

Guided questionnaire

<i>Normative:</i>		
Does your Region or County have dedicated soft laws (e.g., mentioning) or strategies touching upon Ocean Literacy or related topics (education, cultural promotion, research dissemination of marine and/or maritime topics)? Please consider also strategies directed towards sustainable development.		
NO	YES	
Interactions with the national regulations that have Regional and local effects should also be considered. In case no regulations have been issued you can consider creating new ones inspired by this strategy.	Regulations can help identify more detailed objectives but also gaps and opportunities. Interactions with the national regulations that have Regional and local effects should also be considered as well as port regulations.	
<i>Scientific and technical research:</i>		
Does your Region or County host universities and/or research centers or bodies (including yours) and NGOs that participate in research projects (e.g., EU, UNESCO, etc.) dealing with the production of knowledge regarding marine and maritime topics? *		
NO	YES	
Consider the possibility of accessing EU funds partnering with bodies in other areas to develop contents.	1.Spatialize the bodies on the territory	
	2. Are networks already present?	
	NO	YES
	2. Promote creation of networks of cooperation (e.g. by organising informative tables, Community of Practices)	Support, also financially, or disseminate the network and the contents, these institutions can host events and have the human resources to disseminate and explain the assets of MSP. You may consider giving more space to presentations of specific Regional habitats
<i>Education:</i>		

Does your Region or County have schools and/or universities where marine and maritime topics are taught?		
NO	YES	
Identify potential schools that may be interested in proposing blue courses or curricula. Promote Blue School Networking at European level.	<ol style="list-style-type: none"> 1. Spatialize the bodies on the territory and promote territorial harmonization, also via internal school exchanges. 2. Map the educational offer. 3. You can create a course or a curriculum working with schools and research centers and universities*. For an MSP-oriented education, students should be able to know: <ul style="list-style-type: none"> a) the main maritime economic sectors existing in the Region, b) which spatial data is available in relation to marine issues and why it is needed, c) the existence of laws and management tools that regulate marine space. Examples of activities, general materials can be retrieved at: Sea Change¹ or Ocean Literacy Portal², Ocean Literacy Toolkit³ Tools such as Sea Sketch, EU Maritime Atlas⁴, MSP Challenge. d) the main ecological Regional hotspots and features. 4. Promote Blue School Networking at European level⁵. <p>*Erasmus+ funds can be accessed for these purposes.</p>	
<i>Culture and Traditions:</i>		
Does your Region or County present (sea)food recipes that are typical to the Region?		
NO	YES	
with a local chef, you can create a new tradition based on sustainable species.	Is the fish or seafood collected/harvested in a sustainable way?	
	NO	YES
	Promote alternative	Promote sustainable consumption at Fairs, tourist offices via brochures

1 <https://www.seachangeproject.eu/>

2 <https://oceanliteracy.unesco.org/?post-types=all&sort=popular>

3 <https://unesdoc.unesco.org/ark:/48223/pf0000260721>

*Mapping table available after the questionnaire

4 ec.europa.eu/maritimeaffairs/atlas/maritime_atlas/#lang=EN;p=w;bkgd=1;theme=2:0.75;c=617910.1422549905,6651738.573047513;z=4

5 <https://webgate.ec.europa.eu/maritimeforum/en/frontpage/1485>

	<p>solutions to the tourist sector and the public while explaining how MSP contributes to the regulation of sustainable food production from the sea.</p>	<p>and panels, in main media via dedicated adverts or in food broadcasts, in fish markets teaming up with fishermen/sellers and with panels. Organize food-tasting events to promote local fish and recipes to the public.</p>
<p>Does your Region or County present Museums/aquariums/underwater museums?</p>		
NO	YES	
<p>Consider other spaces for small exhibitions, such as Libraries and media libraries.</p> <p>Promote small exhibition spaces to present MSP, for instance, town council or research institutions may have space but require funds or support.</p>	<p>1.Spatialize the bodies on the territory and promote territorial harmonization, for instance with the institutions of small branches or micro-exhibitions, also in public spaces and outdoor.</p> <p>2. Map the kind of OL offer* they have (permanent exhibition/temporary/publications/education activities).</p> <p>3. Propose support in terms of networking with schools, research centers, universities to create contents for exhibitions on MSP, including promotion of contests.</p>	
<p><i>Cultural production:</i></p> <p>Does your Region or County host artisans, visual artists, writers and musicians dealing with sea topics?</p>		
NO	YES	
<p>Building on experiences such as the European Marine Board Artistic Residency, your Region could organize a contest or a residency that is theme-bounded and foresees collaboration between artists and scientists or experts.</p>	<p>Engage with creators, explaining MSP (also in partnership with Research Centres and NGOs) and proposing to develop cultural contents linked to Regional specificities. A method is to organize/dedicate part of an event to showcase the results of their endeavours.</p>	
<p><i>Events:</i></p> <p>Does your Region or County host events related to marine aspects?</p>		

NO	YES
Consider the opportunity to network with institutions identified by the strategy to organize events, EMD in My Country , UNESCO Ocean Decade Activity and can represent a source of endorsement and visibility.	<p>1. which kind of event where MSP information can be shared on place)</p> <p><input type="checkbox"/> Boat Show</p> <p><input type="checkbox"/> Marine Environment</p> <p><input type="checkbox"/> Film Festival</p> <p><input type="checkbox"/> Art Shows/Fair</p> <p><input type="checkbox"/> Artisanal Show/Fair</p> <p><input type="checkbox"/> Food Fair</p> <p><input type="checkbox"/> Citizen science activities</p> <p>Other Meetings:.....</p> <p>2. Spatialize main recurrent events</p> <p>3. A stand to present MSP, workshops and/or informative sessions could be organized or leaflets/materials could be shared.</p>
Does your Region or County present natural parks and MPA that perform dissemination activities (panels, courses, infodays, etc.)?	
NO	YES
Support the networking with research centres to develop communication material.	<p>1.Spatialize the bodies on the territory and promote territorial harmonization.</p> <p>2. Map the dissemination offer* and support in terms of visibility or further material creation and networking with schools, sustainable tourism agencies or NGOs.</p>
<p><i>Communication:</i></p> <p>Are large campaigns on ocean communication present in your Region or County, including recurring tv/radio broadcasts and podcasts?⁶</p>	
NO	YES
A coordinated campaign could be designed at Regional level, to promote MSP consultation or co-design and implementation. This can be especially organized before specific moments (e.g., plans revisions) or in synergy with	<p>MSP could be proposed as a topic in some of the existing broadcasts.</p> <p>Likewise, it could feature in some issues of magazines/newspapers.</p>

⁶ A useful reference in communicating MSP is the dedicated booklet created by the EC: <https://communicatingmsp.msp-platform.eu/>

events (e.g. European Maritime Day), providing some level of endorsement through the “EMD in My country initiative”.	
Does your institution have a specific platform or use social media to disseminate information on MSP?	
NO	YES
You may want to consider creating them.	<ol style="list-style-type: none"> 1. For social media: schedule a set of posts to promote MSP in the Region. Specific campaigns (3-4 posts) can be designed to be posted over a few weeks (e.g., around public consultation, World Ocean Day or similar events) and replicated with different contents over many years. 2. Dedicate a webpage to describe the Regional implications of MSP and the channels by which stakeholders can have their voice heard. 3. Engage local influencers to reach more people.
<i>Personnel:</i> Does your region/county have one or more communication expert that could follow-up on MSP related issues?	
NO	YES
Synergies may be found with other activities promoted at Regional level. Networking with local institutions can also be a valuable path.	The officer could be put in charge of refining the strategy and implement it, coordinating internal and external content creators. Dedicated personnel can help develop the strategy actions, maintain a living network, create an effective calendar and a coordinated visual identity.