COMMUNICATION OF MARITIME SPATIAL PLANNING

Ana Vitoria Magalhães
Great communication starts with connection.

Oprah Winfrey
WHY?

WHY YOU WANT TO COMMUNICATE?
WHY THIS WILL IMPACT PEOPLE LIFE?
Dolly, Sheldon and DNA... all they have something in common.
AN IMAGE SAY MORE THAN THOUSANDS WORDS
➤ Extensive slides are exhausting, please don’t do that
➤ You will certainly lose your audience especially if they are not specialists on what you are saying
➤ Forget the idea that big slides are explanatory, they are not
➤ Too much text visually pollutes the presentation
➤ Don’t overdose your audience by providing too many details
➤ People get tired easily and will never read it all
➤ Also, moderate the colors, use pallets! And don’t use comic sans! (Please)
➤ Select wisely your images
INSTEAD

➤ Choose images, pallets of colors and be clean

![Color Palette]

➤ Be objective

➤ Select the best message to the specific audience

➤ Symbols are allowed
KEEP IT SIMPLE

➤ Split your message in more slides

➤ Use support materials

➤ Videos, visuals, slido, platforms

➤ Interact with the audience

➤ **Understandable** graphics are useful
FIND THE PROBLEM

E.G: INCREASING OF OCTOPUS POPULATIONS BY CLIMATE CHANGE,
MARITIME SPATIAL PLANNING SERVE AS A MITIGATION TOOL TO PROMOTE LAND AND SEA INTERACTIONS
COMMUNICATE THE PROBLEM
MY NAME IS JOHN, AND I WANT TO GET MARRIED AND HAVE KIDS.

MY DREAM, BUY A HOUSE CLOSE TO THE REEF VIEW.

MY POPULATION IS GROWING...

STORY TELLING

➤ Use characters

➤ Tell a history

➤ Will your grandmother understand?

➤ Repetition, alignment, font, size, graphics, images
JOHN, THE OCTOPUS

MY FRIENDS ARE DYING.

OVER FISHING

BAD ALGAE BLOCKS OUR SUN, WHAT THEY CALL EUTROPHICATION

CLIMATE CHANGE...

MARINE POLLUTION EVERYWHERE...

WHAT IF WE TALK?

HOW WILL I HAVE KIDS AND BUY HOUSE, GET MARRIED ON THIS SCENARIO? ...
CLIMATE CHANGE AND OVERFISHING
Dead zones
Climate change
Fish mortality
Increase octopus populations
They are buying houses everywhere!!!!
TIME IS RUNNING

MARITIME SPATIAL PLANNING!

EUREKA!
WITHOUT MARITIME SPATIAL PLANNING

CONFLICTS...
MARITIME SPATIAL PLANNING
WITH MARITIME SPATIAL PLANNING

ORGANIZATION OF THE SPACE!
IT COULD SOLVE MY PROBLEM!

MORE FRIENDS!

CLEAN WATER AND LESS ALGAE BLOOMS!

PROPER RECYCLABLE SYSTEMS AND CITIES...

THE SCENARIO COULD BE REVERTED TO...

SUSTAINABLE FISHING

CLIMATE RESILIENCE...

FIND THE BALANCE

DREAM CAN COME TRUE
Nothing in science has any value to society if it’s not communicated.

-Anne Roe
DON'T FORGET TO...
COMMUNICATE !
THANK YOU

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Much of this work used imagination, however it can be applied to real cases

http://www.sciencemag.org/news/2016/05/world-octopus-and-squid-populations-are-booming
