



BASMATI

Baltic Sea Maritime Spatial Planning
for Sustainable Ecosystem Services

Public information package

Deliverable 7.2



BONUS BASMATI

Public information package –
brochures, web pages, social
media presence

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BONUS BASMATI in brief

BONUS call 2015:

Blue Baltic

Project coordinator:

Henning Sten Hansen, Aalborg University, Denmark

Project partners:

Aalborg University, Denmark (AAU)
Aarhus University, Denmark (AU)
Finnish Geospatial Research Institute, Finland (FGI)
Latvian Institute of Aquatic Ecology, Latvia (LIAE)
Leibniz Institute for Baltic Sea Research Warnemünde, Germany (IOW)
Nordregio, Sweden (Nordregio)
University of Turku, Finland (UTU)

Duration:

3 years, 7/2017 – 6/2020

Key theme addressed:

Theme 4.3 Maritime spatial planning from local to Baltic Sea region scale

Subthemes:

Theme 2.3 Integrated approaches to coastal management and Theme 4.1 Governance structures, policy performance and policy instruments

https://www.bonusportal.org/projects/blue_baltic_2017-2020

Abstract:

Maritime Spatial Planning (MSP) requires a spatially explicit framework for decision-making, and on that background the overall objective of BONUS BASMATI is to develop integrated and innovative solutions for MSP from the local to the Baltic Sea Region scale. Based on the results of former MSP projects, the BONUS BASMATI project sets out to analyse governance systems and their information needs regarding MSP in the Baltic Sea region in order to develop an operational, transnational model for MSP, while maintaining compliance with existing governance systems. It also develops methods and tools for assessments of different plan-proposals, while including spatially explicit pressures and effects on maritime ecosystem services in order to create a spatial decision support system (SDSS) for the Baltic Sea region to facilitate broad access to information. During the project running until 2020, new data will be produced and tested in assessments corresponding to policy goals. The data will support analysis regarding ecosystem services: provisioning, regulating, and cultural services. A central aim of the project is to facilitate cross-border collaboration, and the project is carried out in close cooperation with relevant stakeholders in the Baltic Sea Region. The impact of the project will be facilitated and assessed in transnational case studies, where integrated solutions are required. The local scale will consist of case study areas in the South-West Baltic, the Latvian territorial and EEZ waters including open part of the Baltic Sea and the Gulf of Riga, and across the region, a pan-Baltic case study will be performed.

1 Visual identity of BONUS BASMATI

Communication and dissemination are at the heart of the BONUS BASMATI activities. External dissemination is aimed at a broad range of people, institutions and organisations for whom BONUS BASMATI results are of interest from the academic and implementation points of view. The BONUS BASMATI project aims at uniform visual appearance in all material. The visual identity of the BONUS BASMATI project complies with the requirements of the BONUS programme, and reflects the contents of the project.

The colour scheme of the visual appearance is based on the project logo. Selected imagery is repeatedly used to create a consistent BONUS BASMATI style. In general, visual presentation plays a central role in the communication and dissemination material.

2 BONUS BASMATI logo

The project logo reflects the aim to develop integrated and innovative solutions for maritime spatial planning and spatial decision support systems in order to promote interactive multi-level, multi-stakeholder and cross-sector governance. The project logo is available in different layouts to be used in different contexts (Figure 1).



Figure 1.
Examples of BONUS BASMATI logo layouts.

3 Web page

The BONUS BASMATI web pages are available at the EU domain: www.bonusbasmati.eu. The language of the website is English, and the pages are designed for browsers and mobile devices (produced with WordPress). The website provides all relevant information, such as news and results of the BONUS BASMATI project (Figure 2).

On the front page, the project is shortly introduced. The sub-pages contain, for instance:

- project presentations and videos,
- information on the case studies,
- calls to project events (e.g. stakeholder and end-user meetings, PhD courses),
- deliverables and publications, and
- partner information and contact information.

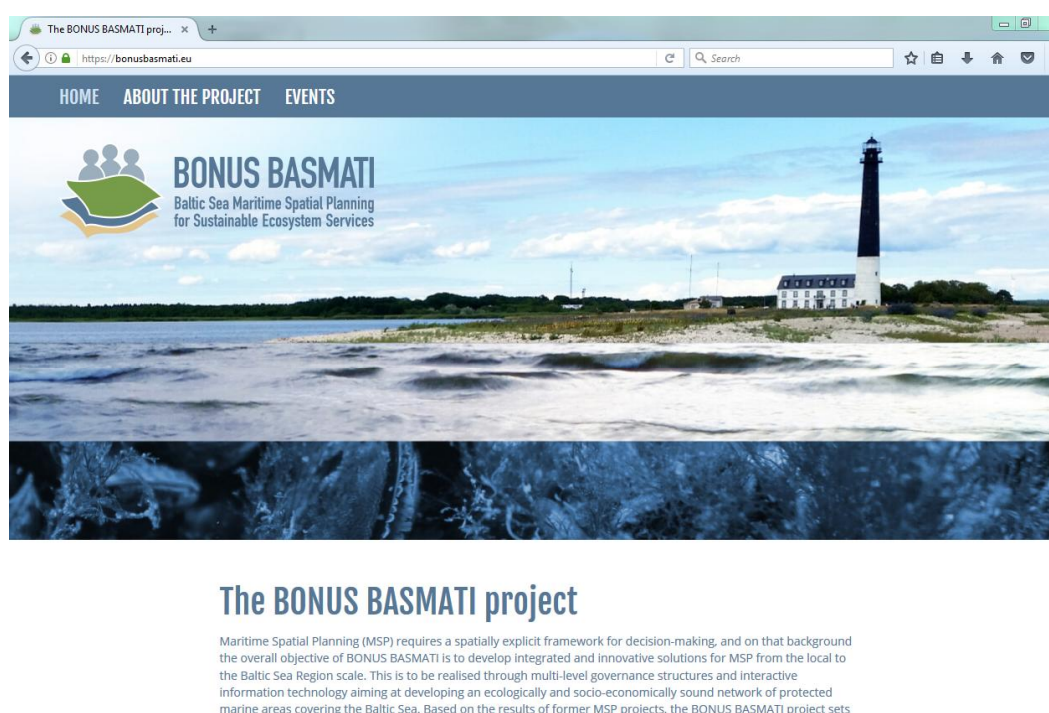


Figure 2.

A view of the [bonusbasmati.eu](https://www.bonusbasmati.eu) front page.

In addition to the project description, the pages include information on the BONUS BASMATI case studies, stakeholder involvement, project partners, as well as upcoming and past events organised during the project period (Figure 3). The content will be updated and added throughout the project period. The navigation bar will therefore be updated with new titles and subtitles as the project proceeds.

About the project

Case studies

Danish-German case study

Latvian case study

Pan-Baltic case study

Stakeholders

Partners

Pan-Baltic case study

The pan-Baltic case, covering the entire Baltic Sea area, concentrates on international and offshore activities, i.e. maritime tourism and commercial shipping. These two business sectors are different in terms of spatial requirements and exploitation of marine and coastal ecosystem services (MCES). Both business sectors have synergies and conflicts with other activities using the sea and MCES.

The issues of maritime transport and tourism will be addressed in order to focus on the main cross-border stakeholder aspects. The aim is to produce information on stakeholder views and requirements concerning the transboundary and cross-border aspects of the spatial decision support systems. The Pan-Baltic case will query, for example, the estimates for the future spatial needs regarding both industry sector, as well as their conceptions on ecosystem services, MSP, and stakeholder involvement.



BONUS BASMATI contact: hsh@plan.aau.dk

Event categories

Project meetings

Stakeholder events

PhD courses

Project workshop in Riga

Start date: 24.10.2017

End date: 26.10.2017

Location: Riga, Latvia

A workshop for BONUS BASMATI project partners was organised in Riga to discuss the work package 6. The aim of the workshop was to start detailed elaboration of three strategic case study areas which will further function as test-beds for the development of a decision support system (Baltic Explorer tool).

Latvian case study located in the Latvian territorial and EEZ waters, covering both the open Baltic Sea coast and the Gulf of Riga will focus on valuation of alternative sea use options in the light of designating the marine protected areas. Denmark – Germany case study will be investigated based on aquaculture expansion activity. The third is pan-Baltic case study focusing on maritime transport and tourism. Approaches to integrate marine ecosystem services into MSP in each case study are discussed.



Figure 3.

Example views of the BONUS BASMATI web page content.

4 Social media presence

4.1 Twitter

BONUS BASMATI has a Twitter account: [@bonusbasmati](https://twitter.com/bonusbasmati) (Figure 4). It provides information on the events, results, and progress of the project. The Twitter account aims to facilitate discussion with other scientists and stakeholders, and to provide information for the general public.



Figure 4.
A view of the BONUS BASMATI Twitter account.

4.2 LinkedIn

The BONUS BASMATI LinkedIn group has been established to facilitate discussion with other scientists, stakeholders and the broad public (Figure 5).

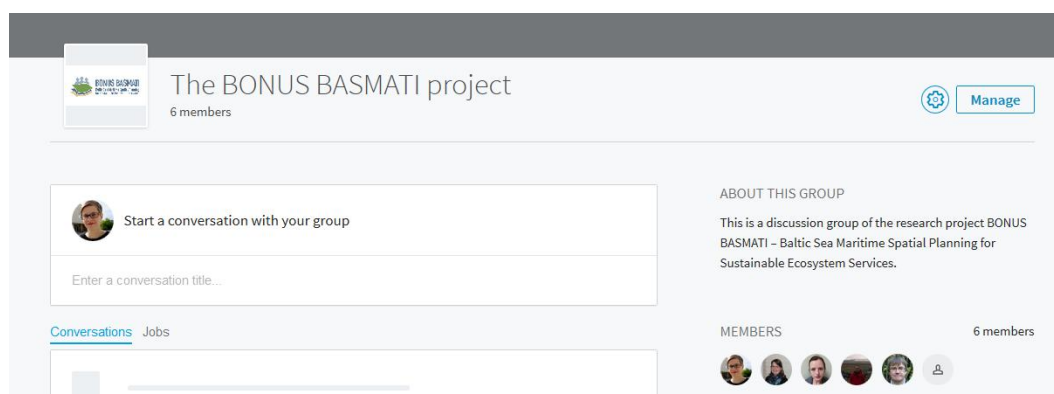
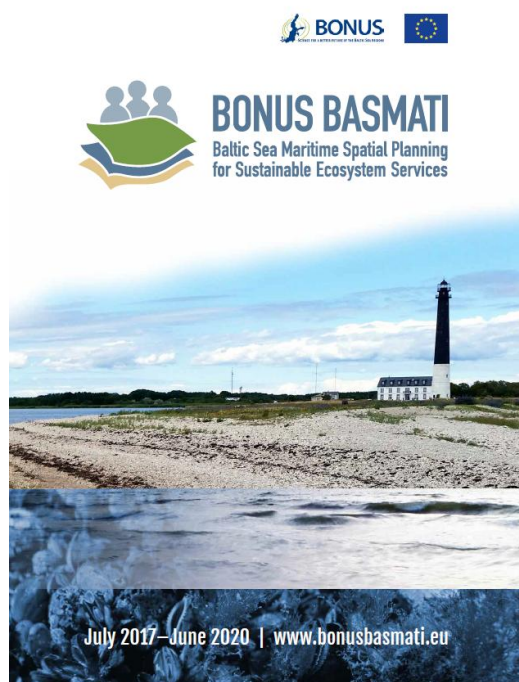


Figure 5.
A view of the BONUS BASMATI LinkedIn discussion group.

5 Brochure

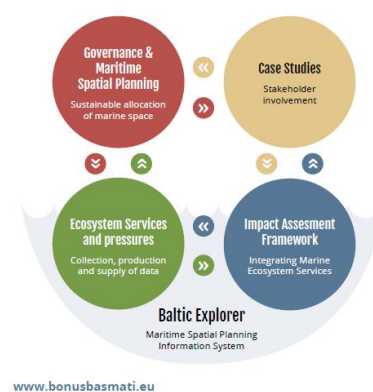
The first BONUS BASMATI project brochure was designed to shortly describe the project outline for the target groups and general audience (Figure 6). BONUS BASMATI will publish a second brochure at the closing stages of the project, illustrating the project activities and its main findings.



About the BONUS BASMATI project

The BONUS BASMATI project focuses on Maritime Spatial Planning (MSP) and marine and coastal ecosystem services. It analyses governance systems in the Baltic Sea region in order to develop a transnational model for MSP. A major outcome will be a MSP tool called Baltic Explorer - a spatial support system designed to support MSP processes around the Baltic Sea.

The Baltic Explorer facilitates broad access to information. It helps planners and stakeholders to overcome some of the challenges of cross-border MSP, especially related to mapping and management of ecosystem services. The tool will be developed with the help of its end-users and it will be tested in three BONUS BASMATI case studies. Cross-border collaboration and stakeholder involvement play a crucial role in the project.





Contact information

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[@bonusbasmati](https://twitter.com/bonusbasmati)

www.bonusbasmati.eu



BONUS BASMATI partners



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Figure 6.

Layout pages from the BONUS BASMATI project introduction brochure.

6 Other communication material

As the BONUS BASMATI aims to have a coherent visual appearance in its communication and dissemination tasks, templates for reports, presentations, and posters have been designed (Figure 7). This deliverable on the public information package, for instance, is written on the report template.

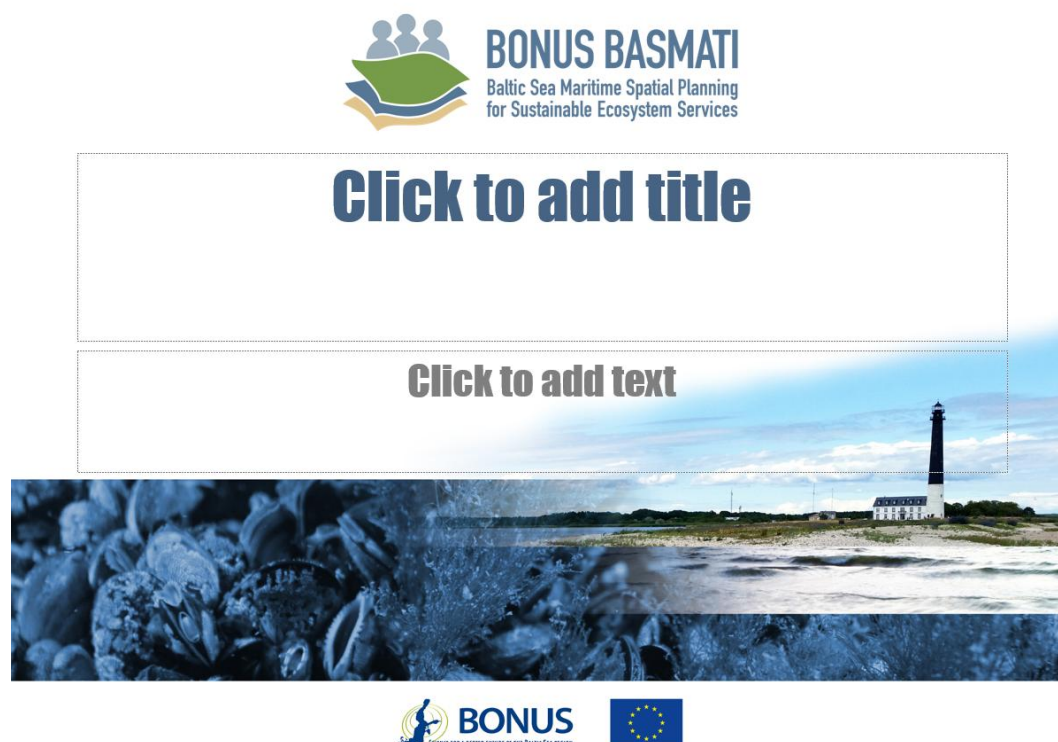


Figure 7.

BONUS BASMATI PowerPoint template for project presentations.

In addition, there are two roll-ups to be used in, for example, external project meetings and events (Figure 8). New communication and dissemination material will be created during the project period. For example, BONUS BASMATI newsletters will be distributed annually to announce project progress, events and results. For internal use, the project partners utilize OneDrive in data and information sharing.



Figure 8.

BONUS BASMATI roll-up

