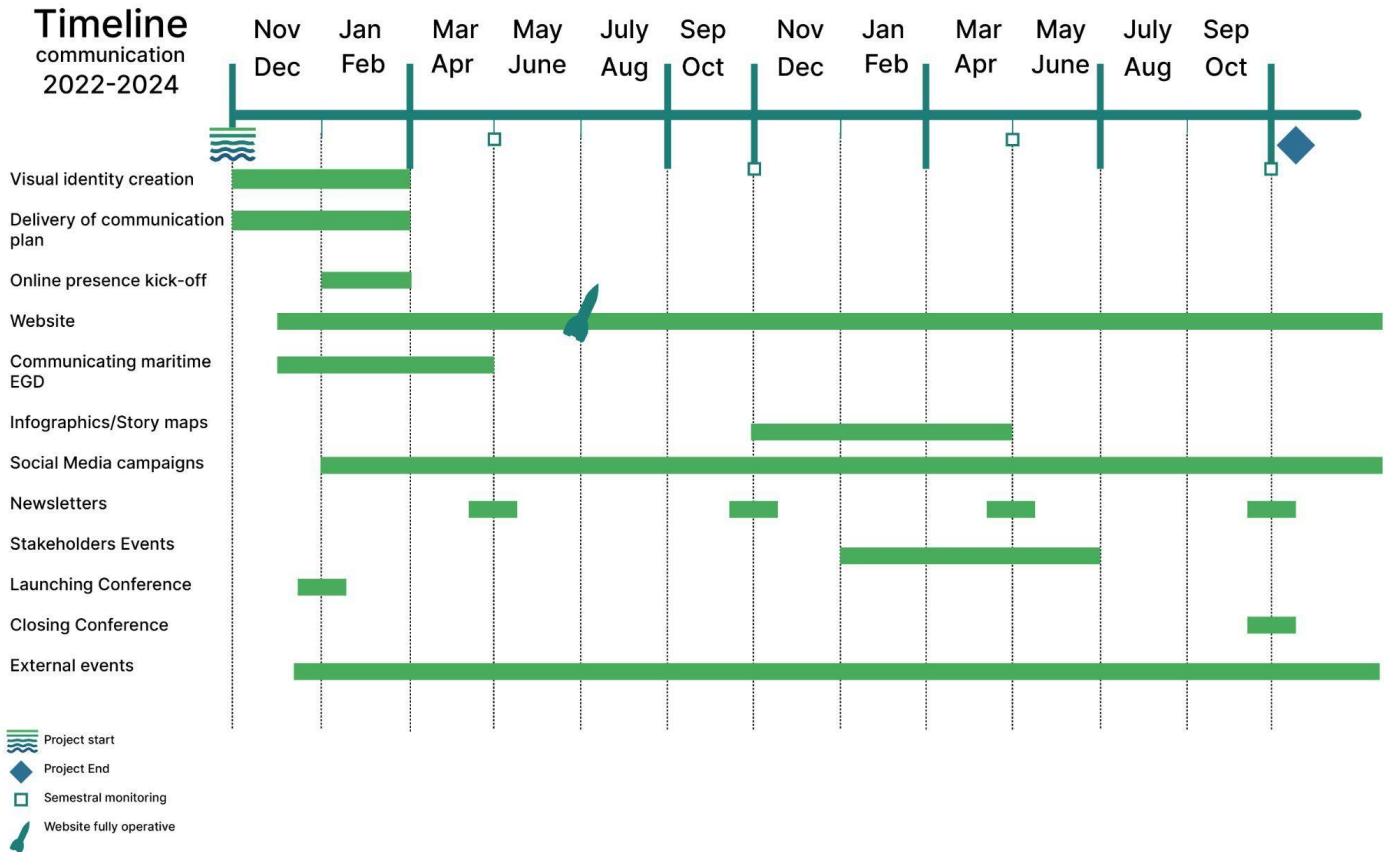
External events

Participation in external events related to the topics addressed by MSP-GREEN to promote the projects and its results is encouraged. Partners taking part in the event shall Communicate this promptly to the communication team and CCMS appointed communication officer, possibly with a short description and pictures for promotional purposes. indications on tags and hashtags are also welcome.

When presenting the project's activities and results partners should ensure that the project's logo is shown on presentations and documents along with the one of the partner's institution.

3. Communication Strategy Timeframe

The communication strategy timeframe started from early presentations of the project soon after the signature of the Grant Agreement and will proceed for the project’s lifespan according to the following timeline. In addition the project aims at capitalizing results beyond its own lifespan, maintaining online presence for at least 2 years after completion.



4. Monitoring and evaluation

The communication will be reviewed and monitored by means of a dedicated tool: a table to establish a quantitative and qualitative assessment. A first section will allow numbers of copies, reached people, etc. to be listed and updated until the end of the project. The second section will evaluate the quality of the communication, namely if the objectives of the plan are met in terms of contents especially in regard to EU EGD and MSP objectives. Qualitative assessment is loosely based on the 12 Quality Quest indicators. Feedback from participants in activities/events gathered through questionnaires will also help monitoring and updates.

Quantitative assessment of online presence: indicator descriptions




Interactions: Times certain post was seen on a platform

Engagements: Total number of times a user has interacted with a post. This includes all clicks anywhere on the social media platform (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.

Engagement reactions: Total number of times a user has interacted by liking a post.

Basic target numbers during the project life span are: 250 followers across social media, 400 accesses to the website, 250 attendees to events.

Quantitative assessment			
Printed Media	N° of copies		
Roll-ups	1	<i>*Applicable at later stages</i>	
Posters	2		
Leaflets	-		
Publications	-		
Consumables	150 file holders with infographics and 150 notebooks		
Online presence	Users	Interactions	N° of release
Website	<i>*Applicable at later stages</i>	<i>*Applicable at later stages</i>	<i>*Applicable at later stages</i>
Newsletters	<i>*Applicable at later stages</i>	<i>*Applicable at later stages</i>	A release every 6 months

Twitter 	February 2023 Nr. of followers: 48	Highest post impressions reach: 615 Engagements: 102 Highest nr. of engagement reactions: 17	6 direct posts
LinkedIn 	February 2023 Nr. of followers: 33	Highest post impressions reach: 212 Highest nr. of engagement reactions: 14	3 direct posts
Facebook 	February 2023 Nr. of followers: 5	Highest post impressions reach: 15 Highest post engagement: 7	2 direct posts
Events	Attendees		
Launching Conference	42 in presence, 5 online		
<i>*Applicable at later stages</i>			
Other events			
<i>*Applicable at later stages</i>			
Qualitative assessment			
Factual/scientific and verified information	Coherent campaigns and contents with the CP and WP5 objectives	Interacting with audiences. Proposed public targets are reached.	
European Green Deal objective are disseminated	MSP Directive objectives are disseminated	International cooperation for sustainability (SDGs, Ocean Decade, Mission Ocean, etc.) is fostered. The project has formed a wide range of audience, forming an MSP network across at least the participating sea basins drawing global attention after project completion.	

**Applicable at later stages*

5 Concluding remarks

The communication will be monitored and updated constantly, it will be the object of dedicated consideration during foreseen Steering Committee Meetings. Contents will be adapted according to the project flow and feedback from participants in activities/events gathered through questionnaires, that will also inform the monitoring process.

Overall the Communication Plan wishes to provide the partners with a useful handbook to find information, including file location, procedures, responsibilities, list of main tools. The document can also be referred to in order to find suggestions to guide the tone and contents of the communication output that will be created during the project.

In the sake of transparency and accountability the methodology employed for its definition is also stated in the introductory chapters. At its end, a similar description of the monitoring system that will be employed to verify its effectiveness is also shared.



This plan is made available to the public in order to promote the channels of communication employed and the aims of the dissemination of MSP-GREEN.

In case of doubts the partners and users can refer to IUAV and MoEPRD officers to clarify them, especially by writing at: mspgreencontact@gmail.com.


Annex I - Visual Identity samples


Layouts are available for partners in the shared folder “Communication Package”.

The official document layout, the text styles and table of contents are interactive.


DELIVERABLE N°
Deliverable Name





ACKNOWLEDGEMENT
The work described in this report was supported by the European Climate, Infrastructure and Environment Executive Agency (CINEA) of the European Union, through the Grant Agreement number 101081314 - MSP-GREEN - EMFAP-2021-PIA-MSP corresponding to the Call for proposal Call EMFAP-2021-PIA-MSP Topic: EMFAP-2021-PIA-MSP Type of action: EMFAP- Project Grants.

DISCLAIMER
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Project Full Title	Maritime Spatial Planning as enabler of the European Green Deal
Project Acronym	MSP-GREEN
Grant Agreement Nr.	101081314
Project Website	

Deliverable Nr.	
Status (Final/Draft/Revised)	
Work Package	
Task Number	
Responsible Institute	
Author/s	

Infographics	
Recommended Citation	
Dissemination Level (Public/Partnership)	

Document History			
Version	Date	Modification Introduced	
		Modification Reason	Modified by

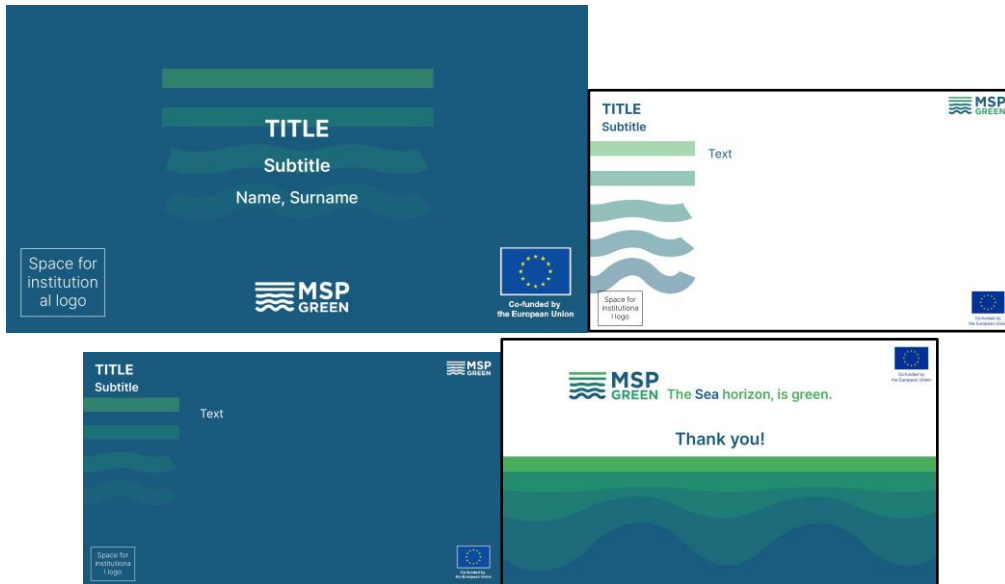


Index

Main title	5
Subtitle	5
Second Subtitle	5
Third Subtitle	5



The official presentation deck with white and dark background options. In case of long text the recommendation is to use a white text box on top of the logo watermark.



Set of visuals, including examples of social media suggested composition: the two lines (vertical or horizontal, the logo and EU logo should always be present, the little bottom wave can be removed. White elements can be organized directly over pictures, without white background.





LOREM IPSUM DOLOR SIT AMET, CONSECTEUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM






EVENT NAME

Venue

DATE

Time

Other



Logo

Logo





LOREM IPSUM DOLOR SIT AMET, CONSECTEUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPATATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.





Co-funded by
the European Union



Maritime Spatial Planning as enabler of the
European Green Deal



The Sea horizon, is green.



DELIVERABLE N°5.4

‘MSP and Green Deal online presence’



Project 101081214—MSP-GREEN—EMFAF-2021-PIA-MSP

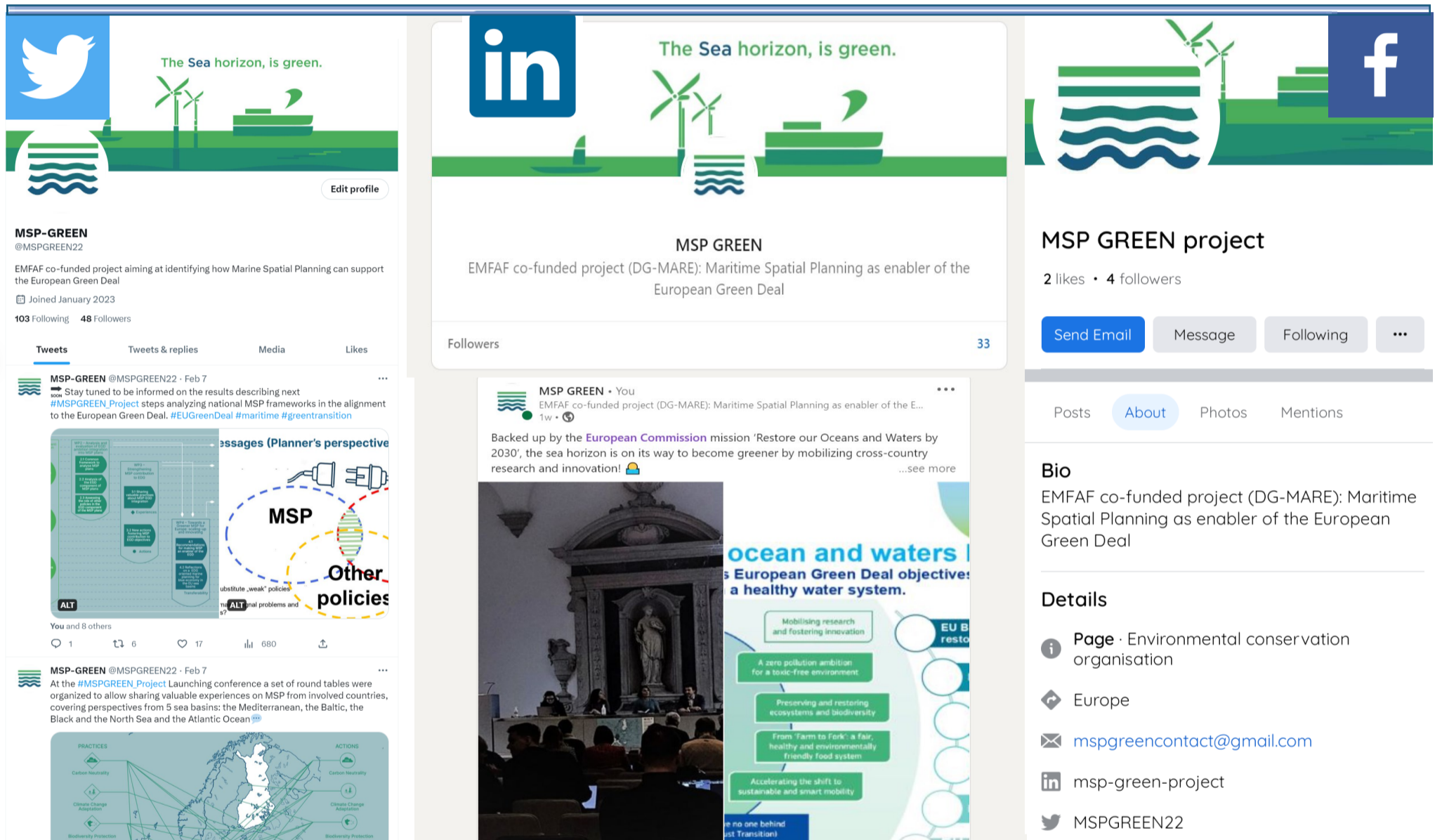
“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, CINEA or EMFAF. Neither the European Union nor the granting authority can be held responsible for them.”

The MSP-GREEN project proposal addresses the challenge “Reflect and align maritime spatial plans to the ambition of the European Green Deal” and the related priority “MSP as an enabler of the European Green Deal” (EGD). The proposal builds on the need to strengthen EGD components of MSP plans, and to disseminate project findings among MSP and EGD stakeholders and the public across different basins will help bonding the European maritime and coastal cultural and socio-economic aspects towards a sustainable and long-lasting development, for the benefit of all in the entire European Union and neighbouring countries.

For the purpose to effectively inform wider audiences about the project ongoing activities and the results, it is essential to purposefully promote the MSP-GREEN project by online presence. Promoting the project action-plan and its results complies with the Grant Agreement Article Nr. 17:

„Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent and effective manner.”

In collaboration with all project partners and associated partners, the Ministry of Environmental Planning and Regional Development (MoEPRD) coordinates the establishment of online presence through dedicated social media accounts, in order to ensure online networking and recognition, in compliance of the project Communication Plan and its visual identity lead by the University of Venice (IUAV). The following MSP-GREEN social media pages were created:



[Access to MSP-GREEN Twitter account](#)

[Access to MSP-GREEN LinkedIn account](#)

[Access to MSP-GREEN Facebook account](#)

COMMUNICATION AIMS AND TARGET AUDIENCE DEFINED PER SOCIAL MEDIA

Communication type	Strategic aim	Target group (more detailed in Ch. 2.3)	Message to convey
Overall project communication	To ensure visibility of the project, as well as to inform about the progress made (which results have been achieved and what happens next)	Mainly wider public, EU representatives, other relevant initiatives and projects.	The project's results and activities.
Communication on specific topics (main themes of the EGD)	To equip with field-specific know-how, as well as changing attitudes regarding maritime spatial planning and the integration of EGD objectives.	MSP and Blue Economy experts, EU representatives and policy makers. Stakeholders from the maritime industry. Curious citizens.	The importance of EGD and MSP as enablers of it. Practical examples of interactions and valuable practices.
Communication for knowledge transfer and cross-sectoral integration	Raise the knowledge capacity by reflecting on good practice examples, and sharing cross-country experiences to identify barriers for integrating EGD objectives within the national MSPs.	MSP experts, EU representatives and policy makers at different levels.	Specific good practices, main assets, opportunity for transferability. Share gaps and solutions.

Platform	Target group	Objective
Twitter	Institutions, projects, initiatives, EU representatives, MSP practitioners	Inform about project development and outcomes, repost and promote sustainable maritime practices and EU visions.
Facebook	Broader public, local coastal communities and sectors' personnel.	Disseminate the project's outcomes, ensure visibility of EU funding. Employ an inspiring storytelling to promote the EGD vision.
LinkedIn	Professional from the MSP sector. Maritime industries, Experts.	Disseminate project's activities, present funding and subcontracting, engage with the maritime industry.

Qualitative target indicators to be reached after 1 year: 100 - 150 daily followers

Quantitative objective in relation to online presence by the end of the project:

The project has formed a wide range of audience, forming an MSP network across at least the participating sea basins drawing global attention after project completion.

ON THE EU MSP PLATFORM

ON THE EXISTING PARTNER CHANNELS

Home > MSP in the EU > Projects > Maritime Spatial Planning as enabler of the European Green Deal

Maritime Spatial Planning as enabler of the European Green Deal

Project Implementation Period: November 2022 - November 2024
Specific Funding Programme: European Maritime Fisheries and Aquaculture Fund
Budget: 1 933 490.03 €

About the Project:
 The MSP-GREEN project contributes to align maritime spatial plans to the ambition of the EGD by creating a framework for plans as marine enablers of the EGD. The framework will provide a cross-cutting approach to the EGD key topics relevant for marine environment and sustainable transition of blue economy: climate change, circular blue economy, marine biodiversity, marine renewable energies, sustainable food provision. Recommendations on how to strengthen the EGD ambition of EU MSP plans will be prepared. The sea basins' dimension will be promoted by considering environmental, socio-economic, and cultural specificities also, via dedicated Ocean Literacy driven communication.

Context
 Based on the provisions of the MSP Directive, Member States delivered, or are in the process of finalising, their MSP plans. However, the elaboration of plans started years ago. In the meanwhile, environmental and socio-economic targets have changed. The MSP Directive recognizes that healthy marine ecosystems, if integrated in planning decisions, can deliver substantial benefits and sustainable blue economy can be developed. In 2019 the EU launched the EGD and in 2021 the Communication COM/2021/240 was adopted, defining an agenda for the green transition of maritime sectors and evidencing the need to promote the achievement of EGD goals in the marine domain. The project considers five sea basins: the Mediterranean Sea, the Black Sea, the Atlantic Ocean, the North Sea and the Baltic Sea.

Funding Programme: European Commission
Sea Basin(s): [All sea basins](#)
Countries: [Finland](#), [France](#), [Germany](#), [Italy](#), [Latvia](#), [Spain](#)
Status: Ongoing
Completion Year: 2024
Website/Source: <https://mispgreen.eu/>
Contact Person(s): Barbara Giuponi (CORILA) giuponi@corila.it
 Folco Soffietti (IUAV) soffietti@iuav.it

List of partners tags and addresses are identified and shall be used in the most appropriate way, according to aforementioned target and contents:

	Twitter	Facebook	LinkedIn	Website
CORILA	@Corilavenice	@corilavenezia	www.linkedin.com/company/corila/	www.corila.it
IUAV	@iuav	@UniversitaIuavDiVenezia @planningclimatechange	www.linkedin.com/school/iuav_venezia/mycompany/	www.iuav.it
CNR-ISMAR	@CnrIsmar	@CNR.ISMAR	www.linkedin.com/company/cnr-ismar-institute-of-marine-sciences/	www.ismar.cnr.it
CSIC IEO	@IEOceanografia	www.facebook.com/IEOceanografia	https://www.linkedin.com/company/ieo/	www.ieo.es
CEREMA	@CeremaComm	Not Available	www.linkedin.com/company/cerema/	www.cerema.fr
UBO	@UBO_UnivBrest	@UBO.UnivBrest	www.linkedin.com/school/ubo/	www.univ-brest.fr
IFREMER	@ifremer_fr	Not Available	www.linkedin.com/company/ifremer/	www.ifremer.fr
MoEPRD	@VARAM_Latvija	https://www.facebook.com/VARAMLATVIJA/	https://www.linkedin.com/company/ministry-of-environmental-protection-and-regional-development/	www.varam.gov.lv/en
CCMS	@CCMSBG	https://www.facebook.com/merialuesuunnittelu/	Not Available	www.ccms.bg
RCSW FI	@VSLiitto	www.facebook.com/Varsinaissuomenliitto/	Not Available	www.varsinais-suomi.fi/en/
VASAB	@VASAB_org	https://www.facebook.com/VASAB2030	www.linkedin.com/company/vasab/	www.vasab.org

Detailed information for an overview of the current project publications are made available on the last page of Communication Plan ANNEX II.

INFORMATION EXPRESSED BY THE PARTNERSHIP

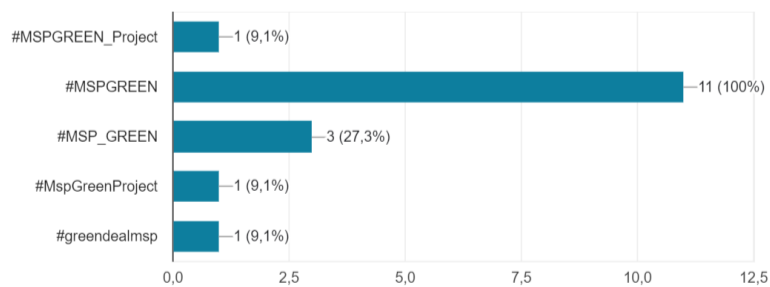


MSP-GREEN Communication and dissemination

Dear MSP-GREEN partners, with this survey we aim to gather necessary information regarding WP5 Communication activities, which is under supervision by IUAV and MoEPRD.

Making notice of the MSP-GREEN project - Online presence

Which preference is given to the main MSP-GREEN project hashtag?



Based on the partner survey results, project unique hashtags were selected:

- #MSPGREEN
- #mispforgreendeal
- #EUbasins4green
- #EMFAF
- #MSP
- #ClimateSmart
- #EUGreenDeal
- #REpowerEU

Key aspects identified by the partnership about the interaction MSP-EGD that will be expressed by the the support of online presence:

“Sectors touched by the EGD need to be presented to the public, in regard to opportunities for transition.”

“Sustainability is a cross cutting topic that should be intrinsically embedded in MSP.”

“Main challenges vary country by country, common trends are similar, for instance precaution about fragile environment / ecosystem from pressures, better planning including communicating with stakeholders and across levels and borders.”

“It is necessary to understand different perspectives, from other localities, to be open to various circumstances. Sectors’ coordination among them needs also to be considered.”

“Simplify the approach, use more concrete objectives, better involve all levels and stakeholders balancing potentially contradictory policy objectives.”

“Uncertainty needs to be acknowledged and addressed.”

“Open up possibilities for innovative solutions and raise awareness as to make the MSP more flexible (e.g. perspective use of energy in the sea).”

Key terms identified by the partnership describing the MSP-GREEN project:



In order to evaluate the efficiency of the MSP-GREEN online presence and its ongoing activities, there is a necessity to account for quantitative data measuring, accompanied with qualitative target attributes. By noting the analytics of the project dedicated social media channels, it is therefore possible to draw the necessary conclusions if an additional promotion is required.

An overview of the used online presence tools with its quantitative indicators at the current stage of the project are noted.

For more detailed information please refer to the Communication Plan section '2.2.3. Social Media campaigns', and Chapter 4 'Monitoring and evaluation'.

Online presence	Users	Interactions	N° of release
Website	*Applicable at later stages	*Applicable at later stages	*Applicable at later stages
Newsletters	*Applicable at later stages	*Applicable at later stages	A release every 6 months
Twitter	February 2023 Nr. of followers: 48	Highest post impressions reach: 615 Engagements: 102 Highest nr. of engagement reactions: 17	6 direct posts
LinkedIn	February 2023 Nr. of followers: 33	Highest post impressions reach: 212 Highest nr. of engagement reactions: 14	3 direct posts
Facebook	February 2023 Nr. of followers: 5	Highest post impressions reach: 15 Highest post engagement: 7	2 direct posts

NEXT STEPS..

MoEPRD will ensure the continuity and updating of the associated and dedicated webpages and social media accounts and the release of a newsletter (as determined by the Communication Plan).

For following steps, the main task depends on: Strengthening project dissemination channels via dedicated project website owned by the main project coordinator CORILA (mस्पgreen.eu). The intention is for it to act a platform not only for information purposes that interlinks and promotes the main social media pages but also act as an opportunity for getting to know project partners, reaching their websites, as well for providing direct feedback (besides the option to contact the communication team at the project dedicated email address: mस्पgreencontact@gmail.com).

In collaboration with the UIAV, the mock-up inspirational samples for further developing the website can be noted:

The Sea horizon, is green.

Information to access MSP-GREEN project social media pages

- Access to [MSP-GREEN Twitter account](#)
- Access to [MSP-GREEN LinkedIn account](#)
- Access to [MSP-GREEN Facebook account](#)

Information about the MSP-GREEN project on the MSP Platform

- <https://maritime-spatial-planning.ec.europa.eu/projects/maritime-spatial-planning-enabler-european-green-deal>

Information on partners' websites and social media pages

MSP-GREEN section on the CCMS website:

- <http://ccms.bg/en/our-projects/msp-green>
- <http://ccms.bg/en/news-and-events/394-the-msp-green-project-starting>
- <http://ccms.bg/en/news-and-events/403-ccms-attended-the-msp-green-launching-conference-on-january-17th-2023-in-venice-italy>

Information on CNR, IUAV and CORILA's websites:

- <http://data.tools4msp.eu/projects/>
- <https://www.iuav.it/Ricerca1/EVENTI-IUA12/MSP-GREEN-/index.htm>
- <http://www.corila.it/portfoliopros/mspgreen/>

Information on VARAM website:

- <https://www.varam.gov.lv/lv/projekts/juras-telpiska-planosana-ka-zala-kursa-ieviesija-msp-green>

Events related: https://www.varam.gov.lv/lv/jaunums/juras-un-piekrastes-telpiskas-planosanas-koordinacijas-grupas-sanaksme-par-energetikas-kugosanas-aizsardzibas-jomu-interesem-juras-planojuma?fbclid=IwAR0WiOa_YTL3XOWAnxHqBWjp8UMbFtnr5xsioZKhfl9Ou2Y8jKrKMB2Yhu8

Information on RCSW sites:

<https://www.merialuesuunnittelu.fi/en/2023/01/18/new-project-planners-join-the-finnish-maritime-spatial-planning-team/> and a related tweet: https://twitter.com/MSP_FIN/status/1615640705858240512?s=20&t=6192rRe1e96gkZlnhU2DLA

General information about the project can be found from the RCSW website: <https://varsinais-suomi.fi/en/european-partnerships/projects/> In addition, a new page for MSP-GREEN project will be added also to the national MSP website in the future: <https://www.merialuesuunnittelu.fi/en/eu-projects/>

Information on VASAB website:

- <https://vasab.org/vasab-to-attend-msp-green-launching-on-january-17-2023/>

Tweets from the launching event:

- https://twitter.com/MSP_FIN/status/1615295528362819584?s=20&t=6192rRe1e96gkZlnhU2DLA
- https://twitter.com/ieo_oem/status/1618947158157459456?s=20&t=Zl6JVOpU78rvWBCQ4okmYQ
- https://twitter.com/ieo_oem/status/1622938683040038913?s=20&t=Zl6JVOpU78rvWBCQ4okmYQ

Additional tweets/retweets: https://twitter.com/CCMSBG/with_replies

- https://twitter.com/VASAB_org/status/1615298794991816705?s=20&t=-14XueBKzWS3mCCYNR6i-Q

https://www.iuav.it/Ricerca1/EVENTI-IUA12/MSP-GREEN-/MSP-Green_comm.pdf

- https://twitter.com/VARAM_Latvija/status/1626571872564400130?s=20

Facebook postings:

<https://www.facebook.com/corilavenezia/photos/8635478446524292>

<https://www.facebook.com/photo?fbid=241466388209987&set=a.214562040900422>