



## Key messages from 5th International MSPforum & 3rd International Conference on MSP

# CAPACITY DEVELOPMENT AND AWARENESS

# Capacity development and awareness



Issues/Challenges:	Recommendations:
Lack of resources.	<ul style="list-style-type: none"><li>• Depending on the reality of the sector, they may need financial support to participate.</li><li>• Many processes are project-oriented, once the project ends, MSP ends. Government must commit resources.</li></ul>
Message might not be easy to transmit.	<ul style="list-style-type: none"><li>• Be culturally aware, use local references that sectors can identify with.</li><li>• Think outside the box, for example develop coastal models that can physically show land and sea interactions in an easy-to-understand way.</li><li>• Consider music, theatre, art, cartoons, or other mediums as a way to transmit the message.</li><li>• Take a layered approach, consider an intermediary that can bring them in.</li><li>• Identify champions or ambassadors that can take the message to the necessary people.</li><li>• Think like your audience, why is it important to me?</li></ul>

# Capacity development and awareness



Issues/Challenges:	Recommendations:
<p>Lack of awareness and knowledge on the value of the ocean and relevance MSP, as well as on how humanity relies on the ocean for its wellbeing.</p>	<ul style="list-style-type: none"><li>• Raise awareness on the importance of the ocean for society, investing resources in education on the climate change – ocean nexus.</li></ul>
<p>Insufficient transparency in decision-making and how stakeholders can be involved and contribute to MSP, particularly for stakeholders that do not usually participate in MSP.</p>	<ul style="list-style-type: none"><li>• Mainstream educational programmes adapted to different stakeholders, considering their education and literacy levels. Include planners as well.</li></ul>
<p>Engage the general public and communities is not easy (missing stakeholders in MSP events), and it is costly and time-consuming.</p>	<ul style="list-style-type: none"><li>• Give the opportunity for stakeholders to participate in MSP by hosting events close to them and investing in dissemination of information.</li><li>• Define engagement rules to make their engagement efficient.</li></ul>

# Capacity development and awareness



## Issues/Challenges:

Sometimes politicians come into the MSP process at the end just to sign it off. As consequence, they do not understand MSP, which lacks support across government.

In some countries, there is a Ministry of the Sea, in others there are lots of departments in charge of MSP. Both situations have issues in establishing common objectives and coordination.

## Recommendations:

- Involve politicians from the beginning of plan making and keep involved through all planning cycles (i.e., development, implementation, monitoring and revision).
- Need high-level sponsorship and leadership for MS, such as commitment from Prime Minister/President and inclusion in government programme to ensure all institutions are committed to MSP.

## Key words:

- MULTI- (multi-disciplinary, multi-scalar, multi-cultural)
- “hands on” sensorial learning experiences
- Learning partnerships
- People
- Translate “jargon”
- Youth energy to drive



**unesco**

Intergovernmental  
Oceanographic  
Commission

Regional MSPforums

Thank you! ¡Gracias! Merci !

The final reports with all key messages of both events will be available soon on the MSPglobal website:

[www.mspglobal2030.org](http://www.mspglobal2030.org)