



Policies beyond borders: Co-Designing Communication Tools for Harmonized Maritime Spatial Planning in the Mediterranean

Folco Soffietti^{1*}, Hadi El Hage¹, Cristina Cervera-Núñez², Ana Iñigo-Rodríguez², Elena Gutiérrez-Ruiz², Mónica Campillos-Llanos², Lobna Boudaya⁴, Alessandra Fudoli¹, Samir Bachouche⁵, Lassad Neifar⁴, Fanny Châles³, Neil Alloncle³, Gianni Sinni¹, Francesco Musco¹

¹Iuav University of Venice

²Instituto Español de Oceanografía (IEO-CSIC)

³Centre for Studies and Expertise on Risks, the Environment, Mobility and Urban Planning (CEREMA)

⁴University of Sfax

⁵National Centre for Research and Development of Fisheries and Aquaculture (CNRDPA)

Abstract

This study explores how purposefully designed communication tools can enhance shared understanding and alignment on Maritime Spatial Planning (MSP) and blue economy concepts across European and Arabic-speaking Mediterranean contexts to overcome holdbacks (or barriers) that may prevent policy harmonization and implementation. Building on previous initiatives such as MSP-MED (2019-2022) and MSP-GREEN (2022-2024) projects, the research responds to the persistent linguistic and cultural barriers that often limit cross-basin policy dialogue. A mixed-methods approach combined expert consultation, participatory co-design, and interactive validation. An initial focus group of Italian, Algerian, Spanish, French and Tunisian MSP experts identified key communication needs for translating MSP principles and sectoral knowledge, fisheries, aquaculture, marine renewable energy, and environmental protection, into accessible and locally resonant formats. Based on these input, three communication formats were co-developed and tested: multilingual factsheets, short social-media animations, and flashcards in Arabic, French, and English. The materials were evaluated by Mediterranean stakeholders during a dedicated workshop, through a Mentimeter survey with ranking, Likert-scale, and open-ended questions. Results highlighted the importance of Arabic terminology consistency, contextual examples, and hybrid dissemination strategies bridging expert and policy audiences. The findings show that tailored, multilingual communication tools can significantly improve inclusiveness, comprehension, and engagement in transboundary MSP processes. By addressing both linguistic and visual dimensions, the study contributes to the development of an evidence-based framework for communicating marine policies and sustainability transitions across the Mediterranean region.

Keywords: maritime spatial planning; ocean governance; policy design; policy communication; communicating sustainability

1 Introduction

Maritime Spatial Planning (MSP) has become a cornerstone of sustainable ocean governance, aiming to reconcile ecological integrity, economic growth, and social equity across Europe's sea basins (UNESCO-IOC, 2021; EU Directive 2014/89/EU). In the Mediterranean, this integrated approach is particularly critical due to the region's geopolitical, cultural, and ecological complexity, as well as the coexistence of European Union (EU) and non-EU coastal states (UNESCO-IOC, 2021; Plan Bleu, 2016). While EU MSP Directive calls for coordinated, ecosystem-based and transboundary planning processes, the practical cooperation remains challenging where differences in institutional capacity, language, and administrative traditions intersect (MSP-MED, 2022; Zaucha et al., 2024).

Within this context, the effective communication of MSP principles and processes plays a pivotal role. Communication is not only instrumental for stakeholder engagement (European Commission, 2020) but also foundational to data and knowledge transfer and the harmonization of planning practices across borders (Soffietti et al., 2025). Research in environmental management and science communication demonstrates that clarity of language, cultural relevance, and the choice of communication media strongly influence how complex policies are understood by both practitioners and decision-makers (Karunaratne, 2023). When MSP concepts, often technical and abstract, are to be conveyed to diverse audiences, the challenge increases, particularly across linguistic and cultural boundaries. Along the Mediterranean's southern and eastern shores, blue economy sectors such as fisheries, aquaculture, renewable energy, and tourism are undergoing dynamic development while simultaneously facing mounting environmental pressures and climate-related risks. Several EU-funded initiatives, including MSPglobal, MSP-MED, and WestMED, have recognized the importance of strengthening dialogue with North African partners such as Algeria and Tunisia (UNESCO-IOC, 2021). However, despite shared priorities on sustainability, limited access to information in local languages and differences in terminology often constrain the participation of Arabic-speaking experts and policy makers in MSP debates (Seeberg & Völkel, 2022).

Addressing these challenges, the EMFAF project MEDIGREEN (Mediterranean Approach towards a Maritime European Green Deal in MSP) sought to bridge communication gaps through the design of multilingual, culturally adapted dissemination tools. The initiative explored whether purposefully designed communication materials could more effectively transmit MSP knowledge and blue economy concepts from EU contexts to Arabic-speaking coastal nations. The study presented in this paper is grounded in this broader goal. It builds upon literature on environmental communication, policy translation, and cross-cultural engagement, and on methodological precedents set by MSP-MED (Soffietti et al., 2022) and MSP-GREEN (Danenberga & Soffietti, 2023). Specifically, it addresses the hypothesis that purposefully designed communication tools can improve the understanding and accessibility of MSP concepts among Arabic-speaking policy makers and economic operators.

Three research questions guided the investigation:

1. Which communication channels are most effective for disseminating MSP and blue economy information in the Mediterranean context?
2. Which communications formats best translate complex policy concepts into accessible narratives for regional experts and stakeholders?
3. Which linguistic and cultural specificities should be considered when translating MSP concepts into Arabic to ensure conceptual fidelity and stakeholders' engagement?

The research followed a mixed-methods design combining expert consultation, participatory validation, and quantitative evaluation through interactive polling.

2 Methods

2.1 Phase 1 – Expert focus group and content co-design

An initial expert focus group was convened as an exploratory, co-design-oriented stage of the study. The 90-minute session involved nine participants from four Mediterranean countries—Tunisia (n = 2), Algeria (n = 1), Spain (n = 3), France (n = 2), and Italy (n = 1)—selected through purposive sampling based on their professional engagement with maritime governance, marine sciences, and the Blue Economy. Participants represented academia, governance and policy-related organisations, and Blue Economy initiatives. The Italian participant corresponded to the researcher conducting the study and acted primarily as facilitator, a role explicitly acknowledged in the research positionality.

The discussion was structured around five thematic areas: (i) objectives of MSP communication, (ii) target groups, (iii) priority contents, (iv) effective communication formats, and (v) dissemination channels. It was informed by existing MSP communication frameworks developed within EU-funded projects (MSP-GREEN D5.2; MSP-MED D5.3) and by literature on environmental communication effectiveness and stakeholder engagement (Karunaratne, 2023). The focus group was conceived as a collaborative and co-productive exchange rather than a unidirectional knowledge-extraction exercise. Arabic-speaking experts were positioned as contributors and co-producers in the design, interpretation, and dissemination of communication strategies, bringing institutional, cultural, linguistic, and governance-specific knowledge from non-EU Mediterranean contexts. This dialogic framing reflects the transboundary nature of MSP processes and strengthens the methodological approach by foregrounding mutual learning and enhancing the contextual relevance and legitimacy of the resulting communication outputs.

The discussion identified three priorities for MSP communication: (i) conveying key MSP concepts and benefits for sustainable blue growth through concise and visually engaging formats; (ii) referencing authoritative policy frameworks (e.g., the EU MSP Directive, the European Green Deal, the WestMED Initiative); and (iii) developing multilingual content (Arabic, French, English) adaptable to policy makers, economic operators, and technical experts. Based on these priorities, three communication formats were selected for development and testing: factsheets summarising MSP concepts and sectoral linkages; short social-media animations targeting broader and younger audiences; and flashcards as bilingual or trilingual quick-reference tools highlighting sectoral data and opportunities.

2.2 Phase 2 – Material development

The communication materials developed for this study comprised three complementary formats—factsheets, flashcards, and a short animated video—designed to translate key Maritime Spatial Planning (MSP) concepts and sectoral information on fisheries, aquaculture, marine renewable energy, and nature protection into accessible, visually structured messages for both non-specialist and institutional audiences. The factsheets consisted of two-page overviews combining narrative explanations with quantitative indicators, illustrated through sectoral clay-based visual motifs repeated consistently across language versions. Flashcards provided concise, single-topic summaries using icons, figures, and colour-coded patterns inspired by Mediterranean visual heritage (pp. 5–26), intended for rapid orientation, educational use, and bilateral exchanges. All materials were produced in Arabic, French, and English to support cross-border knowledge transfer.

The visual design was developed in continuity with the project’s established visual identity (MEDIGREEN, 2025), in full compliance with EU guidelines on emblem use, while deliberately extending beyond standard EU or Western visual codes. Narrative elements, regionally recognisable geometries, colour palettes, and handcrafted materials were employed to enhance cultural relevance and accessibility across Euro-Mediterranean contexts. The design workflow was implemented using Canva which, despite limitations as a non-professional design platform, enabled real-time collaborative editing with Blue Economy experts unfamiliar with specialised software. This facilitated iterative co-revision of content, visual hierarchies, and terminology across the three language versions, allowing experts from Algeria, Tunisia, and Spain to contribute directly to icon refinement, textual clarity, and linguistic appropriateness. The materials were co-created by communication specialists and native speakers, following EU guidance on MSP communication and visual identity. Arabic translations were reviewed to ensure alignment with regional governance discourse, using the term *تخطيط الحيز البحري* (*Takhtīṭ al-ḥayz al-bahrī*) for Maritime Spatial Planning. Content addressed the four MEDIGREEN priority sectors and drew on current regional data and trends from Plan Bleu, UNEP/MAP, and EU MSP projects.

Content development was informed by a targeted review of authoritative policy frameworks and technical guidance on MSP and the Mediterranean Blue Economy. Foundational MSP definitions were drawn from the MSPglobal International Guide (UNESCO-IOC/European Commission, 2021) and complemented by Western Mediterranean technical assessments (UNESCO-IOC, 2021). These were further contextualised through the PAP/RAC Conceptual Framework for MSP, which emphasises sustainability, conflict reduction, and coherence with Integrated Coastal Zone Management (ICZM) (PAP/RAC, 2023). Sectoral inputs were derived from FAO guidance on aquaculture spatial allocation (GFCM, 2024), regional Blue Economy assessments (World Bank, 2022; Karlı, 2024), and analyses of Mediterranean cooperation highlighting the need for harmonised knowledge exchange (InvestMed Project, 2023; Union for the Mediterranean, 2024).

Figure 1: the three formats



Source: www.medigreenproject.eu

2.3 Phase 3 – Validation workshop

The multilingual communication materials were subsequently evaluated during a dedicated MEDIGREEN validation session held in 2025. The session lasted approximately 30 minutes and involved 32 experts from Mediterranean countries, representing policy institutions, academia, civil society organisations, and industry actors engaged in ocean governance and the Blue Economy. The validation was designed as a rapid, collective assessment embedded within

a professional workshop setting, aiming to capture immediate, practice-oriented feedback on the proposed communication formats.

The effectiveness of the three communication formats (factsheets, animation, and flashcards) was assessed through a structured questionnaire administered via Mentimeter. The questionnaire combined Likert-scale items, ranking tasks, and open-ended questions to capture participants' perceptions of usability, clarity, dissemination potential, and linguistic adequacy. Responses were collected anonymously to encourage candid feedback.

The Likert-scale component comprised six items rated on a 7-point scale (1 = strongly disagree; 7 = strongly agree). These items evaluated: (1) the accessibility and ease of use of the factsheet; (2) its suitability for sharing with diverse audiences; (3) the effectiveness of the animation across social media and desktop environments; (4) the applicability of the animation in different professional contexts, such as workshops or training sessions; (5) the accessibility and ease of use of the flashcards; and (6) the potential for regular use of the flashcards in professional practice.

A ranking question then asked participants to prioritise the most suitable dissemination channels for Arabic-speaking contexts by ordering six predefined options: social media, conferences and events, one-to-one engagement, direct emails, traditional media, and newsletters. Finally, three open-ended questions explored linguistic and cultural dimensions of MSP communication. Participants were invited to identify MSP or Blue Economy terms perceived as difficult to translate into Arabic, to suggest policy wording requiring adaptation for Arabic-speaking audiences, and to propose additional communication approaches to strengthen MSP outreach in the region (e.g., infographics, storytelling, short videos, or enhanced regional collaboration).

2.4 Data analysis

Quantitative data were analysed using descriptive statistics to summarise central tendencies and dispersion, with particular attention to participants' preferences regarding communication channels and perceived effectiveness of the tested formats. For Likert-scale items, valid response counts, medians, and interquartile ranges were calculated to account for the ordinal nature of the data and minor variations in item-level response rates. Ranking responses were aggregated to identify relative prioritisation of dissemination channels across the participant group. Open-ended responses were analysed through inductive thematic coding to identify recurrent patterns related to communication tone, linguistic nuance, cultural resonance, and perceived barriers to translation. Codes were iteratively refined to ensure internal consistency and analytical clarity. Triangulation between quantitative findings and qualitative insights was used to develop an integrated interpretation of communication preferences and challenges among Mediterranean MSP stakeholders, strengthening the credibility of the results through convergence of evidence.

A limitation of this analysis lies in the rapid, workshop-based nature of the validation exercise and the non-probabilistic sampling of participants, which constrain the generalisability of the findings. The results should therefore be interpreted as indicative and exploratory, aimed at informing the iterative refinement of MSP communication tools rather than providing statistically representative conclusions.

3 Results

The study generated both quantitative and qualitative insights into the perceived effectiveness, usability, and dissemination potential of the three communication tools developed within

MEDIGREEN. A total of 32 participants contributed to the validation workshop survey, although response counts vary slightly across questions due to partial non-response.

3.1 Perceived effectiveness of communication formats

Descriptive statistics indicate that the factsheet format received the most consistently positive evaluations. It was rated highly in terms of ease of access (Mdn = 6, IQR = 5–7), with 25 of 29 respondents (86%) assigning scores within the positive range (5–7). A similarly strong pattern emerged for perceived ease of sharing (Mdn = 6, IQR = 5–7), with 24 of 29 respondents (83%) expressing agreement. The narrow interquartile ranges and the concentration of responses at the upper end of the scale indicate a high level of consensus that factsheets constitute a reliable and easily distributable medium for communicating MSP concepts across institutional, linguistic, and cultural boundaries. Qualitative comments from EU policy actors in particular highlighted the suitability of factsheets for inter-institutional exchange and briefing purposes. By contrast, evaluations of the animation format were more heterogeneous. When assessing its effectiveness across social media and desktop environments, respondents reported a median score of 5 (IQR = 4–6), with 16 of 28 respondents (57%) providing positive ratings. Similar variability was observed regarding the animation’s applicability to professional contexts such as workshops, classrooms, or training sessions (Mdn = 5, IQR = 3–7; 16 of 28 respondents, 57% positive). Responses spanned the full 1–7 scale, suggesting divergent expectations regarding the role of animated content. Qualitative feedback—originating primarily from EU-based policy and communication practitioners—emphasised the potential of short animations for public-facing outreach, particularly when segmented into brief clips and accompanied by multilingual subtitles. Flashcards were evaluated favourably in relation to intuitive access and introductory learning. The format achieved a median score of 6 (IQR = 5–7) for ease of use, with 24 of 28 respondents (86%) assigning high ratings. However, perceptions of their suitability for regular or sustained use were more mixed (Mdn = 4, IQR = 3–6). These results suggest that flashcards are perceived as effective tools for rapid orientation and first-contact explanation, but less suited as standalone instruments for ongoing MSP engagement. Qualitative comments from both EU and non-EU participants converged in framing flashcards as complementary rather than primary communication devices.

3.2 Preferences for dissemination channels

Ranking results revealed clear preferences regarding dissemination channels, reflecting both contemporary communication practices and regional specificities. Social media received the highest number of first-rank selections (7 participants, 22%), with rankings densely clustered in the top three positions. Participants—particularly those involved in policy communication—highlighted social media’s capacity to reach diverse audiences and to support visually driven, multilingual interaction. Conferences and technical events emerged as the second-most-preferred channel, receiving four first-rank votes and consistently high rankings, underscoring the continued importance of in-person professional environments for MSP knowledge exchange among institutional actors. One-to-one engagement displayed a relatively even distribution across ranking positions, indicating its perceived relevance for clarifying complex or sensitive MSP issues, especially in transboundary or bilateral contexts. Direct email communication occupied a mid-tier position, suggesting usefulness for targeted exchanges but limited reach for broader dissemination. Traditional media and newsletters were ranked lowest overall, receiving no first-rank selections and clustering toward the lower end of the scale, indicating declining perceived effectiveness within the evaluated stakeholder group.

3.3 Linguistic and cultural considerations

Qualitative responses addressing linguistic and cultural dimensions were provided primarily by Arabic-speaking participants. Contrary to initial expectations, most respondents reported limited difficulty in translating MSP and Blue Economy concepts into Arabic. Eight of the ten respondents explicitly indicated that they encountered no major translation challenges. Nonetheless, specific technical expressions—most notably *spatial planning*, *marine geodatabase*, and administrative terminology associated with governance instruments—were identified as problematic due to their technical specificity and the absence of standardised equivalents in commonly used administrative Arabic. Participants emphasised that such concepts often require contextual explanation rather than literal translation to avoid semantic ambiguity. Several respondents recommended simplifying bureaucratic language, adopting culturally resonant formulations, and integrating narrative or example-based phrasing to enhance comprehension. Suggestions for improving MSP communication in Arabic-speaking contexts included increased use of infographics, very short videos, storytelling structures, and platforms such as TikTok and YouTube. These recommendations reinforce patterns observed in the quantitative results, highlighting a preference for communication approaches grounded in visual immediacy, narrative scaffolding, and digital accessibility. Collectively, the findings indicate that linguistic accessibility in MSP communication is not merely a question of vocabulary, but is closely intertwined with conceptual familiarity, governance traditions, and prevailing communication practices. The results thus underscore the importance of co-designed, context-sensitive translation strategies when developing multilingual communication tools for transboundary MSP processes.

4 Discussion

The study's findings offer several insights relevant to the design of communication strategies for Maritime Spatial Planning in multilingual and transboundary contexts. First, the strong and consistent positive reception of fact-based visual formats—particularly factsheets and flashcards—indicates that stakeholders value tools that combine scientific accuracy with visual clarity and conceptual simplification. This supports established research on effective policy communication, which highlights the importance of reducing cognitive load and providing structured visual cues to support comprehension in complex governance domains (Taylor, 1983; Fraser Taylor, 1991; Karjalainen, 2014). In this sense, such formats operate as stabilising communication artefacts, enabling MSP concepts to circulate across institutional and linguistic settings with limited semantic drift. By contrast, the more heterogeneous evaluations of animated content point to the need for further experimentation with audiovisual narrative structures, pacing, and platform-specific optimisation. While animations were recognised—particularly by EU policy and communication actors—for their potential to support social media dissemination, their perceived effectiveness varied according to context of use. This finding resonates with policy translation literature, which frames communication not as a linear transfer of meaning but as an iterative process of adaptation, editing, and re-contextualisation across governance settings (Hassenteufel, 2019; Gipper & Greilich, 2024; Bešić et al., 2025,). From this perspective, animations emerge as flexible but contingent translation devices, whose success depends on alignment with audience expectations, platforms, and institutional practices.

Second, the results underscore the importance of terminological consistency and negotiated meaning in multilingual MSP communication. For French-speaking contexts, the established translation *planification de l'espace maritime* provides a stable institutional reference, while Arabic communication should follow nationally adopted terminology to ensure coherence and legitimacy; in this study, Maritime Spatial Planning was translated as *تخطيط الحيز البحري*.

Linguistic feedback indicates that MSP communication cannot be approached as a purely technical translation task. Instead, it requires terminological negotiation, consensus-building, and contextual adaptation. Difficulties encountered in translating foundational planning concepts, such as *spatial planning*, echo findings in policy translation and design-for-policy research, which show that administrative concepts often require semantic reframing and iterative testing when transferred across governance cultures (Bason, 2014; Cadarso, 2015). This suggests the value of developing shared Mediterranean reference tools—such as glossaries, worked examples, and visual metaphors—to collaboratively stabilise meaning across languages.

Third, the ranking of dissemination channels highlights the prominence of digital-first strategies, particularly social media, for transboundary MSP communication. At the same time, participants emphasised the continued importance of conferences and one-to-one interactions for engaging with complex planning concepts. This dual preference suggests that effective MSP communication strategies should adopt hybrid approaches, combining scalable digital dissemination with relational and dialogic formats that support institutional learning, trust-building, and contextual interpretation.

Building on these insights, future research could advance along three complementary directions. First, longitudinal testing of communication formats would allow researchers to assess how MSP communication tools perform over time in real institutional and community settings, including effects on comprehension, retention, and policy uptake. Second, the co-creation of multilingual and multisensory design templates could be explored through participatory design-for-policy approaches, enabling the development of adaptive formats that integrate cultural aesthetics, narrative structures, and local governance references, thereby enhancing transferability and legitimacy. Third, integrating insights from sustainability policy communication and behavioural science could strengthen MSP narratives by linking spatial planning objectives to broader societal concerns such as intergenerational equity, burden-sharing, and systems thinking (Bretschger & Valente, 2023).

In addition, future studies should more explicitly examine the role of intermediary actors—such as local authorities, non-governmental organisations, professional associations, and science communicators—in mediating and translating MSP messages. Operating at the interface between policy frameworks and everyday governance practices, these actors are well positioned to reinterpret technical concepts, contextualise narratives, and align MSP communication with local institutional cultures and socio-economic priorities. By acting as trusted brokers, intermediaries can reduce knowledge gaps, foster dialogue across scales, and enhance the inclusivity and practical uptake of MSP communication in multilingual and transboundary settings.

Taken together, these avenues point toward the development of a more coherent, inclusive, and adaptive Mediterranean communication ecosystem for MSP—one that recognises linguistic diversity, mobilises design thinking, and strengthens the communicative capacities underpinning transboundary marine governance.

5 Conclusions

This study suggests that purposefully designed, multilingual communication tools, co-created with experts from Algeria, Tunisia, and Spain, can enhance accessibility and dissemination of Maritime Spatial Planning and blue-economy knowledge across the Euro-Mediterranean region. By grounding the content in authoritative policy and sectoral documents (as systematised in MSP-GREEN, 2024) and applying sustainability-driven communication design principles, the materials effectively addressed both the cognitive and cultural

dimensions of cross-border knowledge transfer. The validation results suggest that factsheets and flashcards are well-received, while animations show strong potential in digital dissemination contexts despite moderate usability scores. Crucially, the linguistic dimension remains central: consistency of terminology, cultural appropriateness of phrasing, and the strategic combination of text, visuals, and narrative structures are decisive for ensuring comprehension among Arabic-speaking policy makers and economic operators. In line with scholarship on effective policy and sustainability design (Bretschger & Valente, 2023; Cadarso, 2015; Taylor, 1983), the findings underscore that communication is not peripheral to MSP but intrinsic to its governance function. As Mediterranean states move towards harmonised, ecosystem-based planning frameworks, investment in multilingual, evidence-based communication strategies will be essential. Future work should prioritise iterative testing, platform-specific dissemination strategies, and the development of shared terminology, thereby contributing to more inclusive, coherent, and resilient transboundary MSP cooperation. Nonetheless, further and broader studies will be needed to evaluate the effective impact of tools over time and over broader section of the population.

Acknowledgment

The study was carried out with the support of the EMFAF co-funded project MEDIGREEN (MEDiterranean Approach towards a Maritime European GREEN Deal in MSP - Grant Agreement No. 101182580). And is supported by the Water Lab of the Iuav University of Venice.

References

- Bason, C. (2014). *Design for policy*. Ashgate.
- Bertola, P., & Manzini, E. (2004). *Design multiverso: Appunti di fenomenologia del design*. POLI.design.
- Bešić, A., Diedrich, A., & Karabegović, D. (2025). Translating policy harmonization into practice—The case of the EU Blue Card Directive. *European Policy Analysis*, 11(1), 94-113. <https://doi.org/10.1002/epa2.1234>
- Bretschger, L., & Valente, S. (2023). Effective policy design for a sustainable economy. *European Economic Review*, 155, 104462. <https://doi.org/10.1016/j.eurocorev.2023.104462>
- Cadarso, M. (2015). Sustainable communication design principles, Version 2.0. *Procedia Manufacturing*, 3, 5993–6000. <https://doi.org/10.1016/j.promfg.2015.07.700>
- Danenberga, A., & Soffiatti, F. (2023). *Communicating the Maritime Green Deal: A companion for MSP practitioners, decision makers and marine sustainability communicators (Deliverable D5.2)*. MSP-GREEN: GA101081314-EMFAF-2021-PIA-MSP.
- European Commission: Executive Agency for Small and Medium-sized Enterprises. (2020). *Communicating MSP – An inspiring era of cooperation between institutions*. <https://data.europa.eu/doi/10.2826/89592>
- EUSAIR – EU Strategy for the Adriatic and Ionian Region. (n.d.). *EUSAIR official website*. European Commission. <https://www.adriatic-ionician.eu/>
- European MSP Platform. (n.d.). *European Maritime Spatial Planning Platform*. European Commission. <https://maritime-spatial-planning.ec.europa.eu/>
- General Fisheries Commission for the Mediterranean. (2024). *Manual on the use of geographic information systems for the identification of allocated zones for aquaculture*. Food and Agriculture Organization of the United Nations. <https://doi.org/10.4060/cd2378en>

- Gipper, A., Greilich, S. (2024). Translation Policy and the Politics of Translation: Introductory Remarks on Dimensions and Perspectives. In: Flüchter, A., Gipper, A., Greilich, S., Lüsebrink, HJ. (eds) *Übersetzungspolitiken in der Frühen Neuzeit / Translation Policy and the Politics of Translation in the Early Modern Period. Übersetzungskulturen der Frühen Neuzeit*, vol 3. J.B. Metzler, Berlin, Heidelberg. https://doi.org/10.1007/978-3-662-67339-3_2
- Hassan, F., de Trafford, A., & Youssef, M. (Eds.). (2008). *Cultural heritage and development in the Arab world*. Bibliotheca Alexandrina.
- Hayajneh, H. (2025). Against all odds: Keeping intangible cultural heritage in the Arab world vibrant. In C. Wulf (Ed.), *Handbook on intangible cultural practices as global strategies for the future*. Springer. https://doi.org/10.1007/978-3-031-72123-6_20
- InvestMed Project. (2023). *Blue economy within the Mediterranean region: The role of regional collaboration*. <https://www.enicbcmcd.eu/deliverable/investmed-policy-paper-blue-economy-within-mediterranean-region-role-regional>
- Karjaluoto, E. (2014). *The design method: A philosophy and process for functional visual communication*. New Riders.
- Karunaratne, G. (01 2023). Effective Strategies for Communicating Environmental Management Policies to the Public.
- Karlı, A. (2024). Sustainable blue economy policy in Turkey: Challenges and opportunities. In W. Leal Filho, I. R. Abubakar, I. da Silva, R. Pretorius, & K. Tarabieh (Eds.), *SDGs in Africa and the Middle East Region: Implementing the UN Sustainable Development Goals – Regional Perspectives* (pp. 1–21). Springer. https://doi.org/10.1007/978-3-030-91260-4_23-
- Lin, Y. (2022). Social media for collaborative planning: A typology of support functions and challenges. *Cities*, 125, 103641. <https://doi.org/10.1016/j.cities.2022.103641>
- MEDIGREEN. Soffiatti F., Carella F., Musco F., Meggiato A., Gutierrez Ruiz E., Campillos Llanos M, Cervera Núñez C., Marasović T. (2025) MEDIGREEN Communication Plan. Medigreen, GA-101182580. <https://medigreenproject.eu/wp-content/uploads/2025/06/Communication-Plan.pdf>
- MED-MSP Community of Practice. (n.d.). *MED-MSP CoP resource page*. European MSP Platform. <https://maritime-spatial-planning.ec.europa.eu/msp-resources/med-msp-cop>
- Ministère de l'Environnement et des Énergies Renouvelables. (2015). *Stratégie nationale de gestion intégrée des zones côtières en Algérie*. Government of Algeria. <https://faolex.fao.org/docs/pdf/alg215561.pdf>
- MSP-GREEN. Ramieri, E., Bocci, M., Capurso, G., Soffiatti, F., et al. (2024). *Recommendations on making MSP in the EU an enabler of the Green Deal (Deliverable D4.1)*. <https://mspgreen.eu/wp-content/uploads/2024/12/D4.1-final.pdf>
- PAP/RAC. (2023). *Conceptual framework for implementing Marine Spatial Planning in the Mediterranean*. UNEP/MAP. https://wedocs.unep.org/bitstream/handle/20.500.11822/44723/23ig26_22_2610_eng.pdf
- PAP/RAC. (n.d.). *ICZM/MSP Platform*. <https://msp.iczmplatform.org/>
- Santoro, F., et al. (Eds.). (2017). *Ocean literacy for all – A toolkit*. IOC/UNESCO & UNESCO Venice Office.
- Soffiatti, F., Carella, F., Musco, F., Meggiato, A., Gutierrez Ruiz, E., Campillos Llanos, M., Cervera Núñez, C., & Marasović, T. (2025). *MEDIGREEN Communication Plan*.

- MEDIGREEN, GA-101182580. <https://medigreenproject.eu/wp-content/uploads/2025/06/Communication-Plan.pdf>
- Soffiatti, F., El Hage, H., Carella, F., Musco, F., & Bassan, N. (2022). *Deliverable D5.3: Visually communicating MSP in the MED. Review of project dissemination actions and campaigns.* IUAV/MSP-MED. <https://mspmed.eu/wp-content/uploads/2022/11/D53-mspmed.pdf>
- Terzi, A. (2020). Crafting an effective narrative on the green transition. *Energy Policy*, 147, 111883. <https://doi.org/10.1016/j.enpol.2020.111883>
- UNESCO-IOC. (n.d.). *MSPglobal initiative.* <https://www.mspglobal2030.org/msp-global/>
- UNESCO-IOC. (2021). *Technical report on current conditions and compatibility of maritime uses in the Western Mediterranean.* UNESCO.
- UNESCO-IOC. (2021). *MSPglobal policy brief: Identifying existing and future conditions in Marine Spatial Planning.* UNESCO.
- UNESCO-IOC & European Commission. (2021). *MSPglobal International Guide on Marine/Maritime Spatial Planning.* UNESCO.
- United Nations Environment Programme. (2005). *Communicating sustainability: How to produce effective public campaigns.*
- United Nations Environment Programme. (2016). *Mediterranean Strategy for Sustainable Development (MSSD).*
- Union for the Mediterranean. (2021). *Ministerial declaration on sustainable blue economy.* <https://ufmsecretariat.org/wp-content/uploads/2021/02/Declaration-UfM-Blue-Economy-EN-1.pdf>
- Union for the Mediterranean. (2024). *Towards a sustainable blue economy in the Mediterranean region.* <https://ufmsecretariat.org/publication-speech/towards-sustainable-blue-economy-mediterranean-region-2024-edition/>
- WestMED Initiative. (n.d.). *WestMED Initiative website.* <https://westmed-initiative.ec.europa.eu/>
- World Bank (2022). *L' économie bleue en Tunisie : Opportunité pour un développement intégré et durable de la mer et des zones côtières» Banque mondiale. 2022. World Bank, Washington, DC.* <https://www.banquemondiale.org/fr/news/press-release/2023/01/25/world-bank-report-blue-economy-offers-opportunities-for-sustainable-growth-in-tunisia>
- Zaucha, J., Gee, K., Ramieri, E., Neimane, L., Alloncle, N., Blažauskas, N., Calado, H., Cervera-Núñez, C., Kuzmanović, V. M., Stancheva, M., Witkowska, J., Schütz, S. E., Zapatero, J. R., & Ehler, C. N. (2024). Implementing the EU MSP Directive: Current status and lessons learned in 22 EU Member States. *Marine Policy*, 171, 106425. <https://doi.org/10.1016/j.marpol.2024.106425>