

# Communicating the Maritime Sustainability: Analysis of Main EU policies from a Maritime Spatial Planning Perspective

Folco Soffietti , Annija Danenberga , Fabio Carella , Martina Bocci , Francesco Musco

*Iuav University of Venice, Italy*

## Abstract

The European Green Deal (EGD) is a comprehensive framework that seeks to transform the European Union into a climate-neutral, resource-efficient, and socially inclusive economy. Within this transition, the maritime and coastal dimensions represent both an opportunity and a challenge, as they encompass strategic sectors—energy, transport, fisheries, food systems, and tourism—whose interactions require coordinated, cross-sector governance. Maritime Spatial Planning (MSP) has been identified as a key enabler of the Green Deal’s implementation in marine areas; yet, while its legal and technical foundations are well established, its communicative dimension remains under-theorised.

This paper examines how communication and engagement are conceptualised across eleven EU policy frameworks linked to the Green Deal, including recent communications such as the European Ocean Pact and the Vision for Agriculture and Food. Through a qualitative desk review, the study identifies evolving communication patterns, from technocratic information provision toward emerging integrative structures—dashboards, boards, literacy initiatives, and digital participatory tools. Findings show that although EU policies increasingly emphasise transparency, participation, and citizen empowerment, they lack a cohesive communicative strategy that consistently links institutional, scientific, and cultural narratives. MSP is discussed as a potential interface through which such narratives can be spatialised and made accessible.

The paper proposes a framework for “Maritime Green Deal Communication” based on three dimensions—flows, narratives, and design—intended to foster ecosystem-based governance and marine ecological citizenship.

**Keywords:** Policy Communication; Sustainability; Science-Policy Interface; Communication design; Ecological Citizenship.