

Interreg
Baltic Sea Region



Co-funded by
the European Union



BLUE ECONOMY

Baltic Sea2Land

Tools for Multi-Level Governance

Blue Mission Banos Workshop

Sopot | 29.04.2025.

Anete Bērziņa, Anu Printsman, Manuel Frias, Tarmo Pikner

<https://interreg-baltic.eu/project/balticsea2land/>



Baltic Sea2Land

Fostering integrated governance for the joint sustainable use of human and natural capital in the near shore zone

- Interreg Baltic Sea Region Programme 2021–2027 (Project Number #C018)
- Project webpage: <https://interreg-baltic.eu/project/balticsea2land/>
- 13 partners and 6 associated partners
- 3 447 155,80 *euros*
- 2023–2025

Interreg
Baltic Sea Region



Co-funded by
the European Union



BLUE ECONOMY

Baltic Sea2Land



Project key event



5th BALTIC MSP FORUM

11-12 November 2025 Riga, Latvia

Navigate planning through changes!

- Planners in changing world • Effective use of space • Cross-sectoral cooperation • Coastal economy
- 50+ speakers • 9 parallel sessions • Maritime & coastal planning Expo • Country insights on MSP topics

The poster features a scenic aerial view of a coastline with a dense forest and a sandy beach. The text is overlaid on the top half of the image. At the bottom, there are two horizontal bars: a green one for the first set of bullet points and an orange one for the second set.




Menti time

Open [menti.com](https://www.menti.com)

Enter the code **2167 2182**

<https://www.menti.com/alex6bkd5r91q>



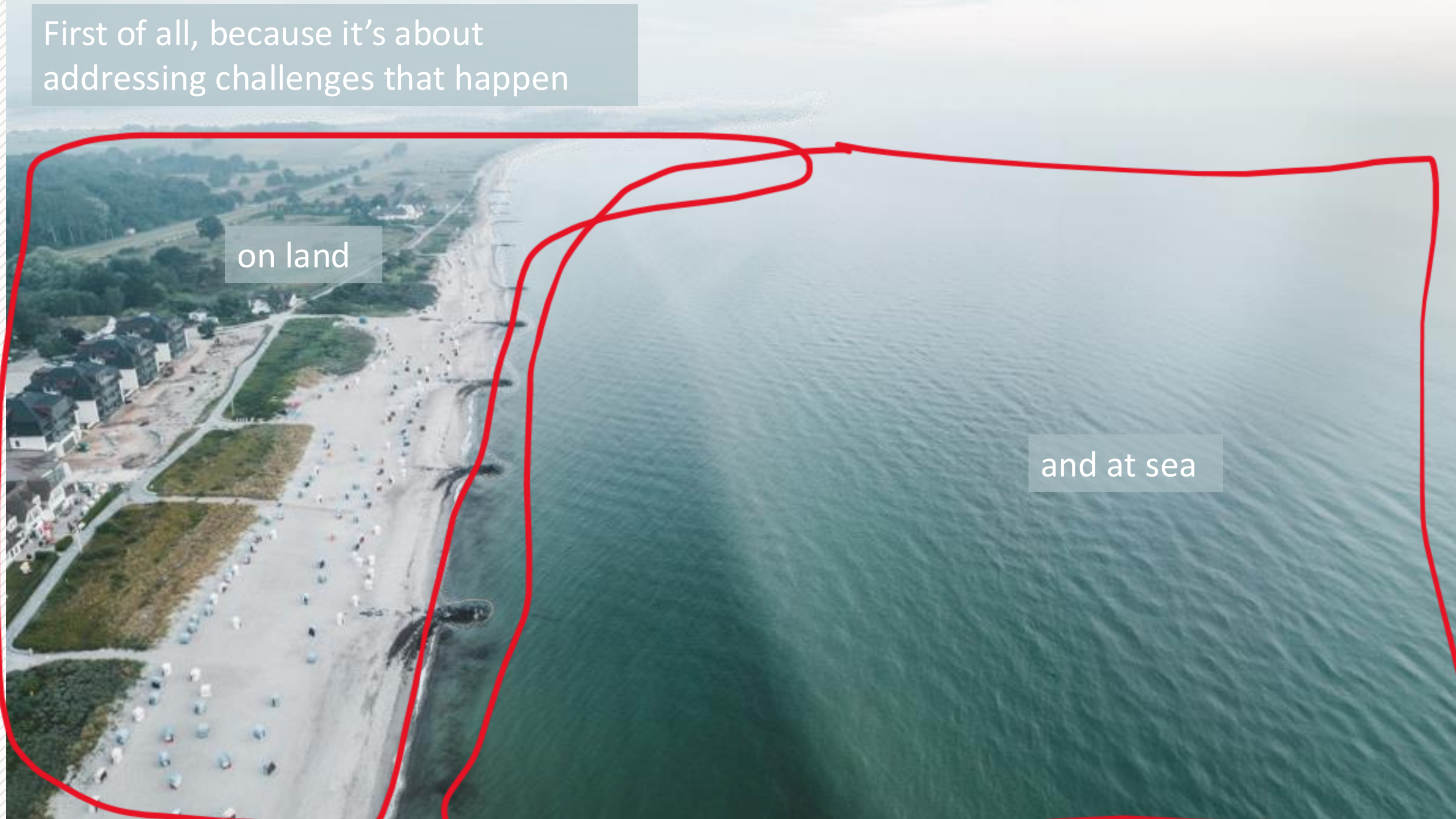
An aerial photograph of a coastal area. In the foreground, a sandy beach is crowded with many colorful beach umbrellas. To the left, there are residential buildings and a paved road. The ocean extends to the horizon under a clear sky. A semi-transparent grey rectangular box is overlaid on the upper left portion of the image, containing white text.

Coastal and maritime spatial planning
are **complex** topics

First of all, because it's about addressing challenges that happen

on land

and at sea



Secondly, there is a number of legislation at different levels that oftentimes overlap each other.

International legislation

EU MSP Directive

EU MSFD

EU Water Framework Directive

Local, regional, national jurisdiction



Thirdly, there are many uses that connect land and sea



If you are a planner, you may feel overwhelmed and wonder how to tackle all these challenges.

It would perhaps be useful to have a guideline to plan all uses, considering all stakeholders and all governance levels.

I am lost! Are there any guidelines available?





Step-by-step guide

Imagine if we had a step-by-step guide to help with the planning issues





Step-by-step guide



Find spatial data

Imagine if we had a place to
find all spatial data related to
the planning



Step-by-step
guide



Find spatial
data



Find
information

Imagine if we had a place
to find all information
related to laws,
documents, etc.

Baltic Sea2Land Navigator

Well, we are glad to tell you that there is a tool that does all that and more. It is called... The Sea2Land Navigator.

The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data, and a range of tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)



[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)



[Knowledge Hub](#)


Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)

Baltic Sea2Land Navigator

In the Navigator, you will find a guide to lead you step-by-step in your planning. It's what we call the MLG Tool.

The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data, and a range of tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)



[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)



[Knowledge Hub](#)

Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)

Baltic Sea2Land Navigator



The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data, and a range of tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.

There is also geographical data.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)



[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)



[Knowledge Hub](#)

Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)

Baltic Sea2Land Navigator



And information
about valuable
practices, docs...

The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data and tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)



[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)



[Knowledge Hub](#)


Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)

Baltic Sea2Land Navigator



The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data, and a range of tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)



[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)

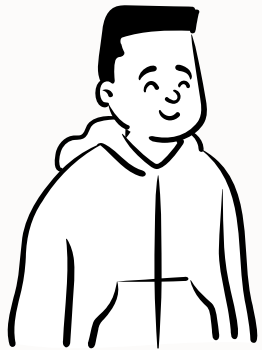


[Knowledge Hub](#)

Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)

What are the sectors involved?



How do I identify the stakeholders affected by the situation?



How do I involve stakeholders in creating the plan?



How do I communicate the results of an evaluation?



How do I involve stakeholders in monitoring the plan?




The MLG Tool will help you answering question that may be relevant in the planning process.


Stakeholders

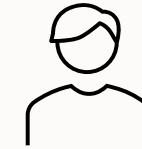
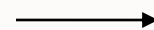

Sectors


Objectives


Knowledge gaps



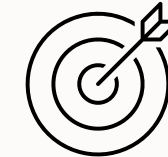
MLG Tool



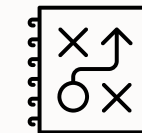
Identification of stakeholders needs



Strategies to communicate with stakeholders



Refined goals




Stakeholder engagement plan


Regulations

[Home](#) [Multi-Level Governance Tool](#) [Data Hub](#) [Knowledge Hub](#)

Baltic Sea2Land Navigator

The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data, and a range of tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)

[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)

[Knowledge Hub](#)

Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)



Data Hub

The Data Hub is a repository of various data resources relevant to coastal planning and MSP, including geographical and economic data. As a planner, you might use data from the Data hub to enrich your plans. It can also be a helpful resource to communicate with stakeholders or policymakers.



Geodata

This section functions as a powerful one-stop tool for exploring and interacting with maritime spatial data. This comprehensive platform boasts over 200 data layers encompassing a diverse range of topics.

[View geodata](#)



Interactive maps

It features partner-provided maps that serve as a communication tool for stakeholders and policymakers. They display spatial context information on different themes of potential use for planners.

[View maps](#)



Dashboards

It includes dashboards with economic data. Similarly to the Interactive maps section, these dashboards can provide insights to planners and stakeholders.

[View dashboards](#)



Geodata

In this section you can explore and interact with a wide variety of datasets about marine sea uses, values (nature, landscape, etc.). You can also upload data that will be stored in your browser for your exclusive use. To submit your data, [contact the BalticSea2Land project](#).

Open in a [new tab](#) for an optimal experience.

The screenshot displays the 'Navigator - geodata' interface. On the left, a sidebar menu lists categories: Nature, EE - kr_loodusala, EE - kr_linnuala, FI - Green infrastructure, and Nature values. Under 'Nature values', several sub-items are listed, including 'Kyme _morf ologia _juont oarvoi lla', 'Kyme _morf ologia', and 'Kyme'. Below the menu is a 'Metadata' section with a file upload icon and text: 'Shapefile (zipped) limit size 2 MB, 10 MB for rest. Record limit for .csv 1 000, 4 000 for rest.' A blue button labeled '+ Click to add data' is at the bottom of the sidebar. The main area is a map of the Baltic Sea region, showing countries like Sweden, Finland, Norway, Denmark, Estonia, Latvia, Lithuania, and Russia. Major cities like Stockholm, Helsinki, Tallinn, Saint Petersburg, Riga, Vilnius, and Minsk are marked. A 'Datasets' panel on the right lists: Baltic Sea2Land, Cultural heritage, PL - wreck, and Infrastructure. The map shows various colored points and lines representing data layers. At the bottom, there is a scale bar (0-200 km) and a footer with 'Esri, HERE, Garmin, USGS | Esri, HERE Powered by Esri'.

Th
to
sp
bo
div

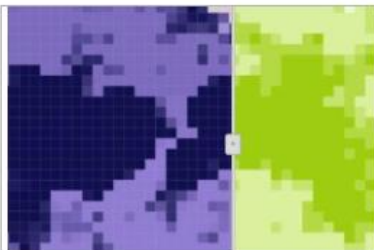
[Data Hub](#) > Interactive maps

Interactive maps

This section features interactive maps that serve as a communication tool to display spatial context information on different themes of potential use for planners. To submit your data, [contact the BalticSea2Land project](#).

Regional plans

This section offers visualizations and stories of plans used for communicating with stakeholders and promotion.



[Kymenlaakso regional plan 2040 \(Finland\)](#)

(In Finnish). The Kymenlaakso blue-green structure and ecosystem services survey is a resource for the development of sustainable land use and resource management.

[View](#)

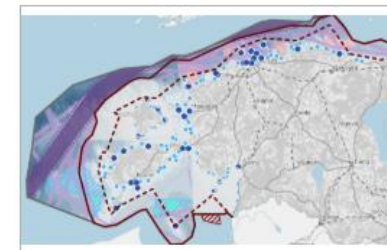
[Kymenlaakso regional plan map service](#)

(In Finnish). The Kymenlaakso Regional Plan 2040 is a valuable comprehensive and interactive regional plan that covers the entire Kymenlaakso region in the South of Finland

[View](#)

[Draft of Ostrobothnia's landscape plan 2050](#)

(In Swedish). Provided by the Ostrobothnia Regional Council, it shows the draft of the Ostrobothnia Regional Plan 2050 and invites the general public for feedback.

[View](#)

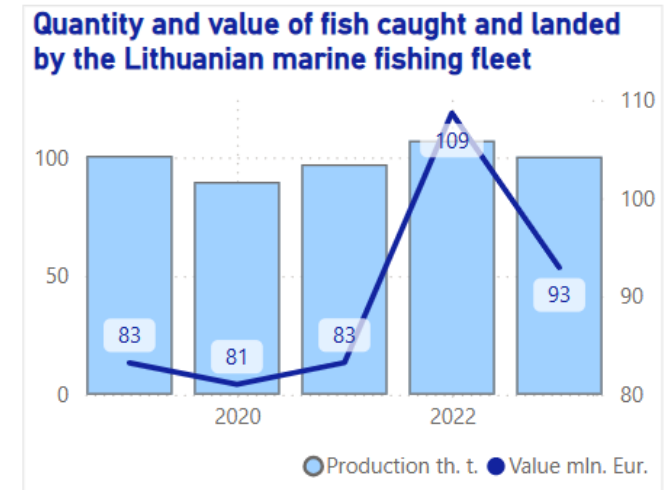
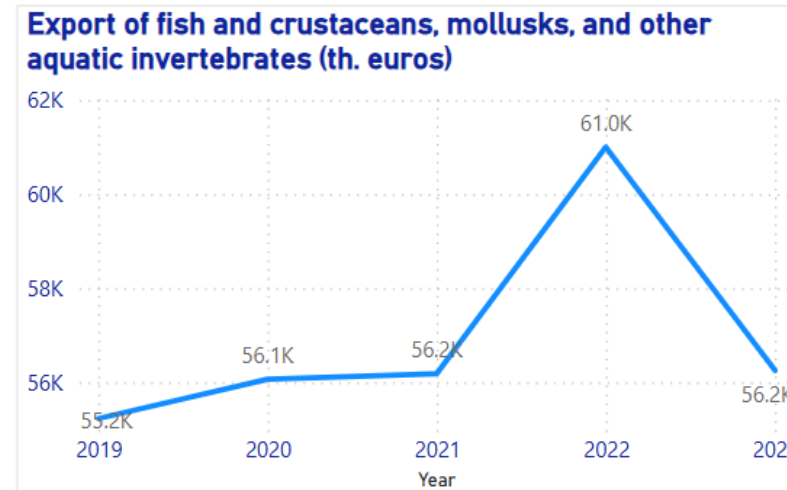
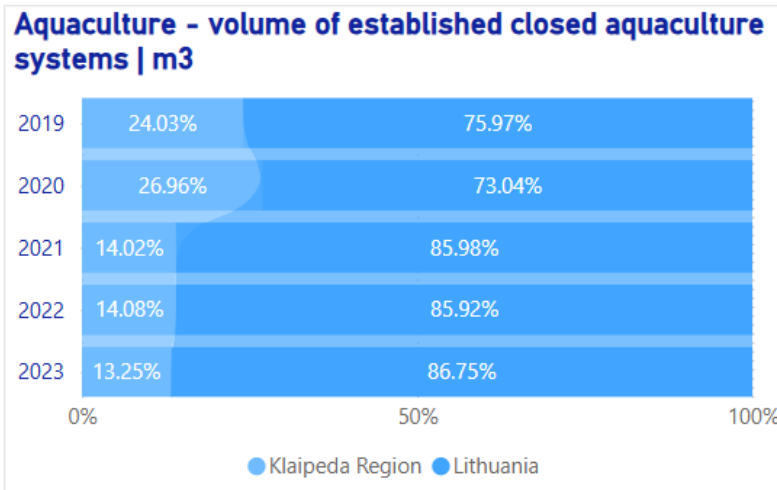
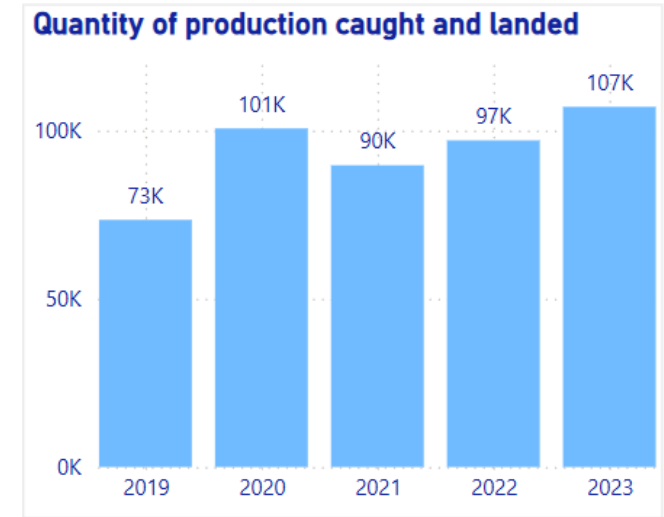
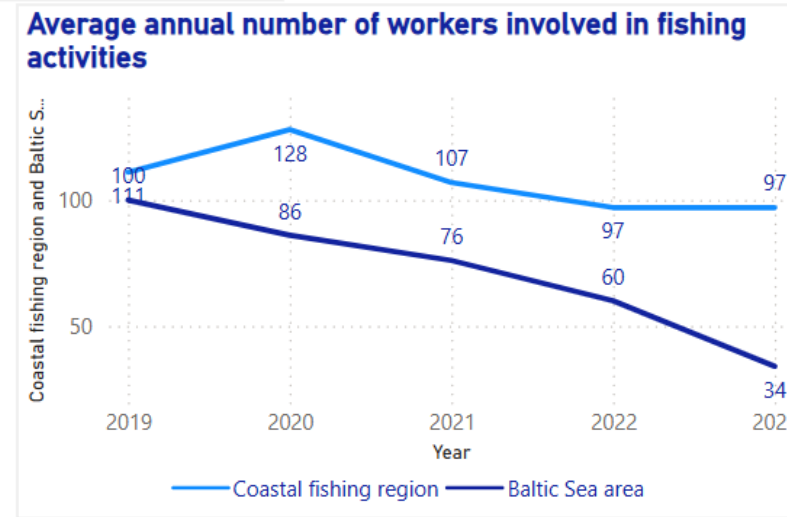
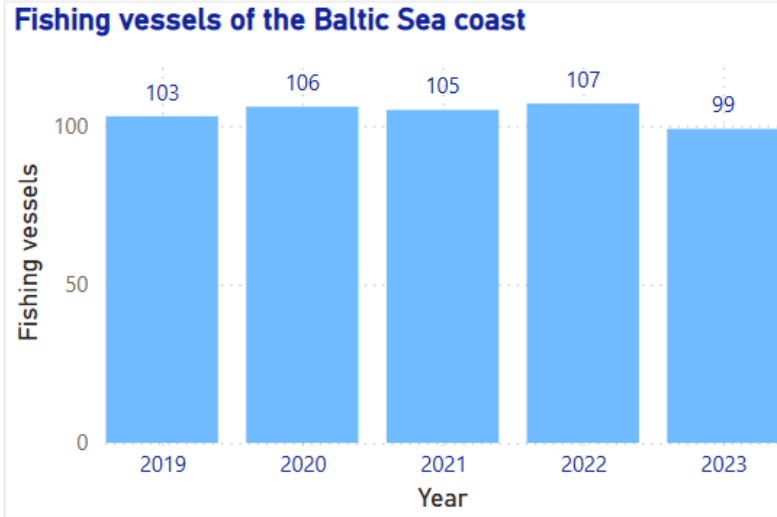
[Estonian Maritime Spatial Plan](#)

The Estonian Maritime Spatial Plan (MSP) is a national strategic document of spatial development. Therefore, the plan focuses on the principles of spatial development and the activities are not planned in detail.

[View](#)

Marine Living


Year
All



[Home](#) [Multi-Level Governance Tool](#) [Data Hub](#) [Knowledge Hub](#)

Baltic Sea2Land Navigator

The Sea2Land Navigator is a powerful tool for coastal and maritime spatial planning practitioners seeking to address Multi-Level Governance (MLG) complexities. Its features include interactive geospatial visualization, easy access to relevant data, and a range of tools to support the development of effective planning solutions.

Check out this icon  on the left-hand side to translate the Navigator into more than 200 languages.



[Multi-Level Governance Tool](#)

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)



[Data Hub](#)

Discover, explore and analyse this collection of geodata, including interactive and intuitive tools for explorations through maps and dashboards.

[View data Hub](#)



[Knowledge Hub](#)

Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

[Open the Hub](#)



Knowledge Hub

The Knowledge Hub provides a source of thematic knowledge for multi-level governance, specifically for planning of coastal and marine areas. To submit your experiences, [contact the BalticSea2Land project](#).



Valuable practices

This section presents good-practices and experiences of Baltic Sea2Land project partners about coastal and maritime planning, which can be used as a source for learning in different regional contexts.



Methods

It provides an overview of some methods relevant in mapping land-sea interactions and in multi-level governance of coastal areas.



MSP documents

It contains links to the main national-level maritime spatial planning documents.



Source material

It includes open-access publications about maritime planning, ocean literacy and land-sea interactions.



Methods

This section outlines methods and practices available for coastal and maritime spatial planning, focusing on tools and frameworks to improve governance, stakeholder engagement, and data utilization.

For a compendium of methodologies on land-sea interactions, please, read [this report](#) from the Land-Sea Act project

It links to:

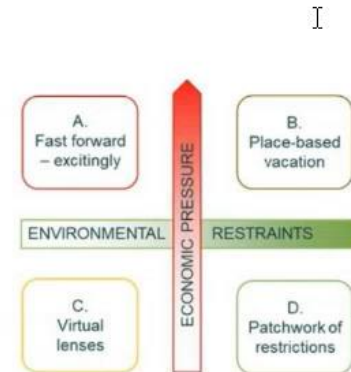
- [Sectoral Mapping](#) (Step 3)
- [Data and information pooling](#) (Step 4)

criteria	indicators
Aesthetic quality	Openness of landscape Scenic views Attractive landscape elements Sonic views Visual pollution
Uniqueness	Unique landscapes on a national/regional scale Diversity of LUR C types Small scale landscape elements Settlement structure
Diversity	Presence of recreational Naturalness of water courses Share of semi-natural habitats Share of protected areas
Naturalness	Presence of industrial objects Number & diversity of cultural/historical monuments
Cultural heritage	Outstanding cultural/historical objects Density & diversity tourism objects
Recreation potential	Accommodation possibilities Nature parks Accessibility

Ecosystem service approach: an example

This article describes a method for assessing the cultural value of coastal landscapes. It combines expert analysis with public input to evaluate the impact of development projects on these landscapes. This is important for policymakers who want to balance economic development with preserving the cultural value of coastal areas.

Keywords: Ecosystem services (ES), Land-sea interaction, Sustainable development



SCENARIO METHOD: examples

This document describes a method for planning the future of coastal areas considering different factors and possibilities. It looks at three case studies: Estonia, Latvia, and Poland. Researchers used scenario planning to figure out how these areas might change in the future.

Keywords: Scenario method, Land-sea interaction, Future development

Assessment of marine culture: an example

This document describes a method to

Interview method: an example

This document describes a method to identify cultural values important to



marine

lapping land-
al areas.

lanning,

This sec
Sea2Lar
which c

It contain
docume



Baltic Sea2Land Navigator



The Sea2Land Navigator is a Multi-Level Governance (MLG) complex tool designed to support the development of coastal areas. Check out this icon  on the

Multi-Level Governance (MLG) complex tool and a range of tools



Multi-Level Governance

It guides you through the process of planning governance action, helping you identify key stakeholders, and develop collaborative strategies to address complex challenges.

[Explore MLG](#)

[View data Hub](#)

Data Hub

Access a wealth of facts and information to support your planning efforts, allowing you to make informed decisions and develop effective strategies.

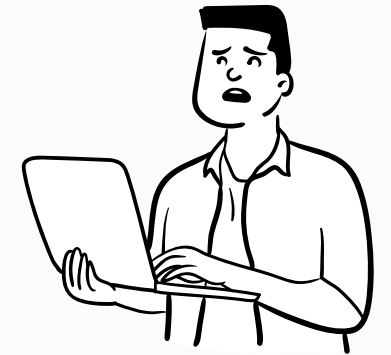
[Open the Hub](#)

Experiences with the Navigator

The Navigator has improved the communication with our stakeholders



The Navigator enables to systematically store the planning findings



The Navigator has helped optimise our working methods



Group exercise

SWOT analysis

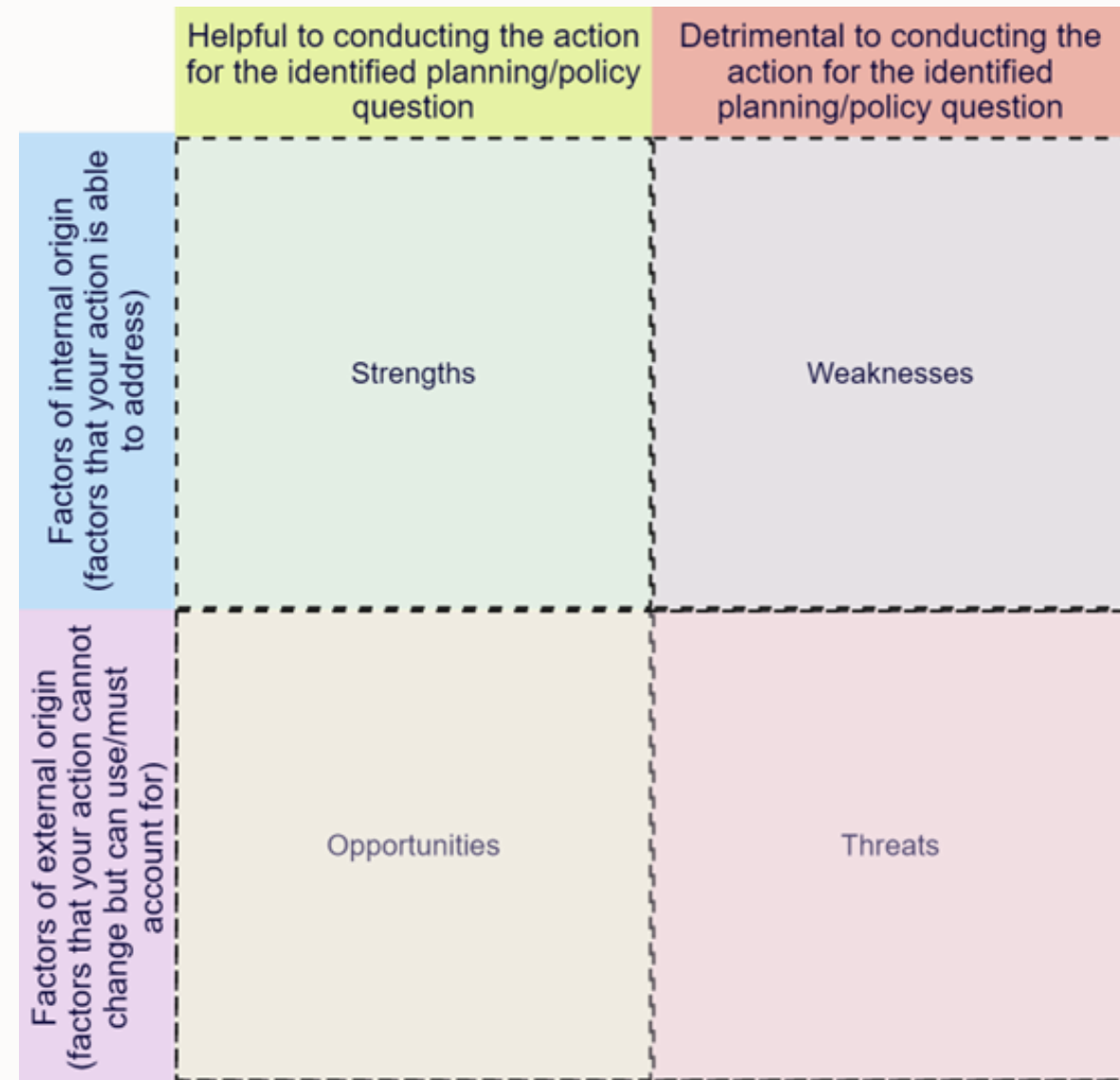
- Have you ever done a SWOT analysis?
- Perfect opportunity to check out the:
Navigator → Knowledge Hub → Methods section
→ Valuable practices
→ Multi-Level Governance Tool → Situation scoping
- Today we use pen and paper in groups to enhance communication among participants



SWOT analysis

What is a SWOT?

- Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Internal and external factors
- Identify stakeholders and regulations
- Actionable strategies



SWOT analysis

Why a SWOT?

Our pilots said after using the Navigator:

- Previous work with stakeholder lists proved efficient – new groups were involved
- Workshop content was structured keeping action goal-setting in mind



Group exercise: SWOT analysis

Step 1: Defining a situation that needs solutions – 10 min

Step 2: SWOT – 15 min

Step 3: Identify stakeholders and regulations – 15 min

Reporting – 15 min



Step 1: Defining a situation – 10 min

Navigator → Situation scoping → Find the planning or policy question

Define a situation related to stakeholder identification and engagement. It can be real or fictional. For example:

- Authorities planning an offshore windfarm must find ways to find the stakeholders affected by its construction
 - Authorities are developing a coastal accessibility strategy and need to find ways to involve citizens and other stakeholders
 - European laws require more MPAs, but fishermen are concerned about their impact to their daily work
- **What is the biggest problem in your area? What issue would you like to be fixed?**

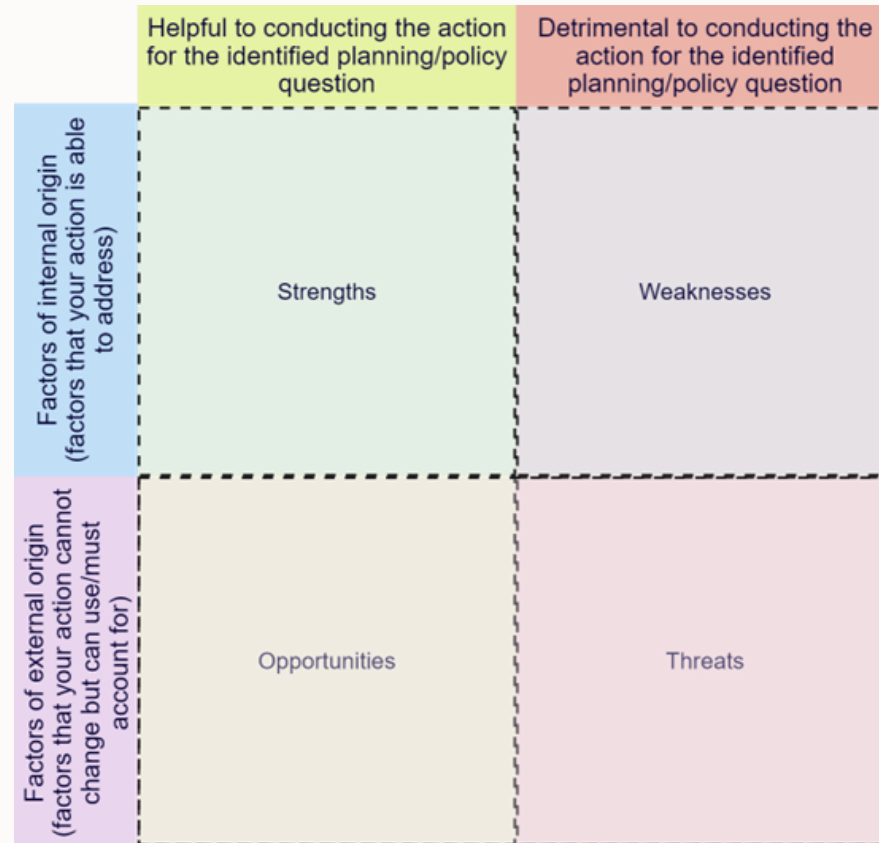


Step 2: SWOT – 15 min

Navigator → Situation scoping → SWOT analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

→ Internal and external factors



Step 3: Identify stakeholders and regulations – 15 min

Navigator → Situation scoping → Sectoral mapping

For each of the SWOT quadrants:

- Name the stakeholders who have an answer to those issues (**PINK** post it)
- Name the regulations than can solve the issues (**BLUE** post it)

(→ Strategies and action plans)



Reporting from groups – 15 min

- The issue at hand
- Main SWOTs
- Main stakeholders and regulations

→ Was it useful?

→ Did you discover anything new?



Menti time again

Open **menti.com**

Enter the code **1236 7518**

<https://www.menti.com/a/lb5di2ib3gd>



Project key event



5th BALTIC MSP FORUM

11-12 November 2025 Riga, Latvia

Navigate planning through changes!

- Planners in changing world • Effective use of space • Cross-sectoral cooperation • Coastal economy
- 50+ speakers • 9 parallel sessions • Maritime & coastal planning Expo • Country insights on MSP topics

The poster features a scenic aerial view of a coastline with a dense forest and a sandy beach. The text is overlaid on the top half of the image. At the bottom, there are two horizontal bars: a green one with white text and an orange one with white text.





Thank You!

Contact and follow us

interreg-baltic.eu/project/BalticSea2Land

Twitter: @BalticSea2Land #BalticSea2Land

Interreg
Baltic Sea Region

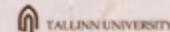
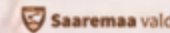


Co-funded by
the European Union



BLUE ECONOMY

Baltic Sea2Land



Project Number: #C018
Interreg Baltic Sea Region Programme 2021-2027

