

## MS3 Communication Plan



**MEDIGREEN**  
Mediterranean approach  
towards a maritime European  
Green Deal in MSP



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# 1. Introduction

This document serves as a guide for the communication strategies of the MEDIGREEN project and its outcomes. The Communication Plan outlines the working procedures, visual identity, tools, and strategies employed to disseminate information about the project and its achievements.

## 1.1 The Project: Key Information and Objectives

The **MEDIGREEN project**—short for *MEDiterranean approach towards a maritime European GREEN Deal in MSP*—aims to advance the European Green Deal (EGD) transition in the Mediterranean Sea through transnational cooperation in Maritime Spatial Planning (MSP). Recognizing the multi-sectoral nature of the EGD, the project adopts a focused operational approach, concentrating on key activities relevant to the basin, including Offshore Renewable Energies (ORE), fisheries, aquaculture, and nature protection.

The project explores how MSP can enhance sectoral and cross-sectoral strategies to drive the green transition in the Mediterranean. This work is informed by the unique characteristics of the Mediterranean—a semi-enclosed sea with complex ecological, socio-economic, and governance systems, a shared cultural heritage, and the involvement of both EU and non-EU countries.

MEDIGREEN will support EU nations in reinforcing EGD-related measures during MSP plan implementation and setting the stage for the next planning cycle. It also engages non-EU countries under the Barcelona Convention to foster EGD-aligned marine management at a sea-basin level.

Running from **November 2024 to April 2027**, the project has a total budget of €1,998,142.46, co-financed under the Call: *EMFAF-2023-PIA-MSP*.

The project consortium includes the following partners:

- **Instituto Español de Oceanografía - Agencia Estatal Consejo Superior De Investigaciones Científicas (IEO,CSIC)**
- **Consorzio Per Il Coordinamento Delle Ricerche Inerenti Al Sistema Lagunare Di Venezia (CORILA)**
- **Università IUAV Di Venezia (IUAV)**
- **Consiglio Nazionale Delle Ricerche (CNR)**
- **Service Hydrographique Et Océanographique De La Marine (SHOM)**
- **Centre D'Études Et D'Expertise Sur Les Risques L'Environnement La Mobilité Et L'Aménagement (Cerema)**
- **Aristotelio Panepistimio Thessalonikis (AUTH)**
- **Centre National De Recherche Et De Développement De La Pêche Et De L'Aquaculture (CNRDPA)**
- **Priority Actions Programme Regional Activity Centre (PAP/RAC)**
- **Planning Authority (PA)**
- **Sfax University (USFAX)**
- **Panteio Panepistimio Koinonikon KaiPolitikon Epistimon (PUNIV)**

## 1.2 Work Package 1 Objectives and Partners' Roles

The communication activities fall under **Work Package 1 (WP1) (task 1.3)**, which focuses on the effective management of the consortium, covering financial, technical, and communication tasks. WP1 ensures communication with **CINEA** and the **European Commission (EC)** through the F&T Portal, email, and video calls when needed. It also

facilitates interaction with sea-basin initiatives, other EU-funded projects, and relevant external meetings to explore collaboration and synergies.

Two communication types, each with specific goals, are outlined:

### A. Institutional Communication

- Maintain transparency with the EC regarding project progress and outcomes.
- Ensure regular communication with officers from DG MARE and CINEA overseeing the project.
- Facilitate effective communication among consortium partners.
- Encourage timely sharing of relevant updates with the Communication Team to maximize impact.
- Support the dissemination of project outcomes to national MSP authorities.

### B. External Communication and Dissemination

- Introduce the project's scope, objectives, partners, funding source, and expected results.
- Regularly update the public on progress and intermediate outcomes.
- Promote participation in events and highlight project representation at external activities.
- Strengthen exchange among MSP practitioners, policymakers, and stakeholders, particularly in Mediterranean non-EU countries.
- Use best practices and Ocean Literacy principles to promote sustainability and the maritime EGD to the general public.

The Communication Plan is structured to meet these objectives and to ensure thorough planning, execution, and evaluation of activities.

The **Coordinator (IEO,CSIC)** oversees institutional communication (Type A), while **IUAV** leads external dissemination (Type B) in collaboration with **CORILA** and supports activities related to international exchanges under WP4. All partners are required to participate in dissemination efforts, and this document provides them with the necessary guidelines and tools.

The development of this Communication Plan is a project milestone outlined in the Grant Agreement, with key points derived from its stipulations.

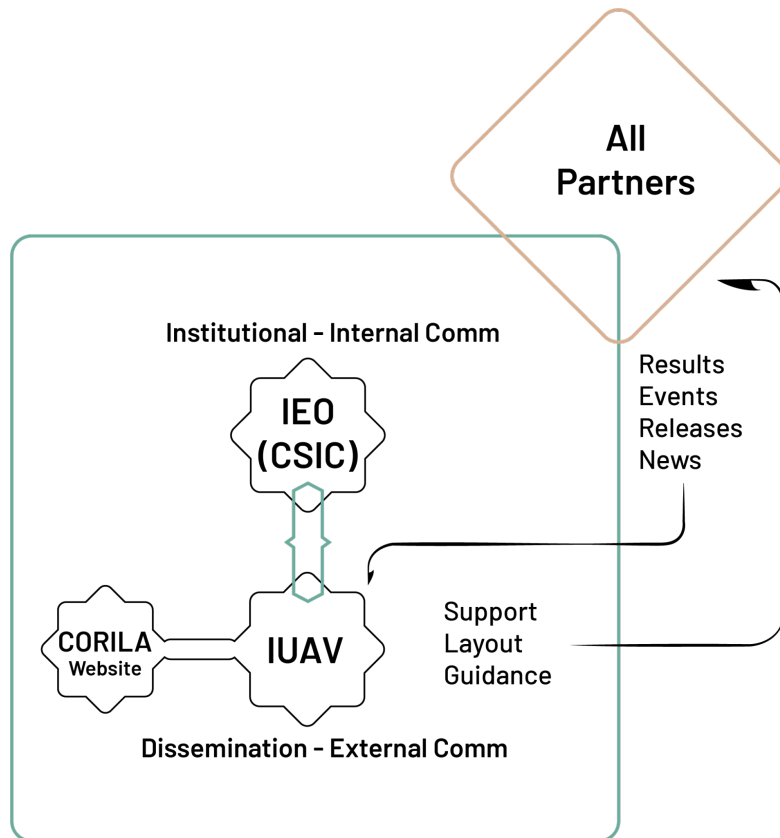


Figure 1. Diagram of partners' roles and responsibilities

### 1.3 Development of the Communication Plan

The Communication Plan builds on the Project Grant Agreement and integrates insights from key references, including *Communicating the Maritime Green Deal* (Danenberga & Soffiatti, 2022) and official frameworks like the Mediterranean Strategy for Sustainable Development (MSSD), the Eusair Strategy, WestMED Initiative, UfM

Roadmap, and Plan Bleu Action Plan. It also draws on lessons learned from the MSP-MED project (Soffiatti et al., 2021), the EC's *Communicating MSP* booklet (2021), and relevant scientific literature on MSP and science communication.

Updates to the Communication Plan will be incorporated during the project to finalize it by the project's conclusion.

## 2. Overall Goal: Communicating the European Green Deal in the Mediterranean

Science communication in the Mediterranean is shaped by the region's deep cultural and historical heritage (Greco, 2004). Recognizing this distinctiveness, as well as the pivotal role of communication in ecosystem-based management (Fabbri et al., 2021), the MEDIGREEN communication strategy aims to facilitate progress towards a maritime Green Deal. This includes addressing both the economic and non-economic values of key maritime sectors studied within the project.

Effective communication about Mediterranean ocean management must underscore the region's unique identity while tackling its environmental, cultural, and economic challenges. Key focus areas include promoting biodiversity conservation, fostering climate change adaptation, and encouraging sustainable seafood production. These efforts must also account for other pressing activities, such as

tourism, fishing, shipping, and oil and gas exploration.

To engage local communities, communication efforts should spotlight emblematic elements of Mediterranean biodiversity, such as *Posidonia oceanica* and the Mediterranean Monk Seal (*Monachus monachus*), alongside cultural treasures like Mediterranean cuisine, architectural styles, and traditional maritime practices. A variety of tools can be employed—ranging from social media campaigns to in-person workshops—crafted in a factual, concise, and culturally meaningful manner that resonates with diverse audiences.

Cross-border cooperation platforms, such as the **UNEP/MAP-Barcelona Convention**, and successful campaigns like WWF’s initiatives on marine plastic litter, provide effective models for impactful outreach. Visually engaging content, including infographics and maps, should be prioritized to convey the urgency and significance of sustainable Mediterranean management in an accessible and compelling way.

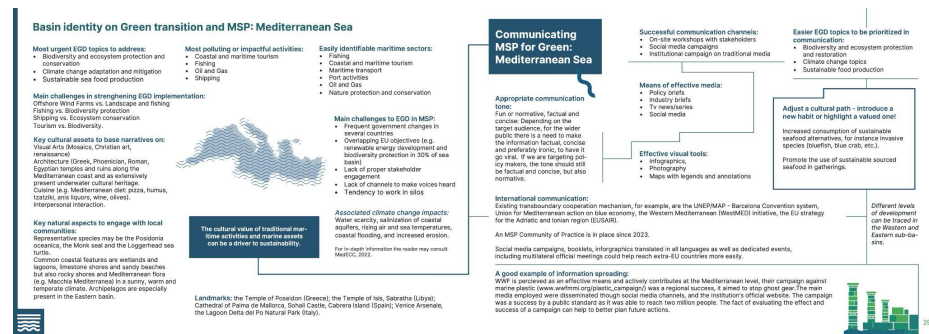


Figure 2. Mediterranean specificities from Danenberg & Soffietti, 2022.

## Leveraging Science-Based Communication

Communicating the European Green Deal (EGD) in the Mediterranean must rely on the scientifically robust and consistent information from

trusted sources, such as the Copernicus Earth Observation Programme and MedECC. Grounding messages in credible data avoids disputes and fosters stakeholder trust. For instance, conveying the Mediterranean’s alarming trends, such as warming waters and biodiversity loss, through precise, region-specific data can underscore the critical need for sustainable practices.

## Promoting Sustainable Narratives

Sustainable practices in the Mediterranean can be highlighted by emphasizing the region’s celebrated diet as a model for environmental and cultural sustainability. Initiatives like promoting locally farmed aquaculture species, such as sea bass and bream, as part of short food circuits can connect consumers to the concept of “fresh and local.” Quality certifications, such as PDO or MSC labels, can further bolster trust, offering transparency about sustainability and cultural pride.

## Avoiding Greenwashing

To maintain credibility, communications should feature authentic sectoral initiatives aligned with measurable impact goals, such as reducing emissions or combating invasive species. Projects like eco-friendly tourism programs or the development of green shipping corridors should be highlighted for their genuine contributions without overestimating their effects.

## Championing Co-Design and Trusted Messengers

In the Mediterranean, trusted figures, such as small-scale fishers or local leaders involved in projects like *Posidonia oceanica* restoration, can become champions for sustainable practices. Their advocacy, grounded in cultural and ecological importance, can help build bridges among diverse stakeholder groups and encourage broader support.

### **Resolving Conflicts with Solutions and Synergies**

Communication efforts should spotlight Mediterranean-specific trade-offs and synergies in maritime spatial planning (MSP). For instance, balancing renewable energy development with cultural and ecological preservation—such as in offshore wind farms near heritage-rich coastlines—offers relatable case studies. Examples like managing biodiversity and tourism in the Balearic Islands or the Venice Lagoon can illustrate collaborative solutions that harmonize different interests.

### **Creating Relatable Narratives**

Localized examples, such as wetland restoration in the Po Delta or the cultural value of underwater archaeological sites, help audiences connect with sustainable practices. Visual storytelling that features iconic Mediterranean species like the Loggerhead Turtle or scenic coastal landscapes can evoke shared values of safety, stability, and beauty, fostering a sense of connection to the region.

### **Empowering Stakeholders**

Mediterranean coastal communities, including island populations in areas like the Aegean, can play a pivotal role as agents of change. Initiatives such as citizen science projects—where individuals contribute data on climate impacts or marine biodiversity—empower stakeholders to take part in decision-making processes. These efforts can cultivate a deeper sense of responsibility and ownership over environmental outcomes.

### **Ensuring Inclusivity**

The Mediterranean's diverse cultural heritage provides a fertile ground for inclusive communication. Highlighting collaborations, such as those between EU and North African research institutions, demonstrates the value of cross-cultural partnerships. Programs like Erasmus+ can engage youth, fostering intergenerational

understanding of sustainability principles while supporting the development of maritime practices rooted in equity.

### **Timeliness in Addressing Urgency**

As a recognized climate change hotspot, the Mediterranean faces immediate threats, including rising temperatures and extreme weather events. Messaging should stress the urgency of addressing these challenges, linked to clear milestones like 2030 targets for marine biodiversity. At the same time, communication should acknowledge that many benefits will be realized by future generations, emphasizing long-term impact.

### **Proactive Narratives for a Green Eutopia**

The Mediterranean EGD offers a unique opportunity to reimagine traditional maritime activities, such as sustainable fishing and eco-tourism, within a harmonious framework. Positioning these transitions as a source of cultural pride and ecological renewal can galvanize support while fostering a shared vision of a thriving and resilient Mediterranean.

### **Building International Narratives**

MSP initiatives in the Mediterranean can act as a model for collaboration between EU and non-EU countries. Platforms like the Barcelona Convention provide a blueprint for addressing transboundary challenges such as overfishing and marine litter. Communication efforts should promote shared goals that resonate across the region, strengthening ties between stakeholders from the Adriatic to the Levant.

### **Supporting Multi-Narratives**

The Mediterranean's complexity calls for layered storytelling that

integrates basin-wide goals, national priorities, and local actions. Highlighting these interconnected levels allows stakeholders to see their roles within a cohesive framework while enabling adaptive approaches to align with the overarching EGD vision.

## Specific Messages and Communication Elements Linked to the Project's Core Assets

### Offshore Renewable Energies:

Offshore renewable energy in the Mediterranean is an emerging sector with significant potential to drive regional energy transitions. While progress varies among countries, advancements in technology and increasingly harmonized regulations are creating opportunities for growth. Offshore wind is particularly well-positioned to complement solar and onshore wind in diversifying the renewable energy mix, especially in Southern Mediterranean nations. Regional cooperation, supported by initiatives like UNEP-MAP and UfM platforms, will be crucial for sharing best practices, aligning policies, and fostering investment. A stable, unified policy framework will be essential for sustainable development while addressing environmental and sectoral conflicts.

### Aquaculture:

Mediterranean aquaculture is a dynamic and expanding sector, gaining recognition as a sustainable solution to meet growing global seafood demand. The European Green Deal emphasizes environmentally responsible practices, such as cultivating low-impact species and adopting innovative systems like integrated multi-trophic aquaculture. By embracing technological advancements and sustainability measures, Mediterranean

aquaculture is poised to contribute significantly to low-carbon food systems and biodiversity restoration, aligning with global green growth objectives.

### Fisheries:

Fisheries are integral to Mediterranean culture and the economy, but traditional practices face critical challenges from overfishing, poor regulation of industrial and recreational activities, habitat degradation, and climate change. A substantial portion of fish stocks is overexploited due to fleet overcapacity, illegal practices, and bycatch, threatening marine biodiversity and the sector's sustainability. Addressing these issues requires regional cooperation, sustainable practices, and effective regulations. Solutions include establishing marine reserves, adopting selective fishing methods, and balancing ecological preservation with economic needs. Long-term strategies and collaborative efforts will be vital for securing the future of Mediterranean fisheries while mitigating environmental and market pressures.

### Nature Protection:

The Mediterranean, a global biodiversity hotspot with exceptional endemism, faces grave threats from habitat loss, invasive species, overfishing, and climate change. Marine Protected Areas (MPAs), including Specially Protected Areas of Mediterranean Importance (SPAMIs), are critical conservation tools but require improved management to optimize their ecological and socio-economic benefits. Collaborative initiatives like the Barcelona Convention's SPA/BD Protocol and targeted action plans aim to safeguard marine biodiversity through species and habitat conservation. Moving

forward, integrated management via Marine Spatial Planning (MSP), enhanced monitoring, and regional cooperation will be key to ensuring a sustainable future.

The Mediterranean MSP Community of Practice will leverage the project results while acting as the primary channel to reach practitioners, policymakers, sectors, and major initiatives (e.g., UfM, WestMED, Eusair).

**Task T4.2: Exploring Non-Economic Values of MEDIGREEN Sectors**  
This task focuses on investigating values beyond strict economic considerations, fostering a broader understanding of the green transition across sectors. Relying on exchange and collaboration, the results need wide dissemination to support the work led by AUTH.

**Task T4.4: Knowledge Sharing and Data Transfer for MSP**  
This task aims to enhance the taxonomy and usability of data, improving decision-making from an EGD perspective. The work led by SHOM will be shared with experts, such as the Technical Group on Data for MSP, and made broadly accessible, emphasizing the communicative value of well-structured data.

## 2.1 Non-EU Communities: Advancing Mediterranean MSP Harmonization

The MEDIGREEN project is the first EMFAF initiative on MSP to include non-EU partners from the southern Mediterranean as full participants. This fosters an unprecedented level of exchange among EU and non-EU policymakers, practitioners, and stakeholders. Task

4.1, focused on communicating the EGD-MSP in the Mediterranean, will develop guidelines tailored to the region's mosaic-like geopolitical context. These guidelines will address the interests of non-EU countries that are not obligated to follow the MSP Directive but are interested in advancing MSP plans.

During this task, communication materials will be co-designed with non-EU partners to craft messages that resonate with their policymakers, practitioners, and maritime sectors. These materials will reflect findings from WP2 and WP3, aiming to disseminate project results and enhance understanding of EGD-MSP topics across the region.

## 2.2 Beyond Borders: Advancing MSP Harmonization Across the EU

The project has established communication with non-Mediterranean initiatives, such as the North and Baltic Sea Planning (NESBP), since its inception. Task 4.3, *Beyond Borders*, will focus on preparatory exchanges with NESBP coordinators and Black Sea practitioners to promote harmonized MSP approaches across the EU.

These exchanges will provide valuable opportunities for mutual learning and the refinement of MSP theories, ensuring alignment across basins. By participating in EU-level events and fostering collaborations with other EU projects, MEDIGREEN aims to enhance its visibility and impact. These interactions will enable the project to both share and integrate insights, reinforcing its role as a key player in advancing sustainable maritime planning.

## 3. Working Procedures of Task 1.3

Each partner is required to appoint a communication contact point to facilitate efficient communication. This approach will simplify coordination, including the convening of representatives when necessary.

All tools and deliverables are stored in a centralized repository managed by IEO (CSIC) and made accessible to all partners at the project's inception. This includes the Communication Plan and its associated tools, which are available in the shared folder.

The primary mode of internal communication is email. Partners are expected to report activities relevant to official promotion by informing the dissemination managers at IUAV. Support for layout design, communication materials, posters, and deliverables is available upon request to the project's communication managers.

Once deliverables are approved for public distribution, the Coordinator must inform the communication officers, who will initiate the dissemination process. The IUAV and Corila teams will collaboratively design and manage the MEDIGREEN website to ensure seamless dissemination of project information.

### 3.1 Official Requirements

All communication outputs must include the EU logo, the project logo, and acknowledgment of EU funding. Arabic versions of the logos will be included when applicable.

Official deliverables must also include details of the EU funding source and the grant number. Compliance with EU intellectual

property and authorship regulations will be maintained across all materials.

### 3.2 Target Groups

Key target groups for communication activities include:

1. **EU Officers**
  - Information will be shared via official deliverables, high-level events, direct messages, and project-specific communications.
2. **MSP Competent Authorities**
  - Communication will occur across all levels through policy briefs, official documents, project events, and national events.
  - Policy makers, from EU to local levels, will receive updates via policy briefs, leaflets, digital materials, and project events.
  - Communication officers will ensure that policy briefs (D1.4 & D1.5) are visually appealing and accessible using modern science-to-policy methods.
3. **MSP Planners and Researchers**
  - Updates will be shared via digital platforms, newsletters, social media, the project website, and relevant events.
4. **Involved Sector Stakeholders**
  - Information will be disseminated through direct engagement, project events, informative leaflets, the website, and open events such as the European Maritime Day (EMD).
5. **Non-EU Marine/Maritime Governance**
  - Dedicated materials will be prepared to target this audience.

## 6. Non-EU Experts

- Communication efforts will include newsletters, event promotion (e.g., CoP, basin exchange workshops, Barcelona Convention MSP Working Group), and WP4 materials.

## 7. General Public

- Engagement will focus on social media campaigns, newsletters, the project website, and public dissemination events such as the European Night of Researchers.

### 3.3 Sustainability and Capitalization of Communication Outputs

To ensure long-term sustainability, the MEDIGREEN project will be listed on the [MSP-Platform](#), and key deliverables will be shared for broader knowledge dissemination.

#### Broader Dissemination Channels

- Produced videos and oral presentations will be proposed for platforms like Euronews OCEAN and the *If Oceans Could Speak* podcast.
- The MEDIGREEN webpage will remain active for at least five years post-project completion, maintained by Corila.

#### Scientific Contributions

- The project will aim to publish scientific articles, ensuring that its insights remain accessible to the research community beyond its operational timeline.
- Key findings related to ocean health will be adapted to align with the Mission Ocean Platform's needs. Endorsement for

these findings will be pursued in the early project phases.

#### Collaboration and Synergies

- The MED-MSP-CoP will act as a platform to capitalize on communication outcomes, advancing the sustainable blue economy agenda in alignment with the WestMED initiative and the Union for the Mediterranean (UfM).
- Results will also be shared with EUSAIR to foster further capitalization opportunities.

#### Integration with Policy and Initiatives

- Project findings will inform discussions in the Barcelona Convention Working Group for MSP, National Focal Points meetings, and contribute to the Mediterranean Strategy for Sustainable Development revision process.
- Communication efforts will extend to other EU-funded projects, such as DesirMED and ReMAP, to create synergies and maximize the utility of MEDIGREEN's results.

## 4. Planned Tools and Methods

The following tools and methods have been planned to ensure effective communication and dissemination of MEDIGREEN activities, as outlined in the Grant Agreement and aligned with best practices in project communication.

### **Coordinated Visual Identity**

A coherent visual identity will be established, encompassing the project logo, templates for documents and presentations, text layouts, and main visuals.

### **Leaflets and Publications**

Leaflets and publications will be created to present the project and enhance dissemination of its results to diverse audiences.

### **Roll-Ups**

A general roll-up template will be developed for use at events and conferences. Additional tailored roll-ups may be created as needed for specific occasions.

### **Posters**

Posters will be prepared to present the project or specific research findings during conferences and events.

### **Scientific Papers**

Scientific articles will be published to share project results with the academic and research community.

### **Media and Press Releases**

Press releases will be used to communicate project updates and results through traditional media outlets, reaching local and national communities. Press releases should be shared with communication officers and, when applicable, translated into English for national pieces. The communication team will assist with drafting press releases, if needed. Queries from the media can be directed to [msp@iuav.it](mailto:msp@iuav.it).

### **Important Guidelines**

Communication with the media must align with the tone and aims outlined in the communication plan. Representatives speaking on behalf of the project must reflect the views of the consortium as a whole and avoid statements that could harm the consortium, its partners, or European institutions.

### **Consumables**

Promotional items featuring the project logo will be distributed during events to enhance project visibility and online engagement.

### **Videos**

A series of short videos summarizing results from Task 4.2 will be produced and shared on video-based social media platforms (e.g., YouTube, Vimeo) or as story maps.

### **Newsletter**

A biannual newsletter will provide updates on key messages, results, and project advancements. Newsletter registration will be promoted through social media and events, and a [registration button](#) will be made available on the project website and disseminated at events and on social media.

### **Project Website**

The MEDIGREEN website is embedded within the MSP-GREEN website to optimize resource use and management. Details on its design and functionality are provided in subsequent sections.

### **Social Media**

Dedicated social media pages have been established for the project on **LinkedIn**, and **Bluesky** (currently being tested). Further details on social media strategies and initial campaigns are outlined in the following paragraphs.



Project hashtag: #medigreen #mediterraneangreendeal  
#maritimespatialplanning

*Main pages:*

<https://www.linkedin.com/company/medigreen1>

<https://bsky.app/profile/medigreen.bsky.social>

### **Partners' Social Media and Websites**

Project partners will enhance visibility by including a dedicated description of the project on their institutional websites and reposting and promoting project updates through their official social media channels.

### **Email Address**

An official project email address has been created to manage external communication and invitations: **medigreencontact@gmail.com**.



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# Visual identity

# STORYTELLING

*A visual identity crafted with an artisan's approach, thoughtfully blending design standards with the needs of scientific communication. Developed in alignment with the project's goals and the specific characteristics of the region, this identity harmonizes traditional craftsmanship with modern digital technologies.*

The storytelling of the MEDIGREEN visual identity stems from the project's objectives, key sectors, and the Maritime Spatial Planning (MSP) elements it addresses. The composition of the Consortium and the significant involvement of non-EU states also played a crucial role in shaping this identity.

## The background

MEDIGREEN is a project of hope, looking toward the future and driven by young, vibrant experts. It opens the door to collaboration across the Mediterranean and between the EU and non-EU states.

The project comes to life midway through the Ocean Decade, during a time of political uncertainty. While the European Green Deal faces waning political support, the impacts of climate change grow more evident each year. At the same time, socio-economic sustainability must be strengthened to endure the conclusion of the Next Generation EU recovery funds.

MEDIGREEN acknowledges the rich heritage and socio-economic traditions of the Mediterranean basin—a complex mosaic of cultures, languages, and histories. Sustainability, however, is a global challenge that transcends the EU or any single region. Maritime Spatial Planning offers a framework for harmonization in governance, data, and management practices.

MEDIGREEN is dedicated to researching these elements to enhance the management and coexistence of fisheries, aquaculture, offshore renewable energy, and nature conservation.



*The MEDIGREEN motto:  
"Together, for the Great Green"*

The Ancient Egyptians called the Mediterranean the "Great Green," a name we hope to see revived very soon.

As dawn breaks over the Mediterranean basin, its warm pastel hues are illuminated by a green ray of light, symbolizing the coastal communities rising to begin their work. Fishers, aquaculture operators, engineers, scientists, policymakers, and researchers—these are the individuals called to action by a light that inspires collaboration and cooperation across shores, nations, and legislative systems.

The people on both sides of the Mediterranean aspire to build a sustainable future. Through Maritime Spatial Planning (MSP), they find a framework to harmonize their efforts beyond national borders, ensuring the protection of the sea and the essential services it provides to humanity.

However, the challenges are formidable: political instability, conflicts, uncertainty, economic hardships, and difficulties in sharing a unified vision. These obstacles make it harder to forge a common path forward.

MEDIGREEN is ready to embrace this challenge. By leveraging its network and scientific expertise, it seeks to draw on the rich heritage of the Mediterranean basin and its deep human connections to contribute to the creation of a maritime Green Deal.

## The MEDIGREEN story

*Always you have been told that work is a curse and labour a misfortune.*

*But I say to you that when you work you fulfil a part of earth's furthest dream, assigned to you when the dream was born, And in keeping yourself with labour you are in truth loving life, And to love life through labour is to be intimate with life's inmost secret. – Khalil Gibran On Work*

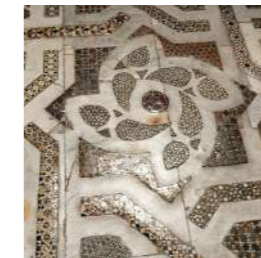
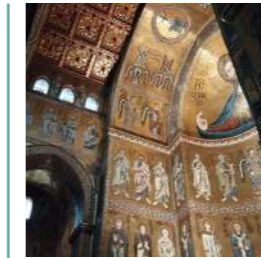
The Lebanese-born poet Gibran praised work as an essential aspect of human fulfillment. Similarly, MEDIGREEN values not only the economic contributions of maritime sectors but also their cultural and social significance. It focuses on people—on the traditions, cohesion, and deep connections with the sea that maritime sectors bring to communities.

# SOURCES

The ornamental and applied designs found throughout the Mediterranean provide a rich metaphor for how layers of data are utilized in Maritime Spatial Planning (MSP).

The visual legacies of Phoenician, Greek, and Roman cultures, followed by Arabic, Norman, and Byzantine influences, span a wide geographical area—from southern Spain to Sardinia, and from Tunis to Istanbul.

In the Byzantine-Arabic-Norman visual tradition, we identified the crossroads that represent the essence of the MEDIGREEN project. This approach reflects the composition of the consortium, the countries involved in the study, and the project's goal to bridge the two shores of the Mediterranean as well as the West-East axis.



The Mediterranean's unique cultural heritage is particularly evident in locations such as Cordoba, Malaga, Barcelona, Cagliari, Tunis, Palermo, and Monreale.

Visits to these cities and their extraordinary architectures have provided key inspiration for developing a visual identity that integrates both the tangible and intangible cultural heritage of the region into MSP communication.

From an ocean literacy perspective (Kelly et al., 2022), this approach is intended to enhance engagement and foster a deeper connection with the topics addressed by the project.

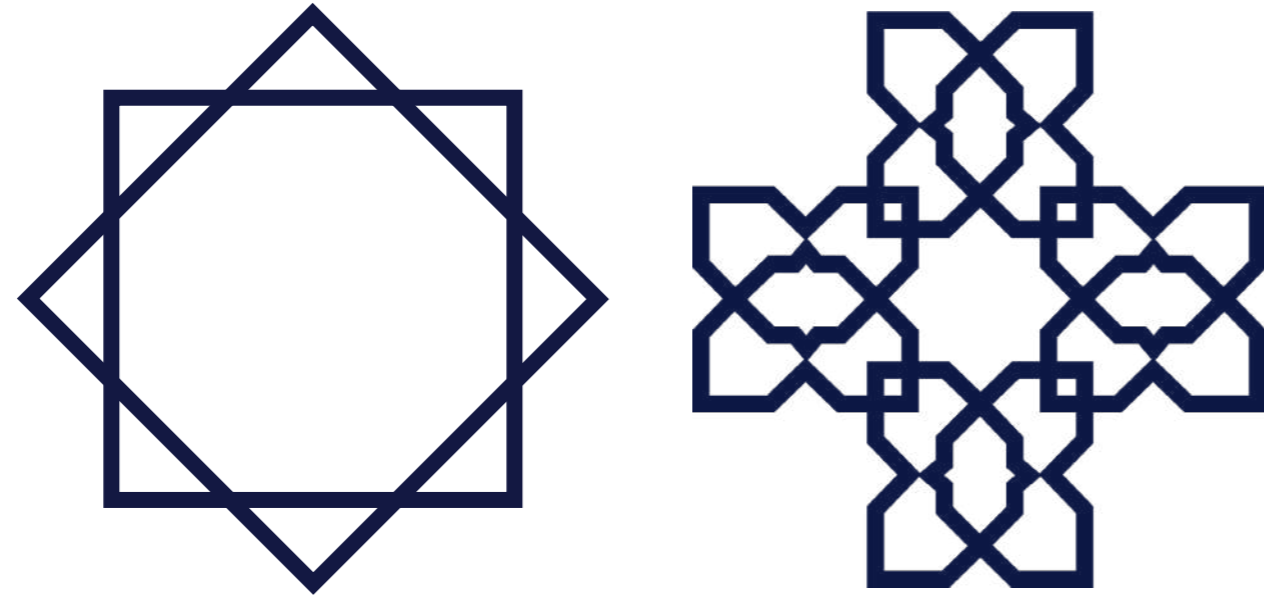
One especially meaningful connection with MSP was found in the Mediterranean tradition of representing maps on ceramic tiles. This enduring art form, still visible across the region, mirrors the structuring and layering of spatial data in MSP.

# VISUALS - Geometry & Graphics

The geometry of the visual identity is inspired by the number four, which forms the foundation of the project's design: four sectors, four work packages, and four Member States.

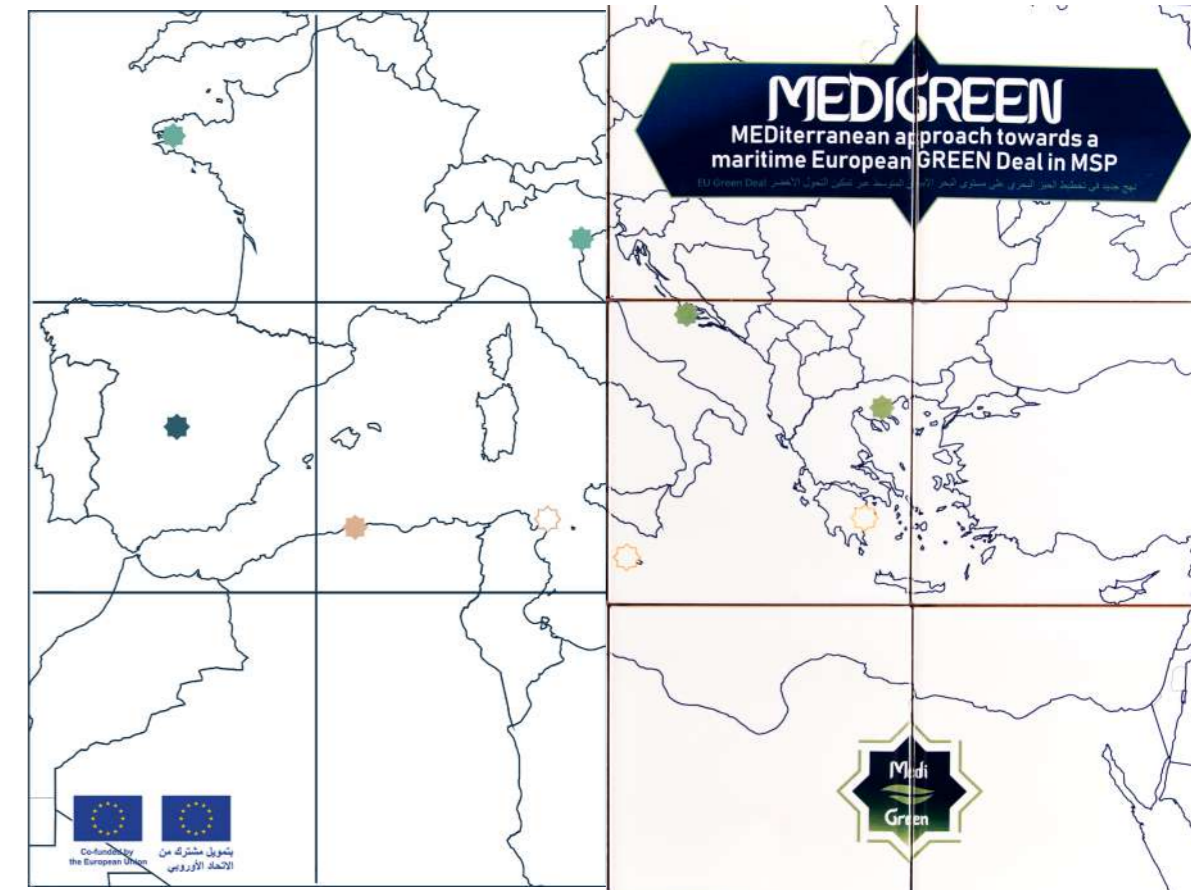
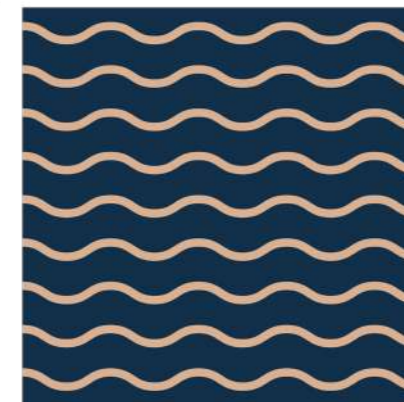
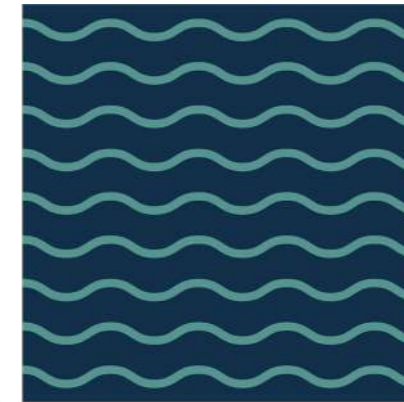
The square, a common standard for structuring spatial data in maritime sectors, plays a central role. Colors and geometry are also designed to inform data visualization within the scope of the project.

To reflect the rich cultural heritage of the Mediterranean, the square and diamond shapes are combined to create an eight-pointed star, a traditional motif in Arabic representation. This geometric figure forms the basis of the logo and appears in many visual elements. The square and diamond are also used in various ways within the graphics—integrated into patterns or paired with more organic forms to represent marine fauna and flora.



Geometric shapes are further blended with wave patterns to retain a distinctly marine aesthetic.

The map, structured in tiles, reflects a unique feature of the Mediterranean region and thus becomes a key element of the visual identity. It highlights the spatial nature of Maritime Spatial Planning (MSP), with project partners represented by placeholders in the shape of eight-pointed stars.



# FONTS

The selected fonts reflect the intersection of tradition and innovation, aligning with the project's focus on combining science-based, technological activities with traditional values. The fonts are open-source (primarily sourced from Google Fonts), ensuring accessibility for all partners to use across various software and systems, including online repositories.

Barlow  
Barlow  
*Barlow*  
Barlow

A sans-serif font will be utilized in deliverables and communication outputs, providing a professional and precise tone suitable for scientific materials.

Ceria Lebaran

A font inspired by Arabic calligraphy is featured in the main title (acronym) and logo. This more decorative font will be reserved for emphasizing specific elements and for use in dissemination materials.

**Noto Naskh Arabic:** The project seeks to engage Arabic-speaking experts, workers, and policymakers, emphasizing the importance of collaboration with non-EU countries. Language plays a vital role in this exchange, and key deliverables may be translated into Arabic. To ensure accuracy, it is crucial to have Arabic-speaking experts review the text, as many software programs lack default settings for Arabic language formatting.

**ATTENTION:** For bilingual texts, Arabic is positioned on the right-hand side of the English text to facilitate readability, respecting the right-to-left orientation of Arabic script.

[DOWNLOAD](#)

[DOWNLOAD](#)

نوتو نسخ عربي

[DOWNLOAD](#)

# PALETTE

The color palette was inspired by the interplay between blue and green, reflecting the project's connection to the maritime and natural environments. To make the palette more specific to the Mediterranean, a dark pink tone was added, evoking the warm light characteristic of Mediterranean latitudes.

This combination allowed for the creation of a storytelling-based "sunrise effect," achieved through gradient effects that feature prominently in various communication materials, such as the presentation deck and the roll-up.

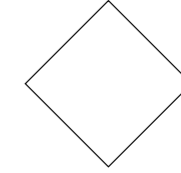
The use of white backgrounds ensures strong contrast, enabling flexibility in the design. Visual outputs can be presented as white on darker backgrounds or as black and dark blue on white, ensuring clarity and visual balance.

#123049



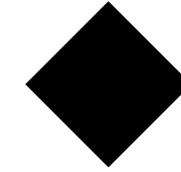
R=18 G=48 B=73  
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RGB 18, 48, 73  
CMYK 96, 77, 46, 44  
Ink Type Process

#ffffff



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Hex #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
Ink Type Process

#000000



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Hex #000000  
RGB 0, 0, 0  
CMYK 75, 68, 67, 90  
Ink Type Process

#7ec4ab



R=87 G=150 B=144  
Hex #579690  
RGB 87, 150, 144  
CMYK 68, 25, 44, 2  
Ink Type Process

#579690



R=126 G=196 B=171  
Hex #7EC4AB  
RGB 126, 196, 171  
CMYK 51, 3, 40, 0  
Ink Type Process

#a2877f



R=162 G=135 B=127  
Hex #A2877F  
RGB 162, 135, 127  
CMYK 37, 45, 46, 4  
Ink Type Process

#dab192



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Hex #DAB192  
RGB 218, 177, 146  
CMYK 14, 31, 43, 0  
Ink Type Process

# LOGOS

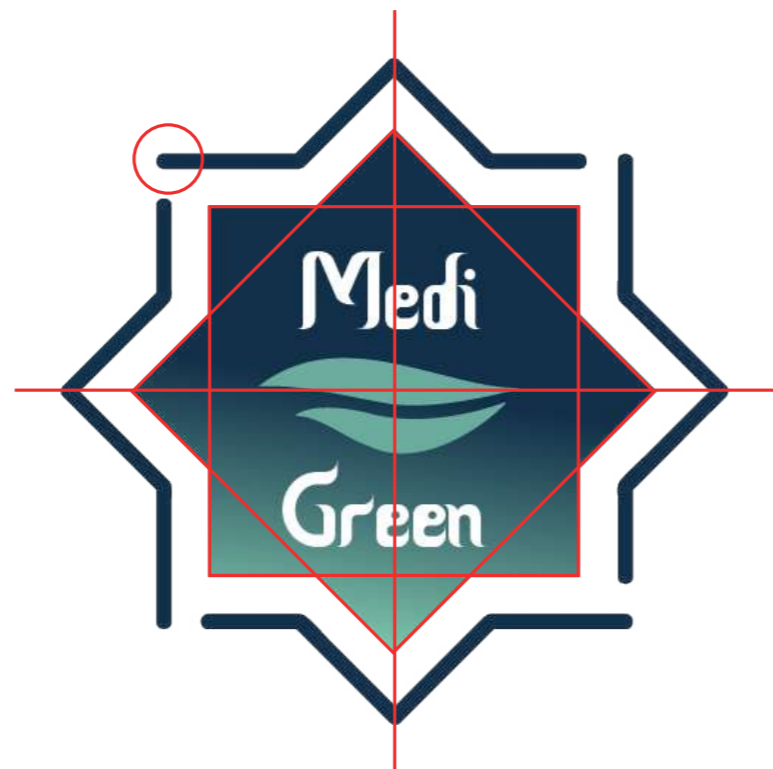
The logo is based on the eight-pointed star formed by combining a square and diamond, complemented by two small wave elements. The main colors feature a green-blue gradient alongside a green wave.

The star's outline, inspired by traditional Arabic artistry, has been reimagined to provide a modern aesthetic. It has an open design with rounded line ends.

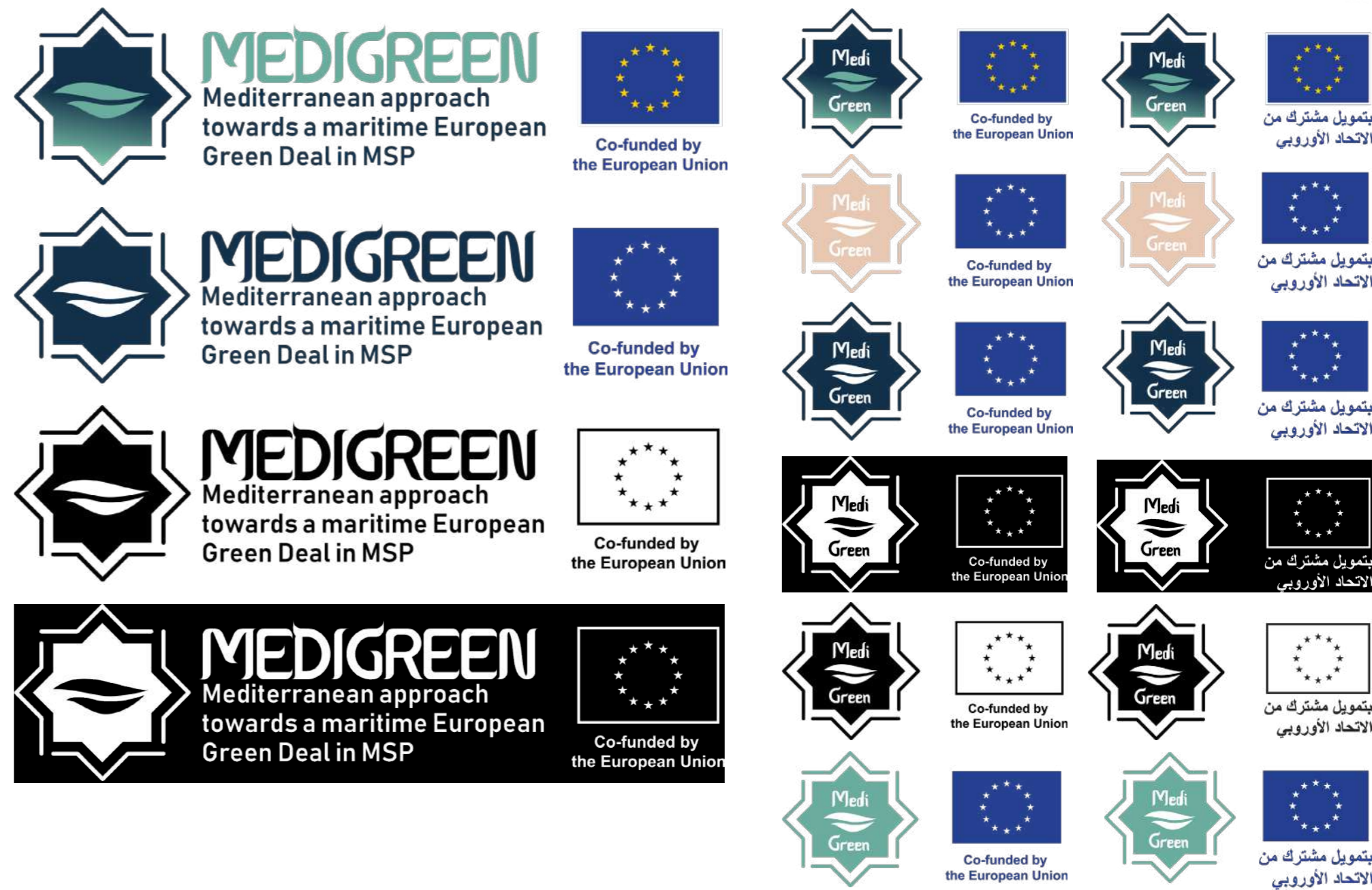
In the extended version, the full project name is displayed beneath the acronym. In the compact version, the acronym is layered over the wave.

The logo is always paired with the EU logo (from the official repository), including its Arabic version.

The logo is available to project partners in multiple formats: full-color, black-and-white, and monochrome variations (white, green, blue, and pink).



**ATTENTION:** The EU logo must appear on all communication materials and must not be smaller than other logos. Ideally, it should be displayed in combination with the project logo, as demonstrated on the following page.



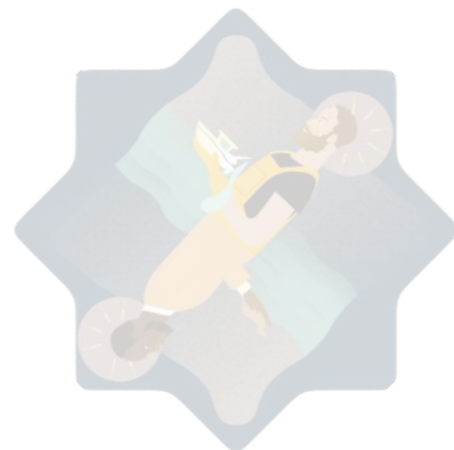
# VISUALS - Illustration



The illustrations are designed to add a human storytelling, making the project more accessible to non-expert audiences. They draw inspiration from Byzantine and Egyptian art and design motifs.

Illustrations are framed within the eight-pointed star geometry, which can be rotated to highlight different elements.

The initial illustrations represent the four sectors: experts from aquaculture, fisheries, nature conservation, and offshore renewable energy, depicted under a dawning light.



# VISUALS - Pictures

Photographs will be used throughout the project, especially to document events. These images will often be adapted, such as by adding the project logo at the bottom of the image.

The eight-pointed star geometry can also serve as a mask for integrating photographs, using empty squares, stars, or octagons, depending on the type of image. This technique is especially effective for pictures sourced from online repositories.



**Physical Markers**  
Project partners will receive physical markers for use in project-related photos.



*Example of event display*



*Exemple of result display*



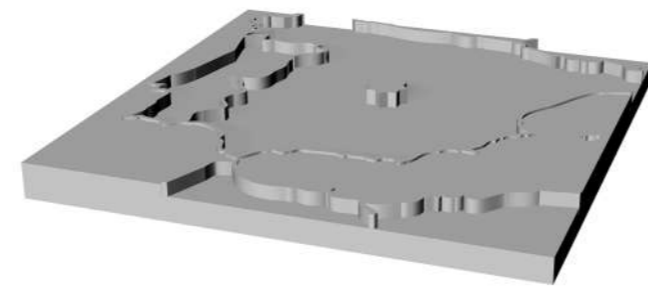
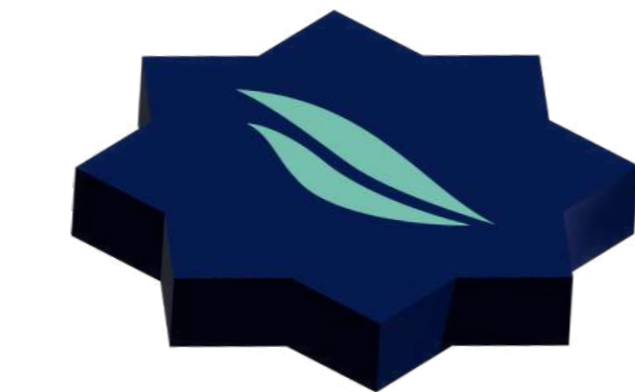
*Use of repository image  
(Mahmoud Yahyaoui Al Huwariyah, Nabeul Governorate, Tunisia)*

# VISUALS - materic and 3D

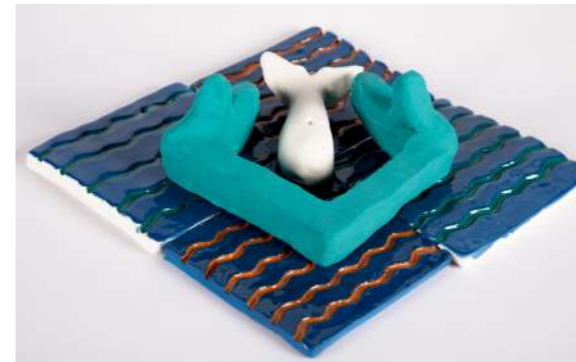
The mastery of ceramics achieved in ancient Egypt and Greece establishes this material as a cornerstone in shaping the Mediterranean as the Cradle of Civilization.

As such, ceramics form a fundamental element of the MEDIGREEN visual identity.

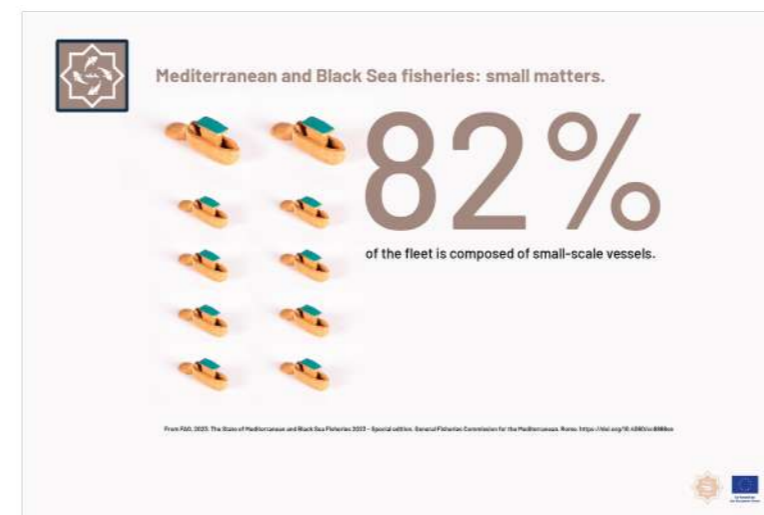
By blending technology with tradition, graphics are transformed into 3D visualizations, printed items, or ceramic pieces, as well as handcrafted designs. This approach conveys the meticulous craftsmanship and human touch necessary to foster connections between communities.



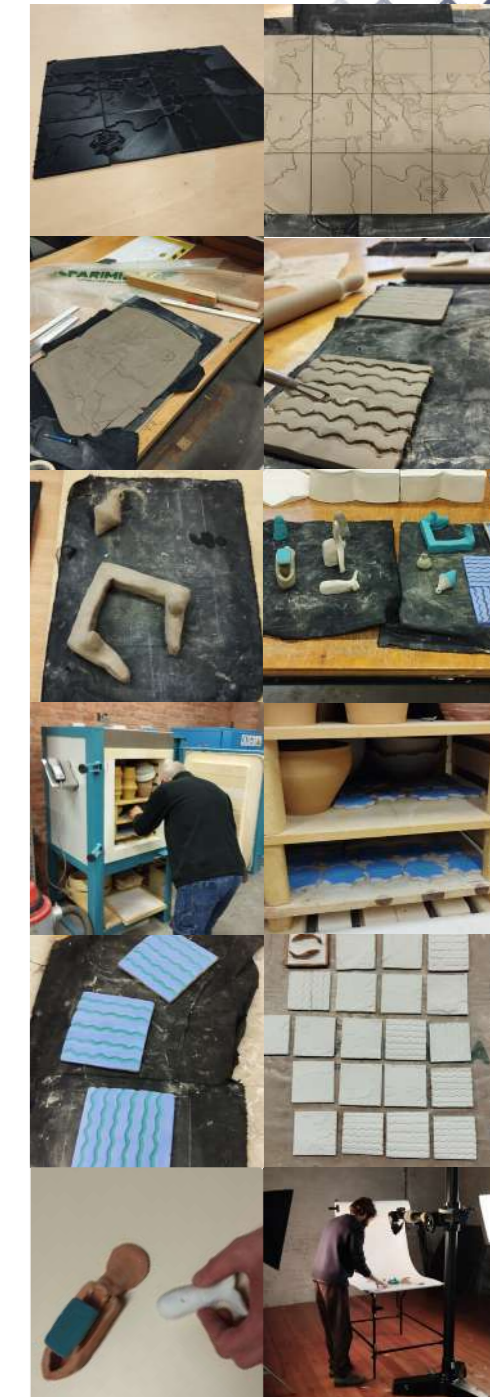
3D visualizations are also retained as a tool, offering valuable applications in presentations or deliverables where a more technological or innovative perspective is required.



Beyond tiles, ceramics are used to represent sectors in a creative and playful manner. These representations provide visualizations that, even when addressing conflicts or data, present them in a non-confrontational way, fostering a more collaborative and engaging environment for discussion.



Crafted in the IUAV workshops, special thanks to Diego Forno, Massimiliano Casoni Villa, Giuseppe Romagno, Mauro Calderan, Gabriele Bortoluzzi, Luca Pilot.



# TOOLS

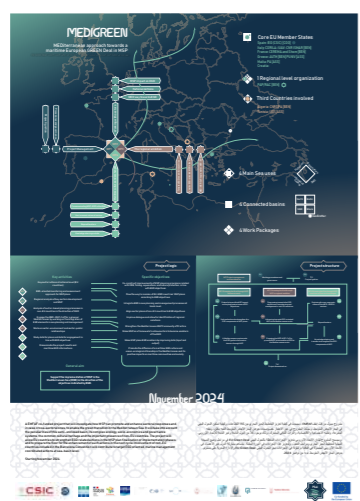
The partners are provided with a set of tools available in the shared repository. They are editable and compatible with main industry standards (e.g. Google Docs, Word, etc.)



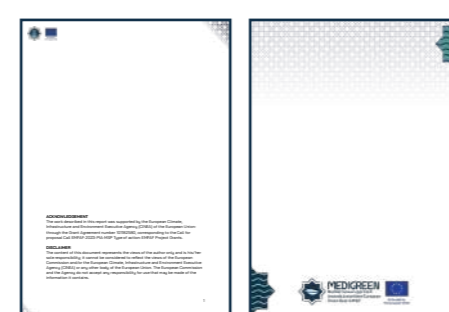
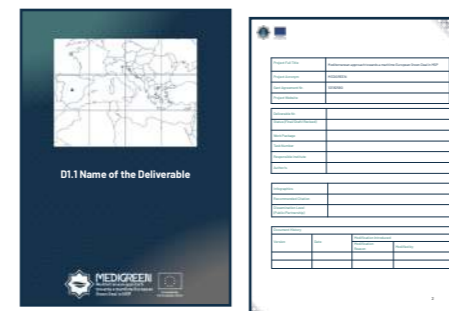
Presentation Deck



Deliverable template (horizontal)



Example of poster



Deliverable template (vertical)



Example of save the date



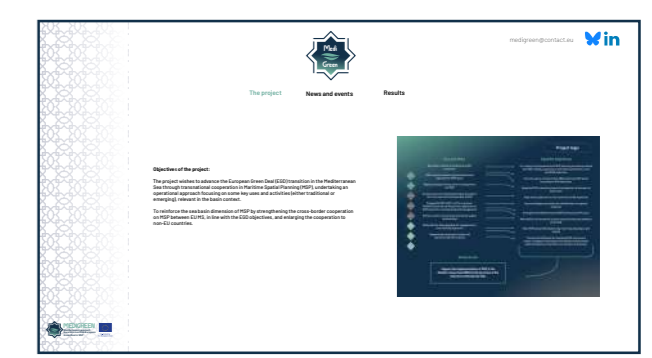
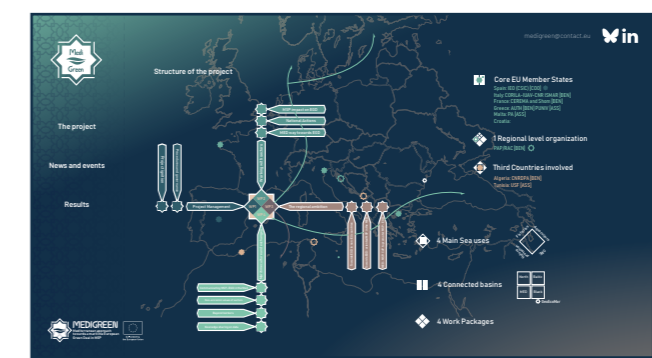
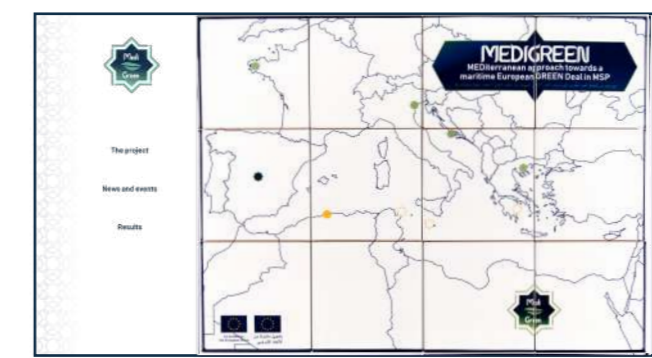
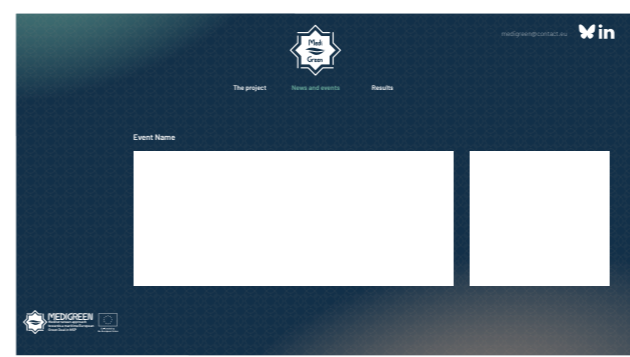
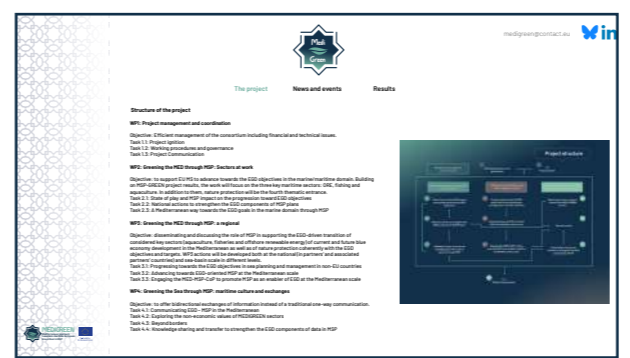
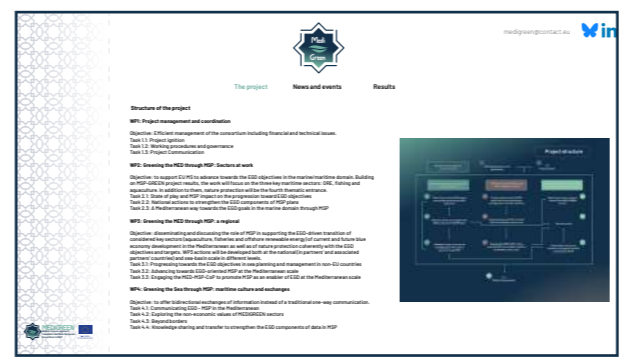
Roll-up

# WEBSITE

A website for the project is designed according to the visual identity. The website is simple in its structure to optimize its hosting in the MSP-GREEN online space.

medigreenproject.eu

The three main sections are *The project*, dedicated to project presentation. *News and Events*, to update the public. And *Results*, to share deliverables and milestones.





© IUAV - PCCL 2025

Design: Folco Sofretti  
Photography: Fabio Carella  
Supervision: Francesco Musco

[mSP@iuav.it](mailto:mSP@iuav.it)

## 4.2 The Website

The MEDIGREEN website is hosted within the MSP-GREEN website to optimize resources and ensure extended capitalization of both projects. A landing page provides users with the option to choose which project website they wish to access.

The website is organized around three core sections, each with several sub-pages:

### 1. The Project

- **Overview:** A landing page featuring key information about the project.
- **Who & What:** An introduction to the consortium and a summary of main activities.
- **Structure:** An outline of the project's structure and the interaction among its Work Packages (WPs).
- **Objectives:** A detailed presentation of the project's primary goals.
- **MEDI:** A dedicated page highlighting the Mediterranean's unique characteristics and the non-economic values of the sectors addressed by the project.

### 2. News and Events

- **Updates:** A section showcasing the latest project activities and news.
- **Newsletter:** A page allowing users to subscribe to the newsletter and access previous issues.

## 3. Results

- **Deliverables Repository:** A repository where users can access public deliverables from the project.

### Other Features

- **Contact Us:** A prominent banner displaying the official project email address, enabling direct user communication.
- **Social Media Links:** Hyperlinks directing users to the project's official social media accounts.

## 4.3 Social Media Campaigns

The European Commission's booklet *Communicating MSP* (EC, 2021) highlights the importance of avoiding an excessive number of social media platforms while focusing on strategies to foster engagement.

Project hashtag: **#medigreen**

Main pages:

- <https://www.linkedin.com/company/medigreen1>
- <https://bsky.app/profile/medigreen.bsky.social>

The tags and web addresses of project partners have been identified and should be used strategically, depending on the target audience and content focus.



	Linkedin	Website
IEO(CSIC)	<a href="https://www.linkedin.com/company/ieo/">https://www.linkedin.com/company/ieo/</a>	<a href="http://www.ieo.es">www.ieo.es</a>
CEREMA	<a href="http://www.linkedin.com/company/cerema/">www.linkedin.com/company/cerema/</a>	<a href="http://www.cerema.fr">www.cerema.fr</a>
CORILA	<a href="http://www.linkedin.com/company/corila/">www.linkedin.com/company/corila/</a>	<a href="http://www.corila.it">www.corila.it</a>
IUAV	<a href="http://www.linkedin.com/school/iuav_venezia/mycompany/">www.linkedin.com/school/iuav_venezia/mycompany/</a>	<a href="http://www.iuav.it">www.iuav.it</a>
CNR-ISMAR	<a href="http://www.linkedin.com/company/cnr-ismar-institute-of-marine-sciences/">www.linkedin.com/company/cnr-ismar-institute-of-marine-sciences/</a>	<a href="http://www.ismar.cnr.it">www.ismar.cnr.it</a>
SHOM	<a href="https://www.linkedin.com/company/shom/posts/?feedView=all">https://www.linkedin.com/company/shom/posts/?feedView=all</a>	<a href="http://www.shom.fr">www.shom.fr</a>
PAP-RAC	<a href="https://www.linkedin.com/company/pap-rac-unep-map/?originalSubdomain=hr">https://www.linkedin.com/company/pap-rac-unep-map/?originalSubdomain=hr</a>	<a href="http://www.paprac.org">www.paprac.org</a>
AUTH	<a href="https://www.linkedin.com/company/aristotle-university-of-thessaloniki-auth/?originalSubdomain=it">https://www.linkedin.com/company/aristotle-university-of-thessaloniki-auth/?originalSubdomain=it</a>	
CNRDPA	<a href="https://www.linkedin.com/in/cnrdpa-centre-de-recherche-en-p%C3%A0che-et-aquaculture-26987523b/">https://www.linkedin.com/in/cnrdpa-centre-de-recherche-en-p%C3%A0che-et-aquaculture-26987523b/</a>	<a href="http://www.cnrdpa.dz">www.cnrdpa.dz</a>
USfax	<a href="https://www.linkedin.com/school/universit%C3%A9-de-sfax-%D8%AC%D8%A7%D9%85%D8%B9%D8%A9-%D8%B5%D9%81%D8%A7%D9%82%D8%B3/">https://www.linkedin.com/school/universit%C3%A9-de-sfax-%D8%AC%D8%A7%D9%85%D8%B9%D8%A9-%D8%B5%D9%81%D8%A7%D9%82%D8%B3/</a>	<a href="http://www.univ-sfax.tn">www.univ-sfax.tn</a>
PA	<a href="https://www.linkedin.com/company/planning-authority/">https://www.linkedin.com/company/planning-authority/</a>	<a href="http://www.pa.org.mt">www.pa.org.mt</a>
Panteion	<a href="https://www.linkedin.com/school/panteionuniversityofsocialandpoliticalsciences/">https://www.linkedin.com/school/panteionuniversityofsocialandpoliticalsciences/</a>	<a href="http://www.panteion.gr">www.panteion.gr</a>

Table 1. Partners tags and links.

## Planned Campaigns

The following is a non-exhaustive list of planned campaigns:

- **Project Objectives:** Highlighting the main goals of the project.
- **Project Events:** Covering events before, during, and after their occurrence.
- **Partner Introductions:** Presenting project partners to the public.
- **Project Results:** Sharing findings and outcomes with stakeholders.
- **Videos:** Disseminating video content showcasing project activities and results.
- **MEDI:** Emphasizing the Mediterranean's unique characteristics and the non-economic values of the sectors addressed.
- **Maritime Sustainable Innovations:** Highlighting advances in maritime sustainability.
- **Marine Sciences and Environmental Protection:** Promoting awareness of marine science achievements and ecological preservation.
- **Imagining the Future:** Exploring visionary pathways toward sustainable marine and maritime activities.
- **Reposts from Key Organizations:** Sharing updates and content from institutions such as the European Commission, UNESCO, UfM, EUSAIR, Plan Bleu, UN, and other relevant entities.

## Tone of the Campaigns

The campaigns aim to engage the Mediterranean community by fostering co-designed visions and actionable pathways toward less impactful and more sustainable activities. These efforts will carefully

balance economic viability with the achievement of Sustainable Development Goals (SDGs). The tone will be compelling and accessible while ensuring adherence to scientific rigor and accuracy.

## Content Sources

The campaign content will be derived from:

- **Project Deliverables:** Insights and findings from the project's results.
- **National MSP Plans:** Specific elements of national Maritime Spatial Planning efforts.
- **Mediterranean Cultural Milestones:** Key aspects of the region's history, culture, and traditions.

## References

References will draw from a range of sources, including:

- **EU Projects:** Insights and best practices from other EU-funded initiatives.
- **MSPglobal:** Resources and guidelines for global maritime spatial planning.
- **UNEP and NGOs:** Campaign materials from environmental organizations.
- **Ocean Literacy Resources:** Materials stored in UNESCO repositories.
- **Non-MSP Sources:** Textbooks and online content covering Mediterranean geography, society, legal frameworks, history, traditions, commercial activities, and cultural connections with the sea.



## Publishing Calendar

To streamline content organization and release, a detailed publishing calendar has been created and made available in the common repository. This tool will ensure timely and coordinated dissemination across all channels.

### Online Dissemination Procedures

The online dissemination process will span the entire project duration and extend beyond its completion. To ensure its effectiveness, all partners are expected to actively contribute by adhering to the following guidelines:

#### Submission of Dissemination Materials and content Guidelines

Partners should email the communication team with the necessary items for dissemination, including event details, news, and project results. These materials will be used across social media platforms, the website, and newsletters.

**Text:** Provide a concise description of the event, result, or topic to be shared. On platforms like X (formerly Twitter), posts must adhere to the 280-character limit. For other social media or news items, a text length of no more than 350 words is recommended. Include any relevant hashtags or tags, specifying the social media platform they pertain to.

**Images:** Submit high-resolution images for use. If logos or branding elements need to be included, specify them. Use images you have created or for which you own usage rights. Free repositories, such as Pexels, may be used as a secondary option.

**References:** Credit all third-party materials appropriately. This can be achieved through reposting (e.g., for partner content) or through clear attribution in the email.

**Publishing Dates:** If dissemination is tied to a specific date, indicate this clearly in the email to the communication team.

**Hyperlinks:** Provide external links as needed. Shortened URLs are preferred and should be prepared using a web service before submission.



**Videos:** Short videos (preferably under one minute) may be included. Video links are encouraged for easier sharing and integration into platforms.

By following these guidelines, partners can contribute to a cohesive and impactful dissemination strategy, maximizing the visibility and reach of the project's activities and outcomes.

## 4.4 Project Events

Project events will be promoted through the official website, social media channels, and newsletter. For in-person events, a roll-up or poster featuring the project's branding should be displayed, with the design accessible in the shared repository. Event organizers must notify the communication team in advance, providing a brief description, agenda, and relevant pictures for promotional use. Suggestions for appropriate tags and hashtags are also encouraged.

In line with EC recommendations, events should be used as opportunities to increase awareness and foster engagement. This may include preparing tailored communication materials such as press releases or inviting specialized media to key moments of the event. Partners must ensure the consistent use of both the project and EU logos, as well as the visual identity, across all materials such as posters, banners, documents, or branded items. If presentations are given, speakers should use the official project slide deck to maintain consistency.

Specific events that require significant promotion include:

- D1.2 – Opening conference

- MS13 – 1st workshop of the MED-MSP-CoP
- MS14 – 2nd workshop of the MED-MSP-CoP
- MS16 – Workshop: Knowledge exchange with the Black Sea
- MS17 – Knowledge sharing and transfer to strengthen the EGD components of MSP
- MS18 – Workshop: Knowledge exchange with the North Sea and the Baltic Sea
- D1.7 – Final Event: it will be organized to present the results of the project to a broad European audience, and a final list of achievements will be compiled in coordination with the European MSP platform.

## 4.5 External Events

Partners are encouraged to present MEDIGREEN and its results at relevant events, conferences, workshops, and meetings. They should ensure that the project and EU logos are clearly visible in their presentations and promptly inform the communication managers at IUAV for proper reporting and promotion. It is important to share details such as the number of participants and the type of audience with the communication managers. If needed, the communication managers can assist with the creation of necessary posters or materials.

Efforts will be made to participate in and promote MEDIGREEN at major EU and related national events, including European Maritime Days, MSPglobal events, scientific conferences, and fairs.

Endorsement for the project and/or specific activities will be sought through relevant initiatives, such as the UN Ocean Decade.

Promotion of participation will be carried out on social media and the official website.

## 4.6 Deliverables

Once deliverables are finalized and approved, they will be shared in the common repository. The communication managers will be notified of their availability. As key results of the project, deliverables should be given significant exposure, and partners should repost the social media announcements.

Key deliverables will also be shared with the MSP Platform to ensure long-term capitalization. These include:

- D1.1 – Project Factsheet
- D1.5 – Final policy brief
- D1.6 – Repository of best practices and lessons learned
- D3.2 – Technical paper on the role of EGD-MSP for ORE development in the Mediterranean
- D3.3 – Technical paper on the role of EGD-MSP for aquaculture development in the Mediterranean
- D3.4 – Technical paper on the role of EGD-MSP for sustainable fishing development in the Mediterranean
- D3.5 – Technical paper on the role of EGD-MSP for nature protection in the Mediterranean
- D3.6 – Position papers on recommendations to improve the

EGD transition of the considered sectors through MSP at the regional level

- D4.1 – Guidelines on communicating MSP-EGD in the Mediterranean (including a set of materials for dissemination in non-EU countries)
- D4.2 – Booklet on the non-economic values of MEDIGREEN sectors
- D4.3 – Report on recommendations on how to improve data display in the framework of EGD

To evaluate impact, downloads of deliverables and the number of people attending dedicated presentations will be monitored.



## 5. Communication Strategy Timeframe

The communication efforts began in the first month of the project and will continue throughout the entire project lifecycle. Capitalization and transfer of key results to other repositories (e.g., MSP Platform) will extend beyond this timeframe. The website will remain active for 5 years after the conclusion of the project.

## 6. Monitoring and Evaluation

To ensure effective oversight, a specialized tool will be used to track and evaluate communication efforts. This tool consists of a structured table with two primary components:

1. **Quantitative Metrics:** These include the number of materials distributed and the reach of communication efforts. Data will be updated continuously throughout the project.
2. **Qualitative Analysis:** This evaluates whether communication efforts align with the project's objectives, particularly regarding the goals of the EU EGD and MSP.

These tables will be used by the communication managers at IUAV to monitor ongoing activities, guide communication strategies, and ensure proper reporting to the EC.

Quantitative assessment			
Printed Media	N° of copies		
Roll-ups			
Posters			
Leaflets			
Publications			
Consumables			



Online presence	Users/People at presentations	Interactions/Downloads	N° of release
Results			
Website			
Newsletters			
X/Twitter			
Linkedin			
Bluesky			
Project events	Attendees	Type of Audiences	
Launching Conference			
External events			
Qualitative assessment			



Factual/scientific and verified information	Coherent campaigns and contents with the CP and WP1 objectives	
European Green Deal objective are disseminated	MSP Directive objectives are disseminated	
Mediterranean specificities are identified and narrated		

Table 2. Self-evaluation tables of the MEDIGREEN communication

## References

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