

Project: 101081314 — MSP-GREEN — EMFAF-2021-PIA-MSP

MSP-GREEN Project

General information and interim results

3rd Informal Consultation Session of the joint HELCOM-VASAB MSP Working Group

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Description

- **The project MSP-GREEN – Maritime Spatial Planning as Enabler of the European Green Deal**
- Project period: November 2022 - October 2024 (24 months)
- Funded by the European Maritime, Fisheries and Aquaculture Fund (EMFAF)
- On 17 May 2021, the European Commission issued “A new approach for a sustainable blue economy in the EU: Transforming the EU’s Blue Economy for a Sustainable Future”. The issue lays the basis for the Green Recovery of the European Blue Economy sectors. In that respect, the MSP-GREEN project studies how EU MSP can enable the blue economy components of the Green Deal, highlighting the important role of basin-level communication in its promotion

7 EU countries:

- Italy,
- Spain,
- France,
- Finland,
- Latvia,
- Bulgaria,
- Germany (associated partner)

5 different sea basins:

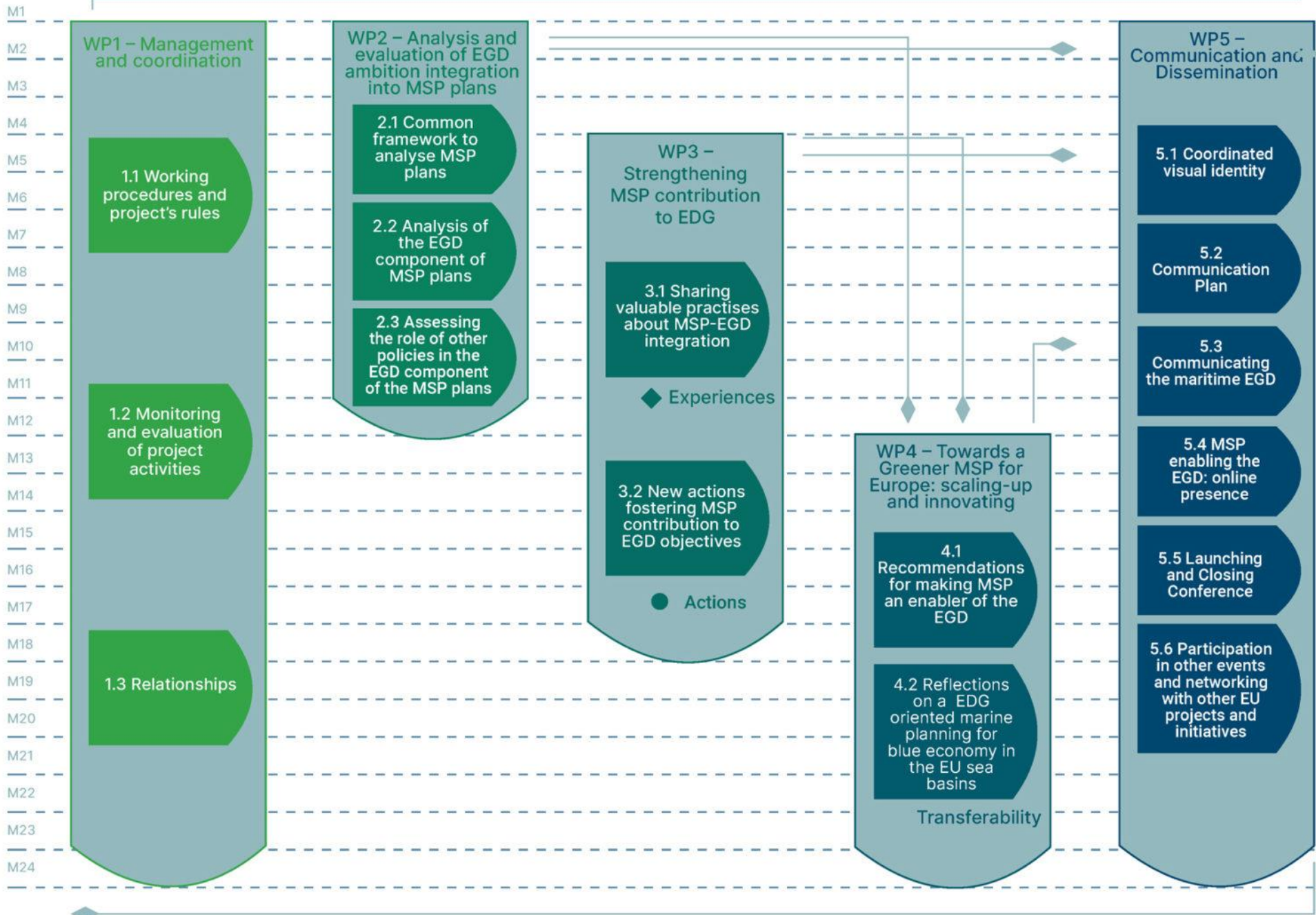
- the Baltic Sea,
- North Sea,
- Black Sea,
- Mediterranean;
- the Atlantic Ocean



Lead partner: CORILA (IT)



Partners



Project objectives:

- 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 practices** 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

WP2 “Analysis and evaluation of EGD ambition integration into MSP plans”

Evaluates whether and how MSP plans have considered the EGD objectives and identify major gaps.

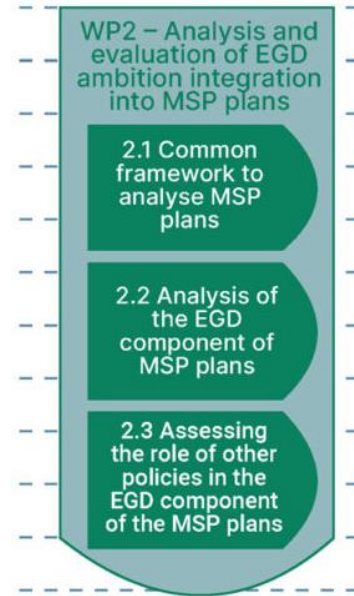
Methodology:

- **Common methodology** was co-constructed by project partners to establish a framework for data collection and analysis - thematic fact sheets were produced to guide and structure the data collection process;
- **Data collection** based on desk analysis and semi-structured interviews by each partner on their national MSP plan(s) based on desk analysis and semi-structured interviews;
- A two-day **workshop on exchanging results** from the analysis of the Green Deal component of MSP plans (The workshop took place in Turku, Finland (19 –20/06/2023));
- **Analytical report drafting process** - approached as a collaborative exercise

Results:

- Extensive analyses report
- Country summaries (one pager)
- Infographic

Available at mspgreen.eu/results/



*Additional horizontal components of the EGD - **fair and just transition** – are to be addressed across all the analyzed topics.*

Biodiversity and ecosystem protection, including marine habitat restoration,



Biodiversity and ecosystem protection



Zero pollution

Zero pollution (at source, remediation)

Climate change adaptation of ecosystems and maritime and coastal activities,



Climate change adaptation



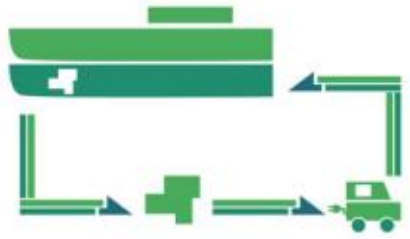
Sustainable sea-food production

Sustainable sea-food production (i.e., through aquaculture, incl. macroalgae production, sustainable fisheries etc.)

Carbon neutrality, including production of marine renewable energy, contribution of maritime sectors to climate change mitigation and protection and restoration of blue habitats,



Carbon neutrality



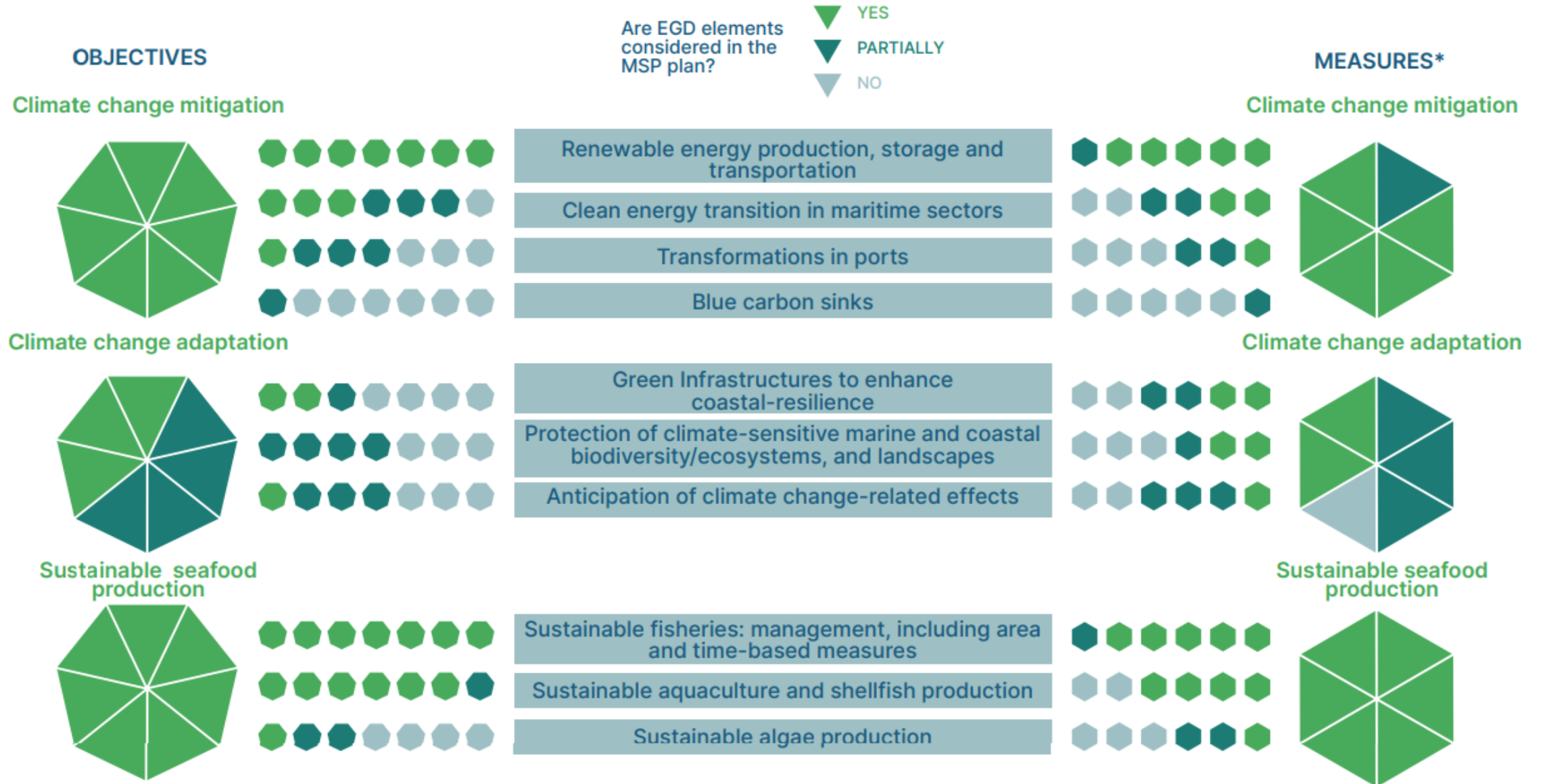
Circular Economy

Circular economy in the diverse maritime sectors

“ What are the EGD aspects that should be integrated into maritime spatial plans? And how to enable their effective, long-lasting integration?”

EGD elements in MSP plans

The inclusion of EGD elements has been assessed for each project country in objectives and measures (excluding Germany*), based on the screening of the MSP plans.



Are EGD elements considered in the MSP plan?

-  YES
-  PARTIALLY
-  NO

Biodiversity and ecosystem protection



A coherent network of marine protected areas
Restoring marine and coastal ecosystems



Biodiversity and ecosystem protection



Circular Economy



Circular design
Waste prevention
Re-use, repair, upgrade, recycle



Circular Economy



Zero pollution



Pollution prevention
Pollution remediation



Zero pollution



*The German EEZ Plan does not present measures

Key WP2 findings as challenges for Maritime Spatial Planning to become as an enabler of the European Green Deal



Key challenges for MSP to work as an enabler of the EGD

- ▶ Implementing the EGD may result in or reinforce spatial competition among uses at sea.
- ▶ The implementation of some EGD objectives through MSP faces obstacles relating to data gaps, fragmentation or lack of interoperability.
- ▶ Uncertainties stemming from difficulties to project into the future and unclear planning principles can hamper action from EGD stakeholders.
- ▶ The geographic scope, approach and mandate of MSP define its capacity to address the EGD.
- ▶ Contrasting policy objectives can make it difficult to articulate EGD within MSP.
- ▶ Process limitations such as lack of resources, time or participation can limit the ability of MSP to address the EGD.

Key challenges for MSP to become an enabler of the EGD (Case of Latvia)

Conflicting maritime sector development and nature protection/ conservation

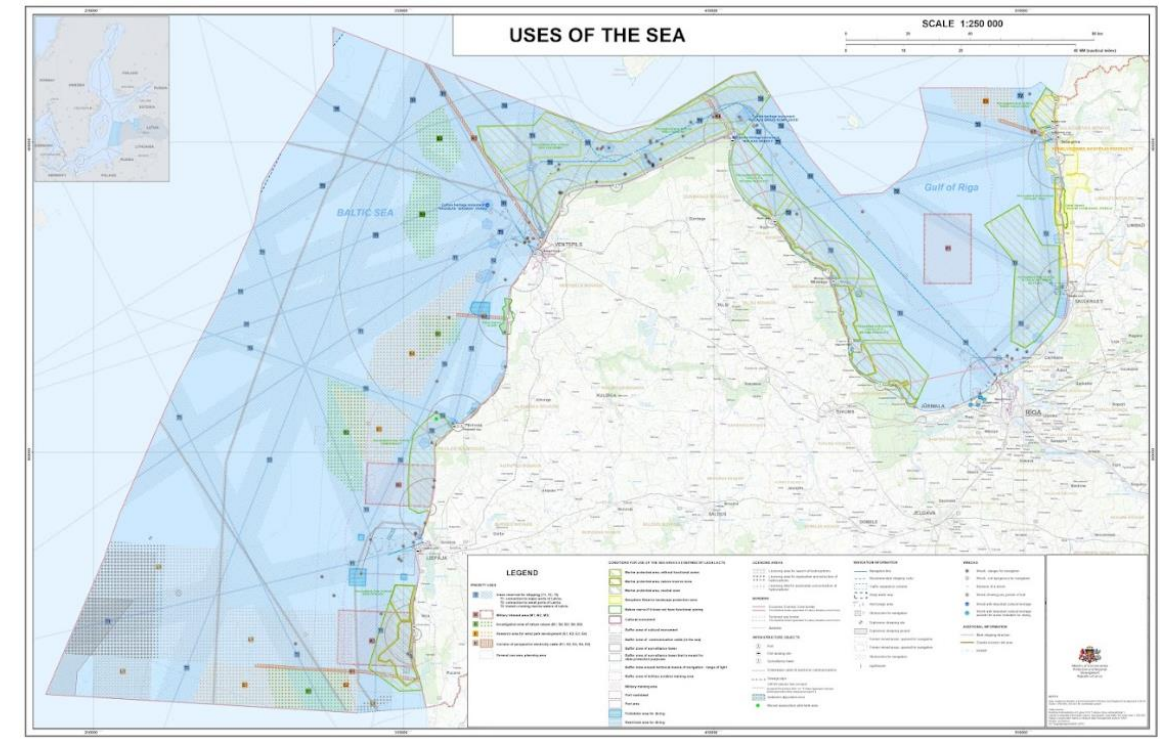
e.g. Overlapping zoning, multi-scalar approach, appropriate locations

Conflicting policy objectives (at EU, national, local level) making difficult or precluding EDG elements incorporation in MSP

e.g. EU initiative transfer across national ministries, EGD sectoral coordination fragmented. How to co-ordinate the process across the multi-level governance ladder?

Limitations in the MSP process itself & Fragmentation regarding the implementation of the EU Green Deal

In order to integrate EGD objectives, how to translate quantitative measures into the MSP plans? Data-based decision making!? Is it working?
Data is there but do we know how to use it?



What are ways to overcome these challenges relevant for various EU sea basins and national planning contexts?

WP5: How to communicate the maritime Green Deal across various sea basins?

Available at: <https://mospgreen.eu/results>



Danenberga, A., Soffiatti, F. (2023). Communicating the Maritime Green Deal: A companion for MSP practitioners, decision makers and marine sustainability communicators. MSP-GREEN: GA101081314-EMFAF-2021PIA-MSP.



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Università Iuav
di Venezia



Communicating the maritime Green Deal

- **The MSP Directive**, establishing a framework for maritime spatial planning in Europe, defines de facto that MSP should facilitate the development of blue economies. As such, it also gives a mandate for **MSP to communicate and promote the sustainable green transition of maritime economies.**
- **MSP must therefore be a loudspeaker for the European Green Deal among maritime sectors,** especially with regard to biodiversity protection and climate change.
- At its core, MSP is a vision proposer: it **plans a desirable future** and **designs purposeful interventions** to reach that future. It also uses scenarios **to evaluate the most desirable shared vision.**
- Communicating the maritime European Green Deal: **Imagining and projecting society towards a greener, better future, and rethinking our traditions and lifestyles.**

What will our green future look like? What are the most effective and innovative ways to communicate EGD objectives as part of maritime spatial planning? These are questions that need to be asked for stakeholders in order to build a participative and broadly endorsed future vision.

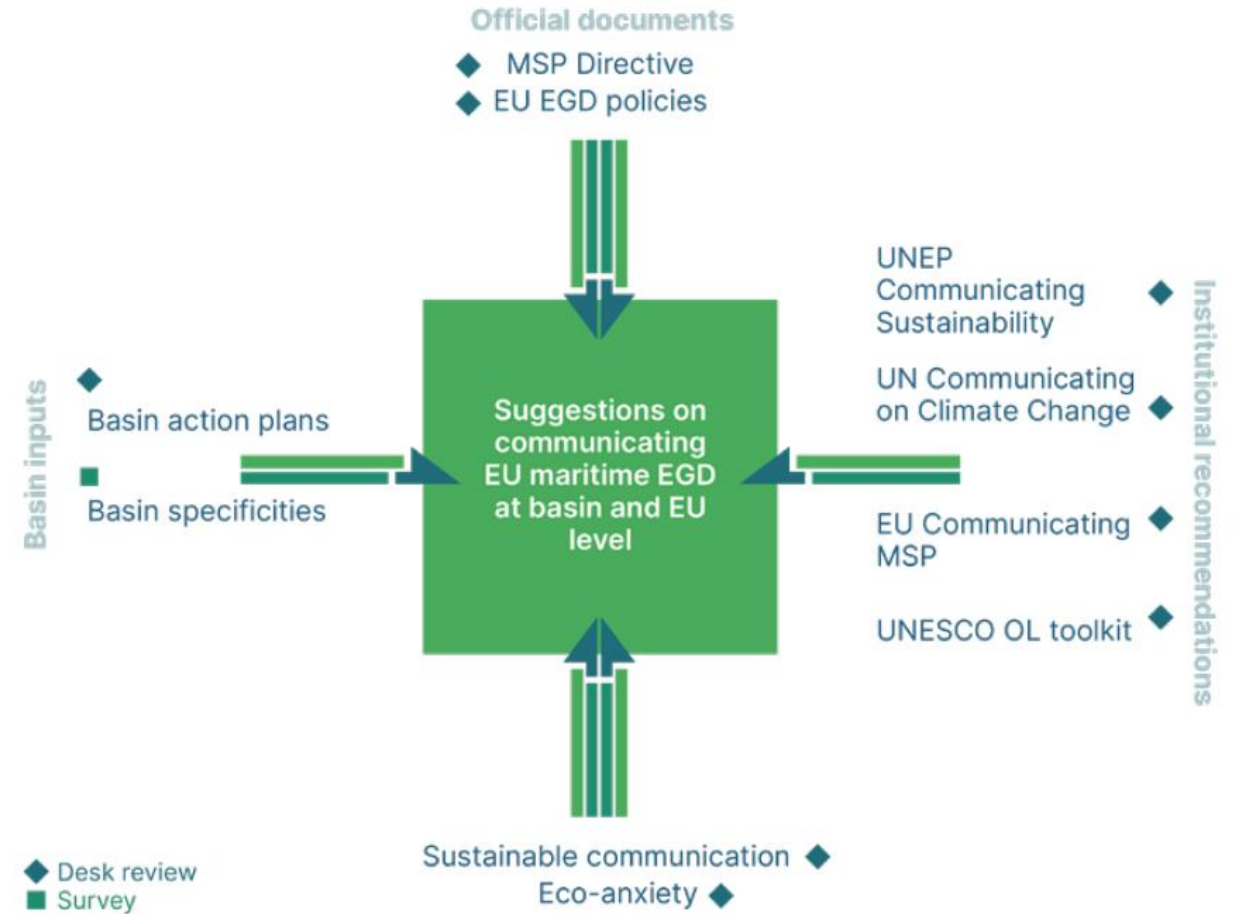
Target Users

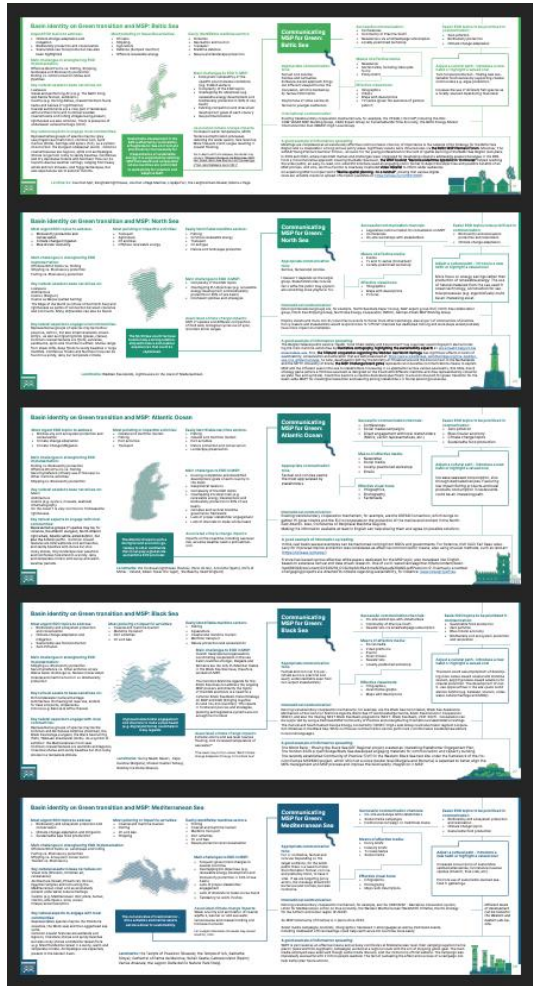
This companion is conceived primarily for three groups involved in marine management, although it will hopefully inspire a broader audience:

Policy and decision makers involved in MSP within the EU at every level of governance will find suggestions on how to improve communication policies. Moreover, they could also be inspired regarding narratives they want to propose to European citizens.

MSP practitioners, dealing with the ecological transition of plans and sectors, will find ideas on how to engage sectors and people to improve the sustainability of plans.

Communicators and researchers, engaging with stakeholders that can contribute to the maritime European Green Deal are offered an overview of experiences and food for thought in terms of communication theory.





Basin identity on Green transition and MSP:

- Urgent EGD topics to address
 - Main challenges in strengthening EGD implementation
 - Most polluting/ impactful activities
 - Easily identifiable maritime sectors
 - Main challenges to EGD in MSP
 - Associated climate change impacts
 - Key cultural assets to base narratives on
 - Key natural aspects to engage local communities
-
- Appropriate communication tone
 - Means of effective media
 - Effective visual tools
 - International communication mechanisms
 - Easier EGD topics to be prioritized in communication
 - Good practice examples of information spreading
 - Adjust a cultural path - introduce a new habit or highlight a valued one

How can basin's maritime cultural and physical landmarks enable the Green Deal or innovative pathways towards transition?

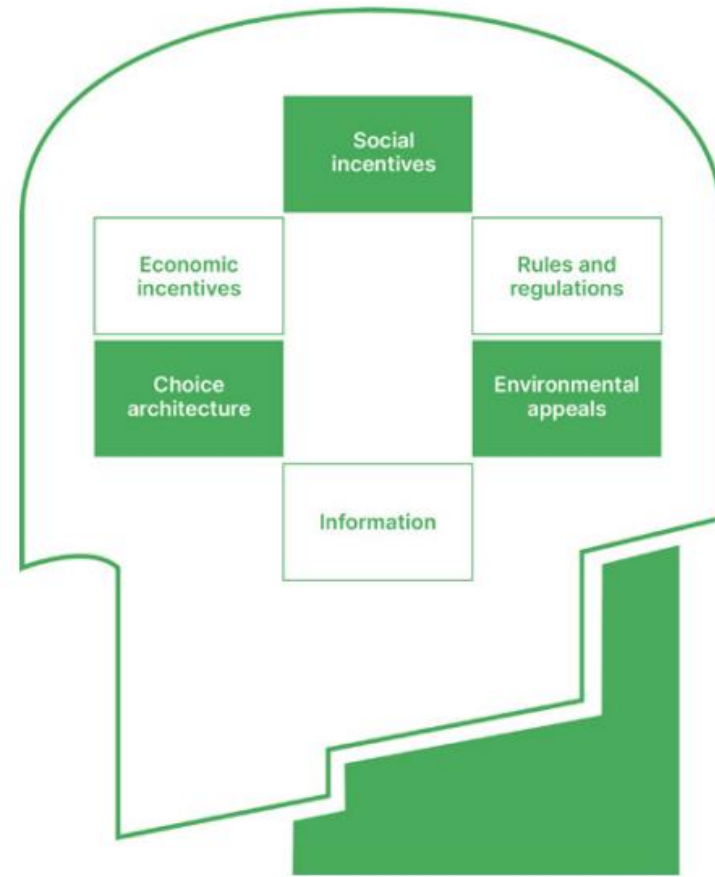
MSP-GREEN Opening Conference



Key points identified in communicating green transition and MSP*

**Considering the European recommendations on communicating MSP (Fisheries, 2021) and UN Communicating on Climate Change and UNEP Communicating on Sustainability (2005) a set of key points have been identified.*

- Use science-based information
- Engage with relatable narratives: proactively, timely, internationally, inclusively
- Don't fall for greenwashing
- Use trusted messengers
- Consider conflicts and solutions, or synergies
- **Empower stakeholders** →



Tools to foster behavioural change. From Terzi, 2020, based on Williamson et al. (2018).

□ More common measures
■ Less common measures

- 1) Highlight local and regional impacts
- 2) Reduce temporal distance
- 3) Link to personal benefit
- 4) Highlight concrete actions and their effects
- 5) Manage uncertainty
- 6) Targeting



WP4 – Towards a Greener MSP for Europe: scaling-up and innovating

The diagram shows a vertical structure for WP4. At the top is the title 'WP4 – Towards a Greener MSP for Europe: scaling-up and innovating'. Below it are two main sections: '4.1 Recommendations for making MSP an enabler of the EGD' and '4.2 Reflections on a EDG oriented marine planning for blue economy in the EU sea basins'. At the bottom of the structure is the word 'Transferability'. The entire structure is enclosed in a light blue rounded rectangle with a dashed border.

4.1
Recommendations
for making MSP
an enabler of the
EGD

4.2 Reflections
on a EDG
oriented marine
planning for
blue economy in
the EU sea
basins

Transferability

Next steps towards WP4 recommendations

- **Co-generating EU and sea basin level recommendations** to ensure that MSP plans are coherent and coordinated with respect to EGD objectives across the marine regions concerned.
- This aims to reduce the potential for conflict and contradictory spatial policies and inefficiencies in implementing the EGD medium in the long term.

“Managing a fair transition and overcoming problems demanding global co-ordinated action will surely require more than effective communication alone, but at the same time, powerful narratives and a shared sense of purpose will determine the possibility set for policy decisions to be taken. Policy and communication are but two sides of the same coin.”

European Commission (2012)





Ministry of Environmental
Protection and Regional
Development
Republic of Latvia

Thank you!



<https://mspgreen.eu/>



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