EXPLOITATION & SUSTAINABILITY STRATEGY

PROTECT BALTIC
Preserve Revive Thrive

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This document is a publication under work package 10 of the PROTECT BALTIC project.

Contents

Introduction

At the heart of PROTECT BALTIC lies a mission to safeguard and restore the Baltic Sea. While the data we gather throughout the project is critical, so too is the blueprint we want to create that will ensure the management tools we create to enhance marine spatial protection are scalable, replicable, and applicable not only across the Baltic region, but also in a global context.

Achieving such an impact requires collaboration and partnership. In these early phases of PROTECT BALTIC, we are taking a proactive stance, mapping, and planning how to engage with an expansive array of stakeholders. These include, among others, policy makers, national authorities and ministries, environmental agencies, and non-governmental organizations (NGOs), civil society, marine protected area (MPA) managers, researchers, and diverse industry sectors dedicated to marine protection.

But what does this approach offer?

Comprehensive expertise: The challenges facing the Baltic Sea ecosystem are multifaceted and intricate. Engaging a diverse range of stakeholders ensures that we tap into a comprehensive pool of expertise. Policy makers contribute regulatory insights, authorities provide a governance perspective, environmental agencies and NGOs bring grassroots knowledge, MPA managers offer on-the-ground experience, researchers provide scientific rigour, and industry sectors can offer practical insights. This collective wisdom is essential for developing holistic and effective strategies.

Alignment with latest legislation: Collaboration with policy makers, national authorities, and ministries ensures that the project aligns seamlessly with existing regulatory frameworks. This will help to ensure a smoother implementation process but also to enhance the project's sustainability and adherence to legal standards. Actively engaging with key stakeholders in the legislative landscape assures that the project outcomes are harmonized within existing legal parameters.

Community engagement: Involving environmental agencies, NGOs, civil society, and local stakeholders ensures that the project is rooted in the communities it aims to impact. Their perspectives and active participation not only foster a sense of ownership during the project's lifespan but also lay the groundwork for sustained community-driven environmental stewardship beyond the project's timeframe.

Scientific rigour: Working closely with researchers, academia and other projects elevates the project's scientific foundation. Their expertise ensures that data collection, analysis, and

interpretation are rigourous and that the outcomes will contribute meaningfully to the broader scientific community.

Practical insights from MPA managers and industry: On-the-ground experience from MPA managers and practical insights from various industry sectors specializing in marine protection contribute valuable real-world perspectives, making the project more attuned to practical realities.

In essence, proactive engagement with a diverse range of stakeholders is not only a strategic necessity but a fundamental aspect of PROTECT BALTIC's ethos. It acknowledges the interconnectedness of environmental challenges and underscores the need for a united front to safeguard and restore the Baltic Sea. By forging robust collaborations, we pave the way for a more comprehensive, inclusive, and impactful initiative with enduring benefits for the marine ecosystem.

A framework for long-term exploitation and sustainability

Exploitation is different from dissemination in that its goal is not simply to inform relevant audiences about project results, but to make them use the results.

This strategy thoroughly examines the planned deliverables and outcomes, and the levels of potential for exploitation and sustainability. The strategy reviews the stated project outcomes and consider the changes the project will stimulate or enable, including what can be done better, faster, or more efficiently because of what the project achieves. The project deliverables include tools, models, guidelines, methods, case studies, knowledge, and recommendations that can be taken up by actors across several sectors.

The strategy identifies a long list of deliverables that lend themselves to exploitation, distinguishing between result and technical outputs. It explores what is necessary to encourage the uptake, use, and wider adoption of these outputs, e.g. how can they be made available and accepted. It then outlines how the key stakeholders with an interest in these deliverables can make the best use of the resource.

The strategy is a living document and, as such, will be updated when the need arises since avenues may open throughout the project for further exploitation opportunities.

Predicting and describing the sustainability of project outcomes is a challenging yet crucial aspect for any project's success, but attempting to do so already in the early phases of the project ensures that the sustainability of the project's deliverables is not a mere afterthought, and that it will be thoroughly ingrained at the project's inception.

By taking note of the sustainability potential for project deliverables while they are being

developed, we ensure a seamless transition from project development to sustainable exploitation, which aims to maximize the return on investment committed for the project at the European level.

PROTECT BALTIC's opening conference (deliverable 9.10), scheduled to take place on 29 February 2024, will be a crucial early benchmark to assess the project's potential reach across various stakeholder groups, how these stakeholders would like to engage with the project and to elucidate future opportunities for collaboration. It will also help us to see which stakeholder groups will require more targeted efforts to reach out to and get them involved.

The event provides an opportunity to solidify partnerships, share insights, and cultivate a shared understanding of the project's significance, which we hope will lead to a strong foundation for successful implementation and ongoing support throughout the project's lifetime.

This early engagement also empowers stakeholders to actively follow our project's development and allows us to promptly integrate their suggestions or recommendations along the way, enhancing our ability to adapt the project outcomes to real-world and real-time needs and challenges.

Key aspects for successful exploitation

Early identification of stakeholders and users:
- Clearly identify and define relevant stakeholders and potential users early in the project's life.
- Maintain regular communication with identified stakeholders throughout the project to ensure they can provide early input so that tools can be developed that are fit-for-purpose and so that results can be used sustainably when the project is completed.

Producing high-quality results:
- Prioritize the production of high-quality outputs, to meet the demands of policy makers, producers, and stakeholders.
- Introduce quality assurance during the project's development to guarantee a high-quality final output.

Adaptability to specific circumstances:
- Through early and transparent engagement, ensure that project results are highly adaptable to the circumstances of different regional countries and needs.

- Materials and approaches developed should be relevant to various types of companies and target groups.

Clearly defining advantages for users:
- Emphasize the advantages of the project deliverables and outputs for users.
- Clearly express the added value of these outputs on the project's website (https://protectbaltic.eu) as well as through other formats targeted to the type of deliverable in question, e.g. webinars, online training sessions etc.

Routes of exploitation for different stakeholder groups

To ensure broad and sustained impact, the project will implement targeted strategies for the dissemination of deliverables to various stakeholder groups. Each group will be approached with tailored methods that align with their specific needs and preferences. The following outlines possible routes of exploitation for different stakeholder groups in line with the project's Communications Strategy:

National environmental authorities:
- Establish direct communication channels to present project results and showcase their potential benefits.
- Organize workshops and seminars with national environmental authorities to secure their commitment to incorporating project outcomes into their policies and practices.
- Collaborate on the development of guidelines or toolkits that facilitate the replication of the project in different regions.

MPA managers:
- Provide specialized training sessions and capacity-building workshops to MPA managers, ensuring they are well-equipped to replicate the project approaches in their respective areas.
- Develop comprehensive documentation and manuals to guide MPA managers in the successful implementation of the project methodologies.
- Establish a network or platform for ongoing knowledge exchange and support among MPA managers.

Scientific and research community:
- Host webinars, conferences, and collaborative events to share knowledge and foster ongoing collaboration with research institutes.
- Publish research papers, articles, and technical reports in reputable scientific journals to disseminate findings to the research community.

- Facilitate access to datasets and project resources for researchers, encouraging further development and replication.

Environmental NGOs:
- Engage in partnerships with environmental NGOs to integrate project outputs into their advocacy campaigns.
- Provide briefing sessions and resources to empower NGOs to champion the long-term adoption of the project's outputs.
- Encourage NGOs to participate in awareness campaigns and public outreach efforts.

Resource users and industry:
- Develop industry-specific guidelines and best practice based on the protection optimization framework.
- Collaborate with industry associations to promote the adoption of sustainable practices aligned with project outcomes.
- Establish industry-specific forums or roundtable discussions to share success stories and promote continuous improvement.

EU and regional bodies:
- Participate in policy forums and engage in direct dialogue with EU bodies and regional conventions.
- Where possible align timelines and development to account for and address external policy processes and ensure deliverables are fit for purpose.
- Contribute to policy development initiatives by providing evidence-based insights and recommendations.
- Advocate for the integration of project outcomes into future policies and strategies at regional and EU levels.

Civil society:
- Conduct public awareness campaigns through social media, community events, and educational programmes.
- Foster community engagement through citizen science initiatives.
- Establish community-based connections to the project that directly involve local residents and/or visitors in sustainable marine practices.

International organizations:
- Collaborate with international bodies focused on global environmental protection to ensure project results remain relevant on a global scale.
- Share project outcomes at international conferences and forums to facilitate cross-border knowledge exchange.
- Explore opportunities for joint projects and initiatives with international organizations.

Policy makers:
- Establish direct engagement with policy makers through briefings, workshops, and policy dialogues.
- Provide regular updates on the impact of project outcomes on policy development.
- Advocate for the sustained use of project results in future policy decisions.

Student and educational institutions:
- Establish an open-access repository for project resources, making them readily available to educational institutions.
- Collaborate with universities to integrate project findings into relevant curricula.
- Provide opportunities for students to engage with project data and contribute to ongoing research.

Media outlets:
- Maintain a consistent and open line of communication with media outlets to ensure accurate reporting of project outcomes.
- Develop news releases and media kits to facilitate easy dissemination of information on project results and impact.
- Leverage media as a channel to promote sustainability efforts and ongoing replication initiatives.

Business associations:
- Engage with business associations through industry-specific events and partnerships.
- Encourage associations to incorporate project outcomes into corporate social responsibility (CSR) initiatives.
- Provide resources and case studies showcasing the business benefits of adopting practices aligned with project outcomes.

By tailoring the approach to each stakeholder group, the project aims to maximize the reach and impact of its deliverables, fostering a collaborative and sustained effort towards marine conservation and sustainable practices.

Exploitation and long-term sustainability potential

In navigating the journey from project completion to real-world impact, assessing the potential for exploitation and ensuring long-term sustainability are pivotal considerations. Exploitation encompasses the use and uptake of our project deliverables, while long-term sustainability focuses on their continued relevance and impact over time, even stretching beyond the end date of the project in August 2028.

By evaluating these aspects for each of the public project deliverables, we can strategically position the project's outputs and results so that there is a clear identity set for those that will point towards ongoing and lasting success.

As such, we outline here the potential for uptake and exploitation of the public deliverables, and then look generally at their potential for sustainability, replicability, and scalability.

Exploitation potential:
We run through the project's public deliverables and categorize them based on their levels of potential for further exploitation. Those deliverables that are not publicly available, have predefined limitations for exploitation and are, therefore, not included in the analysis.

High exploitation potential: Deliverables that address a clear, urgent and wide need, introduce groundbreaking innovations, and garner significant stakeholder interest. They are scalable, replicable and address a wide range of needs.
Moderate exploitation potential: Deliverables that cater to specific needs, introduce some innovation, and generate interest from specific stakeholders. While they may have a more focused application, they possess scalability to varying degrees and contribute to targeted impact.
Low exploitation potential: Deliverables in this category represent incremental improvements, and may have limitations in scalability. They require careful consideration for uptake and may not immediately attract widespread interest.

Sustainability potential:
We then categorize them based on their levels of potential sustainability post-project.

High sustainability potential: Deliverables marked with high sustainability potential exhibit adaptability to evolving needs. They are sustainable with reasonable resource investments and are poised to endure changes in the project landscape.
Moderate sustainability potential: This category includes deliverables that may require some adaptation over time, need moderate resources for sustained viability, and may face challenges in getting collaboration onboard. While they may need periodic adjustments, they will remain relevant and impactful post-project.
Low sustainability potential: Deliverables in this category may be prone to becoming outdated, challenging for users to implement and maintain, and demand extensive resources for sustained viability. Consideration is needed to ensure their continued relevance and impact.

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Work package 2: Data

Deliverable 2.10 Report on data gaps	
Due date: August 2027	
Exploitation potential	Moderate
The report aims to provide an overview of future development needs beyond the project's scope, but Its effectiveness will depend on factors such as the clarity of results, relevance to stakeholders, and practical recommendations for future initiatives.	
Sustainability potential	Moderate
If the report offers actionable insights and recommendations for ongoing initiatives, it will boost the sustainability potential. Stakeholders' sustained interest in the report will be influenced by its practical utility and relevance to long-term data and infrastructure development.	
Value for key stakeholders	**Scientific and research community** – offers valuable insights for future research needs. **National environmental authorities** – informative for environmental policies and management strategies. **EU and regional bodies** – potential impact on regional and EU-level environmental planning and policy making. **Environmental NGOs** – useful for shaping advocacy efforts and identifying areas where more data is needed.

Deliverable 2.2 Updated MPA Portal	
Due date: February 2028	
Exploitation potential	High
The public availability of data on marine protected areas (MPAs) in the Baltic Sea, including information on their management and monitoring, in the HELCOM MPA Portal holds high exploitation potential. Making such information accessible in English on a centralized platform enhances transparency and facilitates widespread and transboundary use.	
Sustainability potential	High
The availability of comprehensive MPA data on the HELCOM portal supports long-term conservation strategies. The portal's further development in WP8 suggests an ongoing commitment to keeping the information relevant and up to date, aligning with sustainability goals. Stakeholders are likely to find sustained value in the continued accessibility of MPA data, reinforcing its long-term impact on marine conservation and management. The use of a	

centralized portal also facilitates continuous monitoring and updates, enhancing the sustainability of the resource.

Value for key stakeholders	**MPA managers** – enhances management capabilities contributing to informed decision-making. **Resource users and industry** – accessible MPA data encourages them to align their practices with protection goals. **Environmental NGOs** – empower advocacy efforts by providing credible information. **Civil society** – accessible data increases public awareness and engagement, encouraging them to get involved in protection efforts and fostering environmental responsibility.

Deliverable 2.3 Updated Biodiversity Database	
Due date: November 2024	
Exploitation potential	High
Making this data accessible in English and using a defined categorization of non-numerical inputs enhances its usability for a broader audience, including researchers, policymakers, and environmental organizations. The centralized nature ensures that stakeholders can easily access and use this information for research and management purposes. The HELCOM Biodiversity Database has an established reputation in the Baltic Sea region, enhancing the exploitation potential of the project data included there.	
Sustainability potential	High
The availability of comprehensive ecosystem components data in a centralized database supports long-term research and management strategies. The commitment to providing information in English indicates a broader reach and continuous relevance, aligning with sustainability goals. The HELCOM Biodiversity Database is jointly maintained by the countries surrounding the Baltic Sea and is thus resourced long term.	
Value for key stakeholders	**National environmental authorities** – enhances decision-making support. **MPA managers** – improved management efficiency as they gain access to updated biodiversity data. **Scientific and research community** – facilitates research access as they can use the centralized data for their scientific studies.

	Environmental NGOs – strengthened advocacy as equipped with accurate information for their campaigns.

Deliverable 2.4 Updated Map and data service for the Baltic Sea region	
Due date: November 2024	
Exploitation potential	High
The centralized nature of the HELCOM Map and Data Services ensures convenient access, contributing to its potential for widespread exploitation. The HELCOM Map and Data Services have a longstanding and established reputation in the Baltic Sea region and beyond and are in daily use by a wide variety of marine stakeholders.	
Sustainability potential	High
The availability of comprehensive environmental conditions data in a centralized and regularly updated platform supports long-term environmental monitoring and management strategies. The commitment to providing information in English aligns with broader accessibility goals, ensuring sustained relevance. The HELCOM Map and Data Services are jointly maintained by the countries surrounding the Baltic Sea and are thus resourced long term.	
Value for key stakeholders	**MPA managers** – streamlined environmental monitoring, facilitating data access. **Environmental NGOs** – strengthen advocacy efforts by providing a valuable resource to support campaigns. **EU and regional bodies** – facilitate informed decision-making at regional levels, contributing to environmental planning and policy-making.

Deliverable 2.5 Gap analysis of further data needs	
Due date: November 2024	
Exploitation potential	Moderate
The specificity of the gap analysis means that this task has moderate exploitation potential. The work is clearly valuable, but the audience for the report under this task is limited, which may limit its broader applicability.	
Sustainability potential	Moderate
The sustainability potential is contingent on the report's (2.10) capacity to guide future development needs effectively. If the report offers actionable insights and recommendations for ongoing or upcoming initiatives (e.g. a possible updated of the Baltic Sea Action Plan beyond 2030), it will boost the sustainability potential. Stakeholders' sustained interest in the report will be influenced by its practical utility and relevance to long-term data and infrastructure development.	
Value for key stakeholders	**National environmental authorities** – provides insights into specific data needs for effective environmental policy at a national level.

	MPA managers – reveals specific data gaps pertinent to marine protected areas, which can aid management. Scientific and research community – identifies issues where further research and data collection are needed. EU and regional bodies – aids informed decision making for regional environmental planning and policy making.

Deliverable 2.7 Report on what data has been collated and uploaded to the various databases	
Due date: February 2025	
Exploitation potential	Moderate
The report detailing the collation and upload of data to various databases and portals presents moderate exploitation potential. While it provides valuable insights into enriched platforms, its widespread adoption depends on its accessibility and relevance to wider stakeholders.	
Sustainability potential	Moderate
The sustainability potential is contingent on the ongoing relevance and maintenance of the enriched portals and databases. If the report indicates a commitment to continuous updates and improvements, there will be higher potential for alignment with sustainability goals. Stakeholders' sustained interest in the evolving landscape of available data will depend on the usefulness and ongoing enhancements of the platforms.	
Value for stakeholders	MPA managers – helps them to assess the availability and relevance of data for effective management. Environmental NGOs – helps to understand the data landscape and facilitate informed advocacy and campaign efforts. EU and regional bodies – helps them to assess the richness and diversity of data available for regional planning and policies.

Work package 3: Spatial modelling

Deliverable 3.1 Spatial map layers on the abiotic ecosystem components in the Baltic Sea, i.e. environmental predictor layers	
Due date: August 2025	
Exploitation potential	High
There is a critical need for spatial modelling of species and habitat distributions in marine protection efforts. The production of high-resolution pan Baltic maps of environmental predictor variables adds substantial value and contributes to this task's high exploitation potential. Since the deliverable relies on extensive data analysis including remote sensing and 3D physical and biogeochemical models, this level of detail and scientific rigour enhances the credibility and likelihood of being exploited in various downstream applications.	
Sustainability potential	High
The deliverable will make a crucial contribution to ongoing spatial modelling efforts and in the development of critical datasets that will remain relevant. As such the sustainability potential is high in the long-term.	
Value for key stakeholders	**MPA managers** – support protection efforts by enhancing understanding of abiotic ecosystem components and provides information for managing the MPAs. **Environmental NGOs** – benefit from high-resolution pan-Baltic maps as they strengthen evidence base for advocacy. **EU and regional bodies** – provide valuable data for environmental planning and policies, contributing to informed decision-making.

Deliverable 3.10 Spatial information on possible biodiversity hotspots (present and future)	
Due date: August 2026	
Exploitation potential	High
As the deliverable provides spatial data layers for both present and future biodiversity hotspots, the initiative addresses a clear, urgent, and wide need for identifying and conserving areas of high biodiversity.	
Sustainability potential	High
The spatial data layers enable adaptability to evolving needs in biodiversity conservation, though reasonable resource investments would be required for sustained viability.	
Value for key stakeholders	**MPA managers** – supports strategic planning and protection efforts by providing spatial information on biodiversity hotspots.

	Environmental NGOs – benefit from valuable insights into present and future hotspots, improving their ability to advocate for prioritized areas for protection.
	EU and regional bodies – helps them to align protection efforts with identified areas of high biodiversity.

Deliverable 3.11 Report on potential biodiversity hotspots in the Baltic Sea	
Due date: August 2026	
Exploitation potential	Moderate
While the report addresses a specific need for understanding biodiversity in the region, its application may be more focused, catering to stakeholders interested in detailed analysis processes and results.	
Sustainability potential	Moderate
The report may require periodic updates, but it can remain relevant post-project, contributing to ongoing biodiversity conservation initiatives in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – provides valuable insights into potential biodiversity hotspots, aiding in the strategic planning and effective management of MPAs.
	Scientific and research community – contributes to the understanding of biodiversity patterns and informs future research directions.
	Environmental NGOs – benefit from the detailed analysis, and can use the report to strengthen their advocacy efforts and focus protection initiatives on identified biodiversity hotspots.
	EU and regional bodies – provides specific insights into potential biodiversity hotspots, which is valuable for aligning protection efforts with identified areas of high biodiversity, and contributes to effective environmental planning.
	Policy makers – can use the report's findings to inform environmental policies and decision-making, ensuring that protection efforts are in line with the identified biodiversity hotspots.

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Deliverable 3.12 Biodiversity hotspot modelling code	
Due date: August 2026	
Exploitation potential	High
The deliverable has high exploitation potential as it involves providing open R scripts for modelling biodiversity hotspots. It addresses a clear and wide need for understanding and identifying areas of high biodiversity. By making the code available on GitHub, the initiative introduces a groundbreaking tool for biodiversity analysis, attracting significant stakeholder interest.	
Sustainability potential	High
There is high potential for sustainability since the code being made available on GitHub allows for adaptability to evolving needs in biodiversity research. Reasonable resource investments would be needed to ensure its viability for ongoing and future initiatives related to modelling biodiversity hotspots in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – provides a practical tool for identifying and understanding areas of high biodiversity within marine protected areas. **Scientific and research community** – the modelling code offers a standardized and efficient tool for biodiversity analysis, enhancing their ability to conduct detailed studies and further the understanding of biodiversity patterns. **Environmental NGOs** – provides a transparent and replicable methodology for identifying and prioritizing areas for protection initiatives. **EU and regional bodies** – supports planning efforts, as it provides a standardized approach for identifying areas of high biodiversity, contributing to effective environmental policies.

Deliverable 3.13 Future conditions modelling code	
Due date: August 2026	
Exploitation potential	High
The deliverable has high exploitation potential as it involves providing R scripts for modelling future conditions, specifically focusing on biodiversity hotspots. By making the code available on GitHub, the initiative addresses a clear, urgent, and wide need for understanding how biodiversity hotspots may evolve under changing conditions.	
Sustainability potential	High
The code's availability on GitHub enables adaptability to evolving needs in biodiversity research under future conditions. Reasonable resource investments would be needed to ensure its viability for ongoing and future initiatives related to modelling biodiversity hotspots in the Baltic Sea under changing environmental conditions.	

Value for key stakeholders	**MPA managers** – provides a practical tool for anticipating and comprehending future conditions, specifically focusing on how biodiversity hotspots may evolve within marine protected areas. **Scientific and research community** – the modelling code offers a standardized and efficient tool for analyzing future conditions of biodiversity hotspots. enhances their ability to conduct detailed studies on the potential evolution of these hotspots under changing conditions. **Environmental NGOs** – offers a transparent and replicable methodology for identifying and prioritizing areas for protection initiatives under anticipated future conditions. **EU and regional bodies** – supports planning efforts by providing a standardized approach for identifying how biodiversity hotspots may evolve under changing conditions. contributes to effective environmental policies for future scenarios.

Deliverable 3.14 Overview of environment predictor factors to be included in the models	
Due date: February 2025	
Exploitation potential	Moderate
While the report caters to a specific need for understanding the ecological relevance of subsequent species and habitat models, its application may be more focused on stakeholders interested in the intricacies of the modelling effort.	
Sustainability potential	Moderate
The report, while essential for understanding model inputs, may require periodic updates as new factors emerge, but it can remain relevant post-project. Moderate resources may be needed for sustained viability, making the overview valuable for ongoing and future initiatives seeking to model species and habitat dynamics in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – offers insights into the ecological relevance of subsequent species and habitat models, catering to the specific needs of those managing marine protected areas. **Scientific and research community** – provides a focused look at the intricacies of the modelling effort, essential for those deeply involved in the study of ecological dynamics.

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	Environmental NGOs – contributes to a nuanced understanding of model inputs, valuable for NGOs aiming to advocate for the protection of specific species and habitats. **EU and regional bodies** – supports planning and decision-making efforts by offering a detailed overview of environment predictor factors, aiding in the development of effective environmental policies for the Baltic Sea.

Deliverable 3.2 Environmental predictor layers modelling code	
Due date: November 2025	
Exploitation potential	High
The creation of pan-Baltic distribution models of key species, biotopes, and habitats will directly support the development of the Baltic Sea MPA network and integrate process-based, statistical, and machine learning methods that make exploitation potential high. The modelling approaches allow multi-sourcing of data and contribute to the ongoing marine protection initiatives. By making the code available on GitHub, the initiative addresses a clear, urgent, and wide need for understanding how abiotic ecosystem parameters interact and can be used to improve the quality of marine biodiversity modelling.	
Sustainability potential	High
High sustainability potential arises from the deliverable's role in developing distribution models under current environmental conditions. The use of various modelling approaches enhances the accuracy and relevance of the developed Baltic Sea-scale models. The deliverable aligns with EU and regional policies, contributing to the broader and long-term goals of marine conservation and protection. By making the code available on GitHub the potential for its use in other regions or downstream endeavours is significantly enhanced	
Value for key stakeholders	**MPA managers** – facilitates the creation of pan-Baltic distribution models for key species, biotopes, and habitats. Directly supports the development of the Baltic Sea MPA network. **Scientific and research community** – Integrates process-based, statistical, and machine learning methods, contributing to high exploitation potential. Allows multi-sourcing of data and enhances marine protection initiatives. **Environmental NGOs** – contributes to the ongoing marine protection initiatives by providing accurate and relevant Baltic Sea-scale models.

	EU and regional bodies – aligns with EU and regional policies, supporting broader and long-term goals of marine conservation and protection.

Deliverable 3.3 Updated automated tool for illustrating spatial distribution of activities, pressures and impacts	
Due date: May 2026	
Exploitation potential	High
The development of an automated tool for illustrating the spatial distribution of activities, pressures and impacts has a wide use potential due to its broad applicability, including all main sectors using the marine environment (shipping, fishing, energy, tourism etc.) as well as policy and planning (e.g. MSP).	
Sustainability potential	High
An updated automated tool for spatial distribution has high sustainability potential as it could be adapted to evolving needs in biodiversity monitoring. It would, of course, require reasonable resource investments to ensure continued viability, ensuring its endurance through changes in the project landscape, location, ecosystems and relevance beyond the initial scope of the project.	
Value for key stakeholders	**MPA managers** – utilizes the automated tool to illustrate the spatial distribution of activities, pressures, and impacts specific to Baltic Sea biodiversity management. **Scientific and research community** – benefits from the development of an automated tool catering to the specific need for illustrating spatial distribution in the context of the Baltic Sea. **Environmental NGOs** – can use the tool for understanding and addressing activities, pressures, and impacts on Baltic Sea biodiversity. **EU and regional bodies** – recognize the sustainability potential as the updated tool could be adapted to evolving needs in biodiversity monitoring.

Deliverable 3.4 Manual for the tool for spatial pressures and impacts of human activities	
Due date: August 2026	
Exploitation potential	Moderate
Creating a manual for a tool focused on spatial pressures and impacts of human activities has moderate exploitation potential. While manuals, while essential for user guidance, often have limitations in scalability, the spatial pressure and impacts tool for the Baltic Sea has already	

generated significant interest in countries outside of the Baltic Sea, and for sectors beyond protection and biodiversity management. Exploitation potential could be enhanced by ensuring that the manual is explicit in how the tool could be replicated for other biogeographical areas and/or projects.

Sustainability potential	Moderate
In terms of sustainability, this task has moderate sustainability potential, since the manual may require periodic updates to maintain its relevance. To remain relevant and impactful post-project, it would require resources and need buy-in from entities to adopt the principles outlined within the manual.	
Value for key stakeholders	**MPA managers** – provides essential guidance for understanding and addressing spatial pressures and impacts of human activities in the Baltic Sea, enhancing their ability to MPAs effectively. **Scientific and research community** – offers explicit instructions on replicating the tool for other biogeographical areas and projects, facilitating their research efforts, and expanding the application of the tool. **Environmental NGOs** – acknowledge the importance of the manual in understanding and addressing spatial pressures and impacts on Baltic Sea biodiversity, empowering them to advocate for effective protection measures. **EU and regional bodies** – recognize the need for periodic updates and buy-in from other projects to adopt the principles outlined within the manual, ensuring its continued relevance and impact on environmental policies and strategies.

Deliverable 3.5 Habitat and species distribution modelling code	
Due date: August 2026	
Exploitation potential	High
The deliverable has high exploitation potential as it involves the development and sharing of code for modelling species and habitat distribution in the Baltic Sea. It will address a clear, urgent, and wide need for environmental research, introduce groundbreaking innovations in habitat and species distribution modelling, and is likely to garner significant stakeholder interest due to its relevance and scalability. By making the code available on GitHub, the initiative addresses a clear, urgent, and wide need for improved the quality of marine biodiversity modelling.	
Sustainability potential	High
The code being made available on GitHub indicates adaptability to evolving environmental research needs, and that sustainability would be achievable with reasonable resource	

investments. This means that the task is set up to endure changes in the project landscape and could be an impactful resource for the scientific community beyond the initial project scope. By making the code available on GitHub the potential for its use in other regions or downstream endeavors would be significantly enhanced

Value for key stakeholders	**Scientific and research community** – empowers researchers with a valuable tool for modelling habitat and species distribution, enhancing their ability to study and understand biodiversity patterns in the Baltic Sea.
	MPA managers – facilitate the creation of distribution models for key habitats and species, aiding in effective MPA management.
	Environmental NGOs – provide a robust tool for understanding and advocating for the protection of specific habitats and species in the Baltic Sea.
	EU and regional bodies – the code supports biodiversity conservation efforts by contributing to the development of accurate distribution models, aligning with broader environmental policies for the Baltic Sea.

Deliverable 3.6 Spatial map layers on the biotic ecosystem components in the Baltic Sea	
Due date: August 2026	
Exploitation potential	High
The deliverable addresses a clear and wide need for comprehensive spatial data. By describing species distribution under current and future conditions along with human pressures, the initiative introduces groundbreaking innovations in ecosystem mapping and is likely to garner significant stakeholder interest due to its scalability and broad applicability.	
Sustainability potential	Moderate
There is moderate potential for sustainability due to the potential inclusion of classified information in certain data layers and that new and improved data over time will result in the need to provide updated maps periodically. The provision of lower resolution alternatives for sensitive information ensures adaptability to evolving needs.	
Value for key stakeholders	**Scientific and research community** – offers crucial spatial map layers for biotic ecosystem components, enhancing the research community's ability to study and analyze the Baltic Sea's biodiversity.
	MPA managers – facilitate access to comprehensive spatial information on biotic

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	ecosystem components, aiding in informed decision-making for MPA management.
	Environmental NGOs – provide valuable data for NGOs engaged in advocating for the protection of specific biotic ecosystem components in the Baltic Sea.
	EU and regional bodies – support environmental policies and strategies by contributing detailed spatial information on biotic ecosystem components, aligning with broader conservation efforts in the Baltic Sea.

Deliverable 3.7 Spatial map layers on the human activities in the Baltic Sea	
Due date: August 2026	
Exploitation potential	High
This involves providing spatial map layers on human activities in the Baltic Sea, catering to the need for understanding the distribution, intensity, and cumulative effect of anthropogenic pressure. This information in foreseen to have broad applicability, including for all main sectors using the marine environment (shipping, fishing, energy, tourism etc) as well as policy and planning (e.g. MSP).	
Sustainability potential	Moderate
There is moderate potential for sustainability due to the need to periodically update the layers based on new data as well as the potential need to account for sensitive data. Providing lower resolution alternatives for sensitive information ensures adaptability to evolving needs, and the resource investments required for sustainability are reasonable. The initiative will, however, provide valuable data for ongoing initiatives outside the scope of the project.	
Value for key stakeholders	**MPA managers** – enable MPA managers to access detailed spatial information on human activities, supporting effective marine protected area management.
	Environmental NGOs – provide valuable data for NGOs engaged in understanding and addressing the impact of human activities on Baltic Sea biodiversity.
	EU and regional bodies – support environmental policies and strategies by contributing comprehensive spatial information on human activities, aiding in the development of effective conservation measures in the Baltic Sea.

Deliverable 3.8 Estimates for future abiotic conditions under climate change	
Due date: August 2026	
Exploitation potential	High
By offering spatial data layers describing environmental conditions such as salinity, oxygen, nutrient input, and climate extremes, the initiative addresses a clear, urgent, and wide need for understanding the potential impacts of climate change on species, habitats, and biotopes. The innovative approach of estimating future conditions contributes to the scalability and broad applicability of the deliverables.	
Sustainability potential	High
The spatial data layers enable adaptability to evolving needs in climate change research. Reasonable resource investments would be required for sustained viability, but the deliverable will provide valuable information and data for ongoing and future initiatives related to climate change impacts on marine ecosystems.	
Value for key stakeholders	**Scientific and research community** – provides critical estimates for future abiotic conditions, supporting scientific studies on climate change impacts in the Baltic Sea. **MPA managers** – facilitate informed decision-making for marine protected area management by offering insights into the projected abiotic conditions under climate change. **EU and regional bodies** – contribute essential data for aligning environmental policies with future abiotic conditions, aiding in the development of adaptive strategies in response to climate change in the Baltic Sea.

Deliverable 3.9 Estimates for future distribution of species and habitats under climate change	
Due date: August 2026	
Exploitation potential	High
As the deliverable provides spatial data layers describing species distribution under future conditions, the initiative addresses a clear, urgent, and wide need for understanding the impacts of climate change on biodiversity. The availability of this data enhances scalability and broad applicability, attracting significant stakeholder interest.	
Sustainability potential	High
The spatial data layers enable adaptability to evolving needs in climate change research. Reasonable resource investments would be required for sustained viability, but the deliverable will provide valuable information and data for ongoing and future initiatives related to climate change impacts on species and habitats.	
Value for key stakeholders	**Scientific and research community** – provides crucial estimates for the future distribution of species and habitats, enhancing research capabilities to understand the impact of climate change on biodiversity in the Baltic Sea.

	MPA managers – facilitates adaptive management strategies for marine protected areas by offering insights into the projected distribution of species and habitats under climate change. **Environmental NGOs** – equips environmental NGOs with valuable data for advocating the protection of specific species and habitats impacted by climate change in the Baltic Sea. **EU and regional bodies** – supports the development of climate-resilient environmental policies by contributing essential information on the future distribution of species and habitats in the Baltic Sea.

Work package 4: Ecosystem services and valuation

Deliverable 4.1 Conceptual causal framework for ecosystem components, ecosystem services and pressures	
Due date: August 2026	
Exploitation potential	High
This deliverable allows for schematic trade-off analysis of different pressures and ecosystem services and components, addressing a clear, urgent, and wide need for understanding the complex relationships within ecosystems. The framework and matrix are likely to garner significant stakeholder interest due to their potential for guiding decision-making processes and promoting sustainable ecosystem management.	
Sustainability potential	High
There is high sustainability potential as the conceptual framework and matrix will enable adaptability to evolving needs in ecosystem management and trade-off analysis.	
Value for key stakeholders	**Scientific and research community** – provides a foundational framework for researchers to study the relationships between ecosystem components, services, and pressures in the Baltic Sea. **Environmental NGOs** – offers a conceptual tool for NGOs to understand and communicate the intricate connections between ecosystem components, services, and pressures, enhancing their advocacy efforts. **EU and regional bodies** – supports the development of effective environmental policies by providing a conceptual framework to analyze and address the complex interplay between ecosystem components, services, and pressures in the Baltic Sea.

Deliverable 4.2 Decision support tool for spatial assessment of ecosystem services	
Due date: August 2026	
Exploitation potential	High
The deliverable involves developing a decision support tool for spatial assessment of ecosystem services. The online tool, with automated visualization and potential linkage to valuation, addresses a clear, urgent, and wide need for supporting planning and assessment in ecosystem-based management.	
Sustainability potential	High

Its flexibility and adaptability to changing needs in the spatial assessment of ecosystem services will make this a resilient resource. Reasonable ongoing resource investments would ensure its enduring value, making it a robust tool for sustained support in planning and assessment beyond the initial project scope, and further for decision making.	
Value for key stakeholders	**Scientific and research community** – empowers researchers with a sophisticated tool for spatial assessment, enabling a comprehensive understanding of ecosystem services in the Baltic Sea.
	MPA managers – facilitates informed decision-making for marine protected area management by providing a valuable tool for spatial assessment of ecosystem services.
	Environmental NGOs – enhances the capability of NGOs to advocate for the protection of specific ecosystem services through comprehensive spatial assessments in the Baltic Sea.
	EU and regional bodies – supports the development of environmental policies by offering a decision support tool for analyzing and addressing the spatial distribution of ecosystem services in the Baltic Sea.

Deliverable 4.3 Updated ecosystem service assessment methodology	
Due date: February 2027	
Exploitation potential	Moderate
This has moderate exploitation potential as it addresses a specific need for understanding the methodology, though its application may be more focused on stakeholders interested in detailed guidance for ecosystem service assessments.	
Sustainability potential	High
The manual will ensure adaptability to evolving needs in this field. With reasonable resource investments, the manual could offer long-lasting support for ecosystem service assessments in the Baltic Sea during the project and beyond.	
Value for key stakeholders	**Scientific and research community** – equips researchers with an improved methodology for assessing ecosystem services, enhancing the accuracy and reliability of studies in the Baltic Sea.
	MPA managers – facilitates MPA management by providing an updated and robust methodology for assessing ecosystem services.

	Environmental NGOs – enhances the ability of NGOs to advocate for the protection of specific ecosystem services through the use of an advanced assessment methodology in the Baltic Sea. **EU and regional bodies** – supports the development of environmental policies by offering an updated and comprehensive methodology for analyzing and addressing ecosystem services in the Baltic Sea.

Deliverable 4.4 Gap analysis of ecosystem service methodology	
Due date: August 2027	
Exploitation potential	Moderate
While addressing a specific need for understanding the existing gaps, its application may be more focused on stakeholders interested in identifying areas for improvement in current methodologies.	
Sustainability potential	Moderate
The gap analysis, shedding light on services lacking robust methodologies, establishes a foundation for future research directions. Periodic updates would be needed to ensure it remains relevant post-project.	
Value for key stakeholders	**Scientific and research community** – provides insights for researchers to identify gaps in current ecosystem service methodologies, guiding future improvements for more accurate assessments in the Baltic Sea. **MPA managers** – facilitates MPA management by highlighting gaps in current methodologies, enabling targeted improvements in assessing and managing ecosystem services. **Environmental NGOs** – empowers NGOs to advocate for improvements and fill identified gaps in the methodology for better protection of ecosystem services in the Baltic Sea. **EU and regional bodies** – Supports the development of environmental policies by offering a comprehensive gap analysis, guiding the refinement of ecosystem service methodologies in the Baltic Sea.

Deliverable 4.5 Report on the multi-use methodology for identification, mapping, and quantification of ecosystem services	
Due date: August 2026	
Exploitation potential	Moderate
The report provides useful information on the multi-use methodology for identifying, mapping and quantifying ecosystem services, and addresses specific needs for understanding the methodologies used within the project.	
Sustainability potential	High
The detailed report should allow for adaptability to evolving needs. With reasonable resource investments, it is well-positioned to endure changes beyond the project's scope, providing valuable insights for ongoing and future initiatives related to ecosystem service assessments.	
Value for key stakeholders	**Scientific and research community** – provides a comprehensive report guiding researchers in the identification, mapping, and quantification of ecosystem services, enhancing the precision of studies in the Baltic Sea. **MPA managers** – facilitates MPA management by offering a detailed methodology for identifying, mapping, and quantifying ecosystem services. **Environmental NGOs** – equips NGOs with valuable insights into the multi-use methodology, enhancing their ability to advocate for sustainable practices and protection of ecosystem services in the Baltic Sea. **EU and regional bodies** – supports the development of environmental policies by providing a robust report guiding the identification, mapping, and quantification of ecosystem services in the Baltic Sea.

Work package 5: Coherence

Deliverable 5.1 Guidance for ecological coherence assessment	
Due date: February 2028	
Exploitation potential	Moderate
The guidance document provides a comprehensive methodology for ecological coherence assessment, addressing a specific need for understanding and assessing ecological coherence of protected areas. The application may be more focused on stakeholders interested in detailed insights into the assessment process.	
Sustainability potential	High
The guidance document enables adaptability to evolving needs in ecological coherence assessment. With reasonable resource investments, it could provide a valuable resource for ongoing and future initiatives related to assessing and ensuring ecological coherence in the Baltic Sea.	
Value for key stakeholders	**Scientific and research community** – offers essential guidance for researchers conducting ecological coherence assessments, providing a standardized approach for studying and ensuring ecological connectivity in the Baltic Sea. **MPA managers** – facilitates marine protected area management by providing clear guidance on assessing ecological coherence, aiding in the preservation of connected and functional ecosystems. **Environmental NGOs** – empowers NGOs with a valuable tool for advocating the importance of ecological coherence, supporting their efforts in promoting sustainable practices in the Baltic Sea. **EU and regional bodies** – supports the development of environmental policies by offering coherent guidance for assessing ecological coherence, contributing to the overall health and resilience of ecosystems in the Baltic Sea.

Deliverable 5.2 Code for ecological coherence assessment	
Due date: February 2028	
Exploitation potential	High
This resource offers a practical and accessible tool for stakeholders, researchers, and developers interested in implementing ecological coherence assessments. Being published on GitHub enhances its scalability and makes it widely available for various users.	
Sustainability potential	High
The sustainability potential for the code is high, given its adaptability to evolving needs in ecological coherence assessment. By being publicly available, the resource can contribute to ongoing and future initiatives related to ecological coherence assessment in the Baltic Sea. With reasonable resource investments, it could remain a robust and enduring tool beyond the end of the project.	
Value for key stakeholders	**Scientific and research community** – offers essential guidance for researchers conducting ecological coherence assessments, providing a standardized approach for studying and ensuring ecological connectivity in the Baltic Sea. **MPA managers** – provides clear guidance on assessing ecological coherence, aiding in the preservation of connected and functional ecosystems. **Environmental NGOs** – empowers NGOs with a valuable tool for advocating the importance of ecological coherence, supporting their efforts in promoting sustainable practices in the Baltic Sea. **EU and regional bodies** – supports the development of environmental policies by offering coherent guidance for assessing ecological coherence, contributing to the overall health and resilience of ecosystems in the Baltic Sea.

Deliverable 5.3 Connectivity maps and matrices on key species, both passively and actively dispersing	
Due date: February 2026	
Exploitation potential	High
The connectivity maps and matrices of key species, covering both passively and actively dispersing organisms, have high exploitation potential. By providing spatial data products in English through the HELCOM Map and Data Service, this resource caters to a clear and wide need for understanding connectivity patterns in the Baltic Sea. Stakeholders involved in biodiversity	

conservation, marine management, and research will find these maps and matrices valuable for their applications.	
Sustainability potential	High
The sustainability potential for this deliverable is high, as the spatial data products are made publicly available through the HELCOM Map and Data Service. This ensures they can be adaptable to evolving needs in biodiversity research, marine management and conservation. With reasonable resource investments, the connectivity maps and matrices could provide a lasting and impactful resource for ongoing and future initiatives related to species connectivity in the Baltic Sea.	
Value for key stakeholders	**Scientific and research community** – enables researchers to study and understand dispersal patterns, both passively and actively, in the Baltic Sea. **MPA managers** – offers essential information on the connectivity of key species, aiding in the development of effective protection strategies. **Environmental NGOs** – provides valuable data on species dispersal, supporting their efforts in advocating for the protection of key species and biodiversity in the Baltic Sea. **EU and regional bodies** – supports the development of environmental policies by providing crucial information on species connectivity, contributing to the overall conservation and management of key species in the Baltic Sea.

Deliverable 5.4 Coherence assessment report	
Due date: February 2028	
Exploitation potential	High
The coherence assessment report, detailing the results obtained from the newly developed methodology and updated data and species distribution/connectivity models, possesses high exploitation potential. This document addresses a clear and wide need for insights into the ecological coherence of the Baltic Sea. Stakeholders, researchers, and policymakers can leverage the report's findings for informed decision-making and ecosystem management.	
Sustainability potential	Moderate
The potential is moderate as, while the coherence assessment report, provided in an online PDF format in English, allows for continued adaptability to evolving needs in ecosystem assessment, the assessment will need to be re-run periodically to appropriately reflect the changing landscape of protection efforts, giving the report a pre-defined shelf life.	
Value for key stakeholders	**Scientific and research community** – offers detailed results from the newly developed methodology and updated data, providing

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researchers with valuable insights into ecological coherence in the Baltic Sea.

MPA managers – aids in the development of targeted conservation and management strategies.

Environmental NGOs – provides a comprehensive report on ecological coherence, supporting their advocacy for sustainable practices and the protection of biodiversity in the Baltic Sea.

EU and regional bodies – provides a coherent assessment report, guiding decision-making for the conservation and management of ecosystems in the Baltic Sea.

Deliverable 5.5 Maps for optimizing the MPA network	
Due date: May 2028	
Exploitation potential	High
The maps for optimizing the marine protected area (MPA) network will showcase areas with high biodiversity and ecosystem functioning. Stakeholders involved in marine management, conservation, and research will find these maps invaluable for optimizing the MPA network.	
Sustainability potential	High
The sustainability potential is high, as the publicly available maps on the HELCOM Map and Data Service ensure adaptability to evolving needs in marine conservation and planning.	
Value for key stakeholders	**MPA managers** – essential tools for optimizing MPAs, showcasing areas with high biodiversity and ecosystem functioning, aiding in effective MPA network planning and management. **Scientific and research community** – Provides valuable maps for researchers to study and understand areas of high biodiversity and ecosystem functioning in the Baltic Sea. **Environmental NGOs** – Empowers NGOs with visual representations of areas with high biodiversity and ecosystem functioning, supporting their advocacy for the protection of these critical zones. **EU and regional bodies** – supports the development of environmental policies by providing informative maps for optimizing the

	MPA network, contributing to the overall conservation and management of biodiversity in the Baltic Sea.

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Protect Baltic Exploitation and Sustainability Strategy

Work package 6: Adaptive management

Deliverable 6.1 List of ecosystem components for the Baltic Sea	
Due date: August 2026	
Exploitation potential	High
The list of ecosystem components for the Baltic Sea, holds high exploitation potential and wide applicability. By establishing criteria aligned with regional processes and EU guidance, this deliverable addresses a clear, urgent, and wide need for consistent and comprehensive spatial management of the Baltic Sea ecosystem. Stakeholders involved in marine management, conservation, and policy-making will find this resource invaluable.	
Sustainability potential	High
By furnishing a comprehensive list of ecosystem components, this deliverable lays the foundation for ongoing relevance and adaptability and as the components of the ecosystem are enduring the shelf life of the list is expected to be long. With dynamic insights and guidelines, the list will help to guide informed decision-making and to catalyze initiatives focused on spatial management and conservation as the Baltic Sea marine ecosystem evolves.	
Value for key stakeholders	**National environmental authorities** – crucial for informed decision-making, enabling effective environmental protection and sustainable management. **MPA managers** – identification and understanding of key ecosystem components are essential for MPA planning and management, ensuring biodiversity conservation within protected zones. **Scientific and research community** – comprehensive knowledge of the Baltic Sea's diverse ecosystem components provides the scientific community with valuable data for research, enhancing understanding, and contributing to ecological conservation and protection efforts. **Environmental NGOs** – awareness and advocacy for the protection of seabirds, marine mammals, and benthic habitats, coupled with addressing issues related to nutrient cycling and water column stratification, contribute to their mission of fostering environmental sustainability and protection.

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	EU and regional bodies – helps to ensure alignment with sustainable development strategies.
	Policy makers – utilizing scientific insights into ecosystem components allows policymakers to formulate informed and effective environmental policies, promoting the sustainable management of the Baltic Sea and addressing conservation challenges.

Deliverable 6.10 MPA management guidelines	
Due date: May 2028	
Exploitation potential	High
This deliverable will become an invaluable resource for stakeholders involved in MPA management. It offers a step-by-step framework, ensuring optimal adaptive management processes and has high exploitation potential as it should garner widespread interest and engagement. Stakeholders, equipped with these updated MPA management guidelines, gain a strategic framework that aligns with the latest standards and best practices. Its online publication ensures broad accessibility, facilitating informed decision-making and collaboration.	
Sustainability potential	High
The guidelines represent a resilient adaptive management blueprint. The deliverable offers a lasting and adaptable guide for systematic improvements in MPA management and will be a crucial resource for ongoing and future initiatives related to marine conservation in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – offers a step-by-step guide for optimal adaptive management processes, enhancing the planning and execution of MPA management strategies.
	Scientific and research community – offers the latest standards and best practice in MPA management, and serves as a valuable resource for those studying marine protection.
	Environmental NGOs – equips NGOs with updated guidelines to advocate for and contribute to the effective management of MPAs, aligning with their goals of environmental protection.
	EU and regional bodies – supports the development and implementation of regional policies for MPA management, ensuring

	alignment with international standards and fostering collaboration. **Policy makers** – provides a strategic framework that aids in the formulation of informed environmental policies, promoting sustainable MPA management practices.

Deliverable 6.11 Annual MPA management capacity building workshops	
Due date: May 2028	
Exploitation potential	High
The organization of annual MPA management capacity building workshops, co-designed with MPA managers based on their specific needs, will be a valuable resource for skill development and knowledge exchange throughout the project. Catering for 20-35 participants in each workshop, this deliverable ensures focused and impactful capacity building. Stakeholders, particularly MPA managers and national authority representatives, benefit from such tailored workshops that will directly address their needs.	
Sustainability potential	Moderate
With their co-designed and participatory approach, the workshops will be a useful resource for ongoing initiatives related to marine conservation in the Baltic Sea, fostering collaboration for MPA management that could become a sustained platform for capacity building with some resource investment.	
Value for key stakeholders	**MPA managers** – facilitates continuous learning and skill development, enhancing the capabilities of MPA managers in adaptive management and best practices. **Scientific and research community** – provides a platform for knowledge exchange and updates on the latest trends and methodologies in MPA management, fostering collaboration. **Environmental NGOs** – offers an opportunity for NGOs to enhance their understanding of MPA management, aligning their efforts with evolving standards and strategies. **EU and regional bodies** – supports regional capacity building initiatives, ensuring that MPA management aligns with international standards and promotes sustainable practices. **Policy makers** – enables policy makers to stay informed about advancements in MPA management, contributing to the formulation

	of effective environmental policies.
	Civil society – where MPAs directly impact local communities, their involvement can be crucial for effective collaboration and understanding.

Deliverable 6.12 Assessment of management effectiveness of the Baltic MPA network	
Due date: February 2027	
Exploitation potential	High
The development and testing of a quantitative scalable assessment methodology for the management effectiveness (ME) of the Baltic Sea MPA network is a strategic management evaluation tool with high exploitation potential. The report will become a crucial resource for understanding the effectiveness of current management strategies, identifying gaps, and fostering collaboration for impactful marine conservation efforts.	
Sustainability potential	Moderate
While the quantitative scalable assessment methodology, tested on the Baltic Sea MPA network is expected the have a very high sustainability potential, the associated report is expected to have a predefined shelf life as the assessment results contained therein will become outdated once a new assessment is run.	
Value for key stakeholders	**MPA managers** – offers insights and feedback on the effectiveness of their management strategies, aiding in continuous improvement and adaptive practices. **Scientific and research community** – provides an opportunity for researchers to assess the outcomes and impacts of MPA management, contributing to scientific knowledge and best practices. **Environmental NGOs** – allows NGOs to evaluate the success of MPA management efforts and advocate for improvements or adjustments based on the assessment results. **EU and regional bodies** – supports regional initiatives by providing an evaluation framework for MPA effectiveness, ensuring alignment with international standards and goals. **Policy makers** – offers valuable data and insights for policy makers to make informed decisions, shaping future policies related to marine conservation and MPA management.

Deliverable 6.13 Recommendations for improving management effectiveness	
Due date: May 2028	
Exploitation potential	Moderate
Providing recommendations for improving the management effectiveness of the Baltic Sea MPA network offers a targeted improvement blueprint. Valuable for stakeholders involved in MPA management, the recommendations will cover how, what, and where improvements are needed, and offer focused insights.	
Sustainability potential	Moderate
The recommendations represent a targeted and adaptive improvement framework, with a focus on ongoing marine conservation initiatives. The deliverable could be positioned to navigate changes and offer systematic enhancements in management effectiveness but would need further resources.	
Value for key stakeholders	**MPA managers** – receives targeted recommendations to enhance the effectiveness of their management strategies, facilitating continuous improvement. **Scientific and research community** – benefits from insights into how management effectiveness can be improved, contributing to scientific knowledge and adaptive practices. **Environmental NGOs** – gains actionable recommendations to advocate for improvements or adjustments in MPA management, aligning with environmental protection goals. **EU and regional bodies** – utilizes recommendations to refine regional initiatives, ensuring that MPA management aligns with international standards and goals. **Policy makers** – receives valuable guidance for shaping policies that contribute to improved marine conservation and MPA management.

Deliverable 6.14 Management effectiveness assessment (MEA) tool	
Due date: August 2026	
Exploitation potential	High
This tool, facilitating the MEA process, streamlines information transfer from member states, supports dataset and/or dataset metadata exchange, and implements management effectiveness scoring. With its integration into the HELCOM MPA portal, this deliverable will become a pivotal resource for stakeholders involved in MPA management, attracting widespread interest and engagement.	

Sustainability potential	High
Seamlessly integrated into the HELCOM MPA portal, the MEA tool will be an adaptive resource for ongoing and future initiatives in Baltic Sea marine conservation. The tool will be positioned to withstand change, providing a lasting and dynamic platform for systematic enhancements in the assessment of MPA management effectiveness. It will contribute to the continuous refinement and success of MPA conservation efforts in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – utilizes the MEA tool for a systematic evaluation of management strategies, facilitating data-driven decision-making and continuous improvement. **Scientific and research community** – engages with the tool to gather empirical data for research, contributing to the understanding of effective MPA management practices. **Environmental NGOs** – utilizes the MEA tool's results to advocate for evidence-based improvements in MPA management, aligning with their environmental protection goals. **EU and regional bodies** – incorporates MEA tool outcomes into regional initiatives, ensuring that MPA management aligns with international standards and goals. **Policy makers** – leverages MEA tool insights for informed policy development, contributing to improved marine conservation and MPA management.

Deliverable 6.15 Manual for MEA methodology and using the MEA tool	
Due date: August 2026	
Exploitation potential	Moderate
The manual will offer comprehensive insights, but its potential impact will likely be more targeted to stakeholders directly involved in MPA management.	
Sustainability potential	Moderate
The manual offers a focused and adaptable resource that will serve as a valuable guide tailored to specific stakeholders working in MPA management.	
Value for key stakeholders	**MPA managers** – leverages the manual as a comprehensive guide for implementing the MEA methodology and utilizing the MEA tool effectively, enhancing management practices.

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	Scientific and research community – utilizes the manual for understanding the scientific methodologies behind the MEA tool, contributing to research and best practices in MPA management. **Environmental NGOs** – gains insights from the manual to understand the MEA methodology, enabling NGOs to actively engage in advocating for evidence-based improvements in MPA management. **EU and regional bodies** – incorporate the manual's guidelines into regional initiatives, ensuring standardized application of the MEA methodology and tool across different areas. **Policy makers** – utilizes the manual to gain a comprehensive understanding of the MEA methodology, facilitating informed policy development for improved marine conservation and MPA management.

Deliverable 6.18 Report on current monitoring and available monitoring techniques for MPAs	
Due date: August 2026	
Exploitation potential	Moderate
The report on current monitoring and available techniques for MPAs serves as a valuable resource for stakeholders involved in MPA management. The comprehensive overview of ongoing monitoring activities, techniques, and approaches offers targeted insights into the current state of MPA monitoring and a diverse array of available techniques.	
Sustainability potential	Moderate
The report on MPA monitoring, accessible in an online PDF, is highly relevant and informative for guiding improvements to the monitoring efforts but is expected to have a predefined shelf life as it represents a snapshot of the situation with regards to monitoring.	
Value for key stakeholders	**MPA managers** – receives valuable insights from the report to enhance current monitoring practices and adopts new techniques for more effective management. **Scientific and research community** – uses the report to stay informed about the latest monitoring techniques, contributing to research and advancements in MPA monitoring.

	Environmental NGOs – leverages the report's findings to advocate for the adoption of state-of-the-art monitoring techniques, aligning with environmental protection goals.
	EU and regional bodies – integrate information from the report into regional initiatives, ensuring that MPA monitoring aligns with international standards and goals.
	Policy makers – utilizes the report to make informed decisions on policies related to MPA monitoring, contributing to improved marine conservation and MPA management.

Deliverable 6.19 Guidelines for monitoring MPAs	
Due date: May 2028	
Exploitation potential	High
Accessible through an online PDF publication in English, this deliverable will become an essential resource for stakeholders engaged in MPA management. The guidelines, aimed at improving and streamlining monitoring in MPAs, foster widespread interest and engagement, providing a practical framework for enhancing monitoring practices.	
Sustainability potential	High
The sustainability potential for this initiative is high, providing a robust monitoring framework for ongoing and future marine conservation initiatives in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – adopts the guidelines as a practical framework for implementing effective monitoring strategies, ensuring optimal MPA management.
	Scientific and research community – utilizes the guidelines to standardize monitoring approaches, contributing to consistency and comparability in research efforts.
	Environmental NGOs – advocates for the adoption of these guidelines to enhance transparency and effectiveness in MPA monitoring, aligning with environmental protection goals.
	EU and regional bodies – incorporate the guidelines into regional initiatives, ensuring a harmonized and standardized approach to MPA monitoring across different areas.

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	Policy makers – uses the guidelines to inform policy decisions related to MPA monitoring, contributing to improved marine conservation and MPA management.

Deliverable 6.2 Common vision for protection and protection objectives for the Baltic Sea	
Due date: August 2026	
Exploitation potential	High
Crafting a common vision for protection and protection objectives in the Baltic Sea represents an opportunity to unleash a collective vision, transcending boundaries and aligning stakeholders towards positive biodiversity outcomes. This deliverable, presented in an online PDF publication in English, has the potential to be a beacon of inspiration and collaboration. Stakeholders, alongside relevant national authorities, can co-create a vision that not only guides the project but becomes a catalyst for broader regional conservation efforts.	
Sustainability potential	High
The sustainability potential for this initiative is categorically high. The agreed vision and protection objectives, co-created with national authorities, reflect an enduring commitment that will go beyond the project's timeline.	
Value for key stakeholders	**MPA managers** – aligns management practices with the common vision and objectives, ensuring coordinated efforts for the protection of the Baltic Sea. **Scientific and research community** – utilizes the common vision and objectives as a foundation for research, contributing to scientific knowledge and adaptive practices. **Environmental NGOs** – advocates for the adoption and realization of the common vision and objectives, actively engaging in protection initiatives. **EU and regional bodies** – incorporate the common vision into regional initiatives, ensuring alignment with international standards and collaborative protection efforts. **Policy makers** – uses the common vision to shape policies that contribute to the shared goal of marine conservation in the Baltic Sea.

Deliverable 6.20 Effectiveness and sufficiency of protection and restoration measures analysis	
Due date: May 2028	
Exploitation potential	High

This deliverable has potential to become a pivotal resource for stakeholders involved in MPA management, offering insights into the best available measures for protection and restoration. The strategic analysis, aimed at identifying and optimizing current measures, will foster informed decision-making and collaboration.

Sustainability potential	High

The comprehensive analysis of protection and restoration measures offers valuable insights and will serve as a lasting and adaptable resource for ongoing and future marine conservation initiatives in the Baltic Sea.

Value for key stakeholders	**MPA managers** – uses the analysis to assess and enhance the effectiveness of protection and restoration measures within their managed areas, ensuring optimal conservation outcomes.
	Scientific and research community – engages with the analysis to contribute scientific insights into the effectiveness and sufficiency of various protection and restoration measures.
	Environmental NGOs – leverage the analysis findings to advocate for evidence-based improvements and additional measures, actively participating in marine protection initiatives.
	EU and regional bodies – incorporate analysis outcomes into regional initiatives, ensuring that protection and restoration measures align with international standards and goals.
	Policy makers – utilize the analysis to make informed decisions on policies related to marine protection and restoration, contributing to improved conservation efforts.

Deliverable 6.21 Effectiveness and sufficiency of protection and restoration measures methodology and manual	
Due date: May 2028	
Exploitation potential	High

The methodology and manual for analyzing the effectiveness and sufficiency of protection and restoration measures present a cutting-edge resource with high exploitation potential. Accessible through an online PDF publication in English, this deliverable will be a crucial tool for stakeholders engaged in marine conservation, providing a state-of-the-art methodology outlined in a step-by-step manual.

Sustainability potential	High

The manual is a robust guidance framework offering comprehensive guidance for systematic improvements in the effectiveness and sufficiency of protection and restoration measures. It will contribute significantly to the sustained success of marine conservation efforts in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – implements the methodology and manual as a comprehensive guide for evaluating and enhancing protection and restoration measures within their managed areas. **Scientific and research community** – utilizes the methodology and manual to contribute scientific insights and methodologies for assessing the effectiveness of protection and restoration measures. **Environmental NGOs** – gains insights from the methodology and manual to actively engage in advocating for evidence-based improvements and additional measures in marine protection initiatives. **EU and regional bodies** – incorporate the methodology and manual guidelines into regional initiatives, ensuring standardized approaches to assessing protection and restoration measures. **Policy makers** – utilizes the methodology and manual to make informed decisions on policies related to marine protection and restoration, contributing to improved conservation efforts.

Deliverable 6.22 Effectiveness and sufficiency of protection and restoration measures report	
Due date: May 2028	
Exploitation potential	High
The report contains a strategic overview of current measures, their sufficiency, and effectiveness, along with recommendations on effective measures. Accessible through an online PDF publication in English, it will be a useful resource for stakeholders engaged in marine conservation, providing insights into the effectiveness of existing measures.	
Sustainability potential	Moderate
The report on current measures, sufficiency, effectiveness, and recommendations, available in an online PDF, will serve as a highly valuable resource for ongoing and future marine conservation initiatives in the Baltic Sea. It is however foreseen that the analysis would need to be rerun at some point in the future, to capture the changing landscape of measures, and the level of their implementation, at which point the content of the current report would become outdated.	

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Value for key stakeholders	**MPA managers** – utilize the report insights to enhance protection and restoration measures within managed areas, ensuring optimal conservation outcomes.
	Scientific and research community – engages with the report findings to contribute scientific insights into the effectiveness and sufficiency of protection and restoration measures.
	Environmental NGOs – leverage the report to advocate for evidence-based improvements and additional measures, actively participating in marine protection initiatives.
	EU and regional bodies – incorporate report outcomes into regional initiatives, ensuring that protection and restoration measures align with international standards and goals.
	Policy makers – use the report to make informed decisions on policies related to marine protection and restoration, contributing to improved conservation efforts.

Deliverable 6.23 Regional Restoration Action Plan	
Due date: August 2026	
Exploitation potential	High
The Restoration Action Plan, encompassing qualitative and quantitative regional targets, a prioritized list of actions, and alignment with EU restoration law, UN Decade of Restoration, and the Post-2020 Global Biodiversity Framework, is a strategic plan with high exploitation potential. This deliverable will be a critical resource for stakeholders engaged in environmental restoration and will provide a comprehensive and aligned approach at a Baltic-wide spatial scale.	
Sustainability potential	High
Available at Baltic-wide spatial scales, the plan will serve as a lasting and adaptable resource for ongoing and future environmental restoration initiatives. With reasonable resource investments, the plan could provide comprehensive guidance for systematic improvements in the effectiveness and sufficiency of restoration measures. It could also contribute to environmental restoration efforts in the Baltic Sea in alignment with international biodiversity conservation frameworks.	
Value for key stakeholders	**MPA managers** – implement the regional restoration action plan to guide and coordinate restoration efforts within managed areas, enhancing ecosystem health.
	Scientific and research community – uses the action plan to contribute scientific insights into

	restoration methodologies, aligning research efforts with regional goals.
	Environmental NGOs – advocate for the adoption and successful implementation of the action plan, actively engaging in restoration initiatives.
	EU and regional bodies – incorporate the action plan into regional initiatives, ensuring a collaborative and standardized approach to restoration efforts.
	Policy makers – use the action plan to inform policies related to marine restoration, contributing to improved conservation and restoration outcomes.

Deliverable 6.24 Regional restoration toolbox	
Due date: August 2026	
Exploitation potential	High
The creation of a Baltic-wide toolbox that supports countries in restoration activities, along with best practice and methods outlined for implementation, will be a comprehensive resource with high exploitation potential. This deliverable will be an invaluable toolkit for stakeholders involved in environmental restoration, providing practical guidance and best practice.	
Sustainability potential	High
The toolbox will contribute to harmonizing practices for ongoing and future environmental restoration initiatives. It will offer guidance for systematic improvements in the effectiveness and sufficiency of restoration methods. Since it will be aligned with international biodiversity conservation frameworks, it will foster restoration practices that are wide and have long-lasting impact.	
Value for key stakeholders	**MPA managers** – uses the regional restoration toolbox as a practical resource for planning and implementing restoration projects within managed areas.
	Scientific and research community – engages with the toolbox to access a diverse set of tools and methodologies for restoration research and application.
	Environmental NGOs – leverage the toolbox to actively participate in restoration initiatives, applying a variety of tools to enhance ecosystem health.

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| | EU and regional bodies – incorporate the toolbox into regional initiatives, ensuring a standardized and collaborative approach to restoration efforts.

Policy makers – use the toolbox to inform policies related to marine restoration, contributing to improved conservation and restoration outcomes. |
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Deliverable 6.26 Overview of MPA managers needs with regard to the MPA Management Guideline	
Due date: February 2025	
Exploitation potential	Low
This deliverable will be essential for highlighting the needs of stakeholders involved in MPA management, providing insights into the specific needs of MPA managers. But the deliverable is explicitly of use only within the scope of the project and, as such, has low exploitation potential.	
Sustainability potential	Low
The overview represents tailored management support for MPA managers specifically, offering targeted guidance for systematic improvements in MPA management practices. The overview itself though is done specifically for internal use within the project.	
Value for key stakeholders	**MPA managers** – gain insights from the overview to identify and address specific needs in implementing the MPA Management Guideline, ensuring effective management practices.

Scientific and research community – utilizes the overview to understand the practical requirements of MPA managers, contributing relevant research and support aligned with their needs.

Environmental NGOs – leverage the overview to tailor advocacy efforts and support MPA managers in addressing their specific needs within marine protection initiatives.

EU and regional bodies – incorporate the overview findings into regional initiatives, ensuring that support mechanisms align with the identified needs of MPA managers.

Policy makers – use the overview to shape policies that address the identified needs of |

	MPA managers, contributing to improved marine conservation outcomes.

Deliverable 6.27 Draft blueprint for process for identifying a list of protection targets for species and habitats	
Due date: February 2025	
Exploitation potential	Moderate
This deliverable could be a pivotal tool for stakeholders engaged in biodiversity conservation, providing a structured approach to delineate protection targets. The blueprint will enable a more focused and effective approach to biodiversity conservation. The moderate to low exploitation potential is due to the deliverable's nature as a draft, to be followed by a final version later in the project.	
Sustainability potential	Low
The draft blueprint will provide specific guidance for a structured approach for systematic improvements in the identification and protection of species and habitats but will be replaced by a final version later in the project, thus giving this deliverable low sustainability potential by default.	
Value for key stakeholders	**MPA managers** – utilize the draft blueprint to guide the identification process for protection targets within managed areas, ensuring effective conservation strategies.
	Scientific and research community – engages with the blueprint to contribute scientific insights and methodologies for identifying protection targets, aligning research efforts with conservation goals.
	Environmental NGOs – leverage the draft blueprint to actively participate in the identification process, advocating for the inclusion of critical species and habitats in protection initiatives.
	EU and regional bodies – incorporate the draft blueprint into regional initiatives, ensuring a collaborative and standardized approach to identifying protection targets.
	Policy makers – utilize the draft blueprint to inform policies related to the identification of protection targets, contributing to improved marine conservation outcomes.

Deliverable 6.3 Protection terminology	
Due date: August 2026	
Exploitation potential	High
Elaborating key definitions and terms for protection in the Baltic Sea signifies a foundational step towards establishing a common language of protection. This deliverable, presented in an online PDF publication in English as well as a searchable online glossary on the website, provides clear and referenced explanations that can become a cornerstone for stakeholders to foster a shared understanding of protection-related terms.	
Sustainability potential	High
The sustainability potential for this initiative is significant. The elucidation of key definitions and terms, presented in an accessible online format, ensures enduring clarity.	
Value for key stakeholders	**MPA managers** – utilize protection terminology to enhance communication and understanding within managed areas, ensuring clarity in conservation efforts. **Scientific and research community** – adopts standardized protection terminology to facilitate precise communication and collaboration in research related to marine protection. **Environmental NGOs** – leverage the established protection terminology to effectively communicate and advocate for conservation initiatives, fostering a common language in the environmental community. **EU and regional bodies** – incorporate protection terminology into regional initiatives, ensuring consistency and alignment with international standards in marine protection terminology. **Policy makers** – utilize the protection terminology to shape policies and regulations, contributing to a coherent and standardized approach to marine protection.

Deliverable 6.4 Protection targets	
Due date: August 2026	
Exploitation potential	High
This strategic framework, presented in an online PDF publication in English, becomes a crucial resource for guiding protection efforts in the Baltic Sea. It provides clarity on the desired coverage of habitats or species, fostering informed decision-making and collaboration among stakeholders.	
Sustainability potential	High

The elaboration of regional protection targets, encapsulated in an online PDF, offers a guiding conservation framework that can create enduring impact after the project.

Value for key stakeholders	**MPA managers** – implement protection targets to guide conservation efforts within managed areas, ensuring specific goals for the preservation of species and habitats.
	Scientific and research community – utilizes protection targets to align research efforts with conservation goals, contributing to evidence-based approaches in marine protection.
	Environmental NGOs – advocate for the adoption and achievement of protection targets, actively engaging in marine protection initiatives to ensure the conservation of critical species and habitats.
	EU and regional bodies – incorporate protection targets into regional initiatives, fostering a collaborative and standardized approach to achieving conservation goals.
	Policy makers – utilize protection targets to shape policies related to marine protection, contributing to the establishment of clear and measurable conservation objectives.

Deliverable 6.5 Protection indicators	
Due date: August 2026	
Exploitation potential	High
Once defined and articulated, this will become an essential tool for assessing the effectiveness of protection measures. Stakeholders, armed with this resource, will gain insights that can drive informed decision-making and strategic actions for enhanced protection.	
Sustainability potential	High
By establishing protection indicators, the deliverable contributes to the creation of enduring performance metrics.	
Value for key stakeholders	**MPA managers** – utilize protection indicators to monitor and assess the effectiveness of conservation efforts within managed areas, ensuring adaptive management practices.
	Scientific and research community – engages with protection indicators to contribute scientific insights into the evaluation of marine

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protection initiatives, aligning research efforts with conservation goals.

Environmental NGOs – leverage protection indicators to actively participate in monitoring and advocating for the improvement of marine protection outcomes.

EU and regional bodies – incorporate protection indicators into regional initiatives, ensuring a standardized and collaborative approach to monitoring the effectiveness of conservation measures.

Policy makers – utilize protection indicators to inform policies related to marine protection, contributing to evidence-based decision-making and improved conservation outcomes.

Deliverable 6.6 Threat taxonomy	
Due date: August 2026	
Exploitation potential	High
Developing a regional standardized threat taxonomy aligned with international processes is a transformative opportunity for collaborative action. This deliverable holds immense exploitation potential by establishing a shared language for understanding and addressing threats in the Baltic Sea.	
Sustainability potential	High
The semi-quantified matrix linking pressures and activities, presented in an accessible online format, lays the foundation for strategic and enduring threat management. It serves as a dynamic tool for consistent evaluation and mitigation of threats to the marine ecosystem.	
Value for key stakeholders	**MPA managers** – utilize the threat taxonomy to categorize and understand potential risks within managed areas, guiding effective mitigation strategies. **Scientific and research community** – adopts the standardized threat taxonomy to enhance collaboration and communication in research related to marine threats, fostering a common language. **Environmental NGOs** – leverage the threat taxonomy to identify and address specific threats, actively engaging in advocacy efforts for improved conservation measures.

<table>
<tr><td></td><td>EU and regional bodies – incorporate the threat taxonomy into regional initiatives, ensuring a standardized and collaborative approach to addressing threats to marine ecosystems.

Policy makers – utilize the threat taxonomy to shape policies and regulations, contributing to a coherent and evidence-based approach to marine conservation.</td></tr>
</table>

Deliverable 6.7 Manual for establishing a regional framework for protection	
Due date: May 2028	
Exploitation potential	High
The step-by-step manual serves as a strategic guidance blueprint. This deliverable, presented through an online PDF publication in English, will become an invaluable resource for stakeholders involved in the intricate process of establishing a comprehensive protection framework for the Baltic Sea. It provides a roadmap, fostering a shared understanding and strategic alignment among stakeholders to help them navigate the establishment of the regional framework.	
Sustainability potential	High
The step-by-step manual for establishing a regional framework for protection provides a solid foundation and blueprint for the process of establishing the governance structure to guide protection efforts.	
Value for key stakeholders	**MPA managers** – utilize the manual to guide the establishment of a comprehensive regional framework for marine protection within managed areas. **Scientific and research community** – engages with the manual to contribute scientific insights into the development of the regional framework, aligning research efforts with conservation goals. **Environmental NGOs** – leverage the manual to actively participate in the establishment of the regional framework, ensuring the inclusion of critical conservation measures. **EU and regional bodies** – incorporate the manual into regional initiatives, ensuring a standardized and collaborative approach to developing a framework for marine protection. **Policy makers** – utilize the manual to inform policies related to the establishment of a

	regional framework, contributing to evidence-based decision-making and improved conservation outcomes.

Deliverable 6.8 Coherence and functionality gaps of the MPA network	
Due date: August 2027	
Exploitation potential	High
This deliverable, presented through an online PDF publication in English, provides targeted insights into which ecosystem components are insufficiently protected. Stakeholders can leverage this analysis to prioritize expansion efforts, ensuring a strategic and impactful enhancement of the MPA network in the Baltic Sea. The deliverable can be a powerful tool to address deficiencies and refine the MPA network systematically.	
Sustainability potential	Moderate
There is potential for the publication to be updated as the deliverable serves as an adaptive conservation blueprint. The gap analysis, while assessing the current situation, could serve as an enduring resource for ongoing and future initiatives related to the expansion and refinement of the MPA network.	
Value for key stakeholders	**MPA managers** – identify and address coherence and functionality gaps within the MPA network, ensuring optimal management and conservation outcomes. **Scientific and research community** – engages in research to contribute insights into coherence and functionality gaps, aligning efforts with the improvement of marine conservation strategies. **Environmental NGOs** – advocate for addressing identified gaps, actively participating in initiatives to improve the coherence and functionality of the MPA network. **EU and regional bodies** – incorporate findings into regional initiatives, fostering a collaborative approach to enhance the coherence and functionality of the overall MPA network. **Policy makers** – utilize information on coherence and functionality gaps to shape policies related to the MPA network, contributing to evidence-based decision-making.

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Deliverable 6.9 Guidelines for planning and designation on MPAs in the Baltic Sea	
Due date: May 2028	
Exploitation potential	High
The creation of updated regional guidelines for planning and designation of MPAs in the Baltic Sea represents a strategic conservation roadmap with high exploitation potential. This deliverable, presented through an online PDF publication in English, provides stakeholders with a comprehensive set of guidelines aligning with EU and global standards, and from the project. It will become a valuable tool for efficient MPA planning and designation, attracting widespread interest and engagement.	
Sustainability potential	High
The guidelines present a resilient best practice framework and will be an enduring resource for ongoing and future initiatives related to marine conservation in the Baltic Sea.	
Value for key stakeholders	**MPA managers** – utilize the guidelines to plan and designate MPAs, ensuring effective and strategic management within designated areas. **Scientific and research community** – engages with the guidelines to contribute scientific insights into the planning and designation process, aligning research efforts with conservation goals. **Environmental NGOs** – advocate for the adoption and implementation of the guidelines, actively participating in the planning and designation initiatives for improved marine protection. **EU and regional bodies** – incorporate the guidelines into regional initiatives, ensuring a standardized and collaborative approach to planning and designating MPAs. **Policy makers** – utilize the guidelines to shape policies related to the planning and designation of MPAs, contributing to evidence-based decision-making and improved conservation outcomes.

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Work package 7: Legislation

Deliverable 7.1 Report of legislative landscape in the Baltic Sea	
Due date: August 2027	
Exploitation potential	Moderate
The overview report covering key international and EU rules relevant for establishing Marine Protected Areas (MPAs) in the Baltic Sea represents a strategic resource with moderate exploitation potential. This deliverable becomes a crucial tool for stakeholders engaged in MPA establishment, providing comprehensive insights into the regulatory landscape.	
Sustainability potential	Moderate
The report is tailored regulatory guidance providing an overview of international and EU rules. It remains sustainable while the legislative frameworks for which the report covers are in place.	
Value for key stakeholders	MPA managers, scientific and research community, environmental NGOs, EU and regional bodies, policy makers.

Deliverable 7.2 Country specific legislative analysis and profiles	
Due date: April 2028	
Exploitation potential	Moderate
The report will cover national regulations and policies related to MPAs, with a detailed focus on at least three countries as models. It represents a focused resource with moderate exploitation potential. It will be a valuable tool for stakeholders engaged in MPA governance, providing in-depth insights into national regulatory frameworks. Its impact is targeted and will likely attract particular interest within the contexts of the featured countries.	
Sustainability potential	Moderate
The report is a tailored national governance guidance resource. It will provide specific insights for ongoing and future MPA governance initiatives specifically within the feature countries. It will offer a structured approach for systematic improvements in understanding and navigating national regulatory frameworks.	
Value for key stakeholders	MPA managers, scientific and research community, environmental NGOs, EU and regional bodies, policy makers.

Deliverable 7.3 Analysis of legislative gaps, challenges, and barriers	
Due date: February 2028	
Exploitation potential	Moderate
The report will summarize the state of play, highlighting discrepancies between the current situation and future ambitions. It will analyze legal and policy barriers to more active designation and protection of MPAs in the Baltic Sea.	
Sustainability potential	Moderate

The sustainability potential for this initiative is moderate, since it will be a strategic guidance resource for future MPA initiatives, while the legislative landscape remains consistent. The report, will provide specific insights for MPA governance efforts.

Value for key stakeholders	MPA managers, scientific and research community, environmental NGOs, EU and regional bodies, policy makers.

Deliverable 7.4 Legal guidance roadmap outlining possible solutions to address the legal gaps and barriers preventing MPAs from reaching their potential	
Due date: May 2028	
Exploitation potential	High
The strategic roadmap will offer targeted guidance, attracting widespread interest and fostering collaboration by addressing key legal issues within the realms of MPA establishment and protection.	
Sustainability potential	High
The legal guidance document and roadmap will be lasting and adaptable resources that provide solutions for ongoing and future MPA governance efforts. They offer a structured and strategic approach for systematic improvements in addressing legal gaps and barriers. It will contribute significantly to the success of MPA governance efforts, particularly in navigating and overcoming legal challenges for the sustained protection of the Baltic Sea.	
Value for key stakeholders	MPA managers, scientific and research community, environmental NGOs, EU and regional bodies, policy makers.

Work package 8: MPA Portal

Deliverable 8.1 Baltic Sea MPA database	
Due date: February 2028	
Exploitation potential	High
The Baltic Sea MPA database, an up-to-date online repository containing all relevant data for the Baltic Sea MPA network, will be a critical tool for stakeholders engaged in MPA management and research, providing a centralized and comprehensive source for MPA-related information. It will be a valuable resource for decision-makers, researchers, and the public.	
Sustainability potential	High
The Baltic Sea MPA database will serve as a lasting and adaptable resource, providing data for ongoing and future MPA management and research efforts. With data maintenance and updates, this deliverable will be able to offer a structured and dynamic approach for systematic improvements in accessing and utilizing MPA-related information. It will be a resilient and valuable resource, contributing to the continuous success of MPA management efforts in the Baltic Sea.	
Value for key stakeholders	**National environmental authorities** – collaborate on the database to enhance regulatory oversight and decision-making, utilizing comprehensive information for effective environmental management. **Resource users and industry** – access the database to stay informed about MPA status, ensuring alignment with sustainable practices and contributing to responsible resource use within the Baltic Sea region. **MPA managers** – Utilize the database for effective management and monitoring of marine protected areas, ensuring access to comprehensive information. **EU and regional bodies** – incorporate the database into regional initiatives, fostering a collaborative approach to MPA management and data sharing. **Scientific and research community** – engages with the database for research purposes, contributing insights and leveraging the available data for scientific studies and analysis.

	Environmental NGOs – access the database to stay informed about the status of MPAs, enabling active participation in advocacy efforts and conservation initiatives.
	Policy makers – utilize the database to inform policies related to marine protection, contributing to evidence-based decision-making and improved conservation outcomes.

Deliverable 8.2 MPA Portal	
Due date: February 2028	
Exploitation potential	High
The portal will contain relevant MPA data, tools, and functionalities developed under the project. It will be an essential platform for stakeholders engaged in MPA management, providing a centralized and interactive hub for communication and cooperation among MPA managers in the Baltic region.	
Sustainability potential	High
The portal will be an online information hub, hosted long-term by HELCOM and functioning as a lasting and adaptable resource, providing specific tools and functionalities for ongoing and future MPA management efforts. With reasonable resource investments in platform maintenance and updates, the portal will offer a structured and dynamic approach for systematic improvements in communication with MPA stakeholders across sectors.	
Value for key stakeholders	**National environmental authorities** – leverages the portal to enhance regulatory oversight and decision-making, accessing a centralized platform for comprehensive information on MPAs. **MPA managers** – utilizes the portal for efficient management, monitoring, and decision support, accessing a centralized repository of information on MPA status and conservation efforts. **Scientific and research community** – engages with the portal for research purposes, utilizing data and information to contribute insights, conduct scientific studies, and support biodiversity conservation initiatives. **Environmental NGOs** – accesses the portal to stay informed about MPA status, enabling active participation in advocacy efforts,

conservation initiatives, and promoting sustainable marine practices.

EU and regional bodies – incorporate the information from the portal into regional initiatives, fostering collaboration and information exchange for effective MPA management and conservation.

Policy makers – utilize the portal to inform policies related to marine protection, accessing up-to-date information to support evidence-based decision-making and protection strategies.

Business associations – engage with the portal to stay informed about MPA-related developments, contributing to sustainable business practices aligned with conservation outcomes.

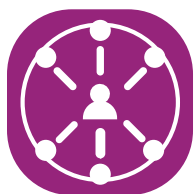| Deliverable 8.3 Manual for using and updating the MPA Portal	
Due date: February 2028	
Exploitation potential	Moderate
The detailed manual explaining how to use the portal and update information contained therein represents a user-friendly resource with moderate exploitation potential. This deliverable becomes an essential tool for stakeholders using the MPA Portal (8.2), providing comprehensive guidance on navigation and data management.	
Sustainability potential	Moderate
The detailed manual will provide specific guidance for ongoing updates and use of the MPA Portal, offering a structured and comprehensive approach for continued knowledge transfer.	
Value for key stakeholders	**National environmental authorities (NEAs)** – use the manual to enhance regulatory oversight and decision-making, gaining insights into the functionalities of the MPA Portal for effective environmental management. **MPA managers** – refer to the manual for guidance on efficient use, management, and updating of the MPA Portal, ensuring accurate and up-to-date information on marine protected areas. **Scientific and research community** – consults the manual for detailed instructions on accessing and utilizing data within the MPA

| | Portal for research purposes and scientific studies.

Environmental NGOs – utilize the manual to understand the features of the MPA Portal, facilitating active engagement in advocacy efforts, conservation initiatives, and promotion of sustainable marine practices.

EU and regional bodies – incorporate the manual into training programs and initiatives, ensuring stakeholders have the necessary skills to effectively use and update the MPA Portal for collaborative conservation efforts.

Policy makers – Refer to the manual for insights into the functionalities of the MPA Portal, supporting evidence-based decision-making and policy formulation related to marine protection.

Business associations – consult the manual to stay informed about MPA-related developments on the portal, contributing to sustainable business practices aligned with conservation goals. |

Deliverable 8.4 Requirement specification of the HELCOM MPA Portal	
Due date: February 2025	
Exploitation potential	Moderate
The requirement specification of the HELCOM MPA Portal outlines the necessary functionalities and features, and represents a functional blueprint and a foundational tool for stakeholders involved in developing and implementing the MPA Portal. It has some short-term exploitation value during the development phase of the MPA Portal as it will cater to the needs of the intended users.	
Sustainability potential	Low
The requirement specification, while crucial during the development phase, will become less relevant once the MPA Portal is established.	
Value for key stakeholders	**National environmental authorities** – Provide input to ensure that regulatory requirements and environmental standards are met in the design and functionality of the HELCOM MPA Portal.

MPA managers – contribute to the specification process to ensure that the portal |

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	meets the specific needs of marine protected area managers for effective management, monitoring, and decision support. **Scientific and research community** – collaborates on defining requirements to ensure that the portal supports scientific research, data analysis, and modeling activities relevant to marine protected areas. **Environmental NGOs** – offer insights to include features that enhance public engagement, information dissemination, and advocacy efforts for sustainable marine practices. **EU and regional bodies** – contribute to the specification to align the portal with regional and EU-wide initiatives, fostering collaboration and information exchange in MPA management. **Policy makers** – provide input to ensure that the portal aligns with policy needs, supporting evidence-based decision-making and policy formulation related to marine protection. **Business associations** – offer requirements to incorporate features that keep stakeholders informed about MPA-related developments, supporting sustainable business practices.

Deliverable 8.5 Data model for the HELCOM MPA database	
Due date: February 2025	
Exploitation potential	Moderate
The data model for the HELCOM MPA database, outlining the structure and relationships of the data, represents a foundational resource with moderate exploitation potential. For stakeholders involved in database development, it will provide a structured framework for organizing and managing MPA-related information.	
Sustainability potential	Moderate
While the data model serves as a foundational guide, its moderate sustainability potential acknowledges the need for periodic updates and adjustments to align with evolving data management standards and technological advancements, which will require resources post-project.	
Value for key stakeholders	**National environmental authorities** – contribute to defining the data model to ensure that regulatory and compliance data are

	accurately represented in the HELCOM MPA Database.
	MPA managers – provide input to specify data requirements for effective management, monitoring, and reporting within the HELCOM MPA Database.
	Scientific and research community – collaborate to define data structures that support research needs, allowing for comprehensive scientific analysis and modeling.
	Environmental NGOs – offer insights to include data categories that enhance public understanding, engagement, and advocacy for sustainable marine practices.
	EU and regional bodies – contribute to defining the data model to align with regional and EU-wide reporting requirements, facilitating collaborative MPA management.
	Policy makers – provide input on data categories to ensure that the HELCOM MPA Database aligns with policy needs, supporting evidence-based decision-making.
	Business associations – offer requirements to include data relevant to business interests and developments, contributing to sustainable business practices.

Work package 9: Communication

Deliverable 9.1 Communication and dissemination strategy	
Due date: November 2023 (submitted)	
Exploitation potential	High
The development of a comprehensive communication strategy for the entire project duration is vital for outreach and buy-in from stakeholders. The strategy focuses on both external and internal communication, emphasizing visibility, outreach, media relations, and knowledge exchange. It also includes a mapping of key stakeholders and key messages that run as a red thread throughout the project. The strategy guides all communication actions, ensuring a coordinated and impactful approach by all partners. It is publicly available at: https://protectbaltic.eu/resources.	
Sustainability potential	High
The strategy facilitates continuous knowledge exchange among project partners and stakeholders, taking note already during the project the communication efforts that will be needed to ensure sustainability under work package 10. Likely future stakeholders benefit from targeted and effective communication, ensuring the long-term impact and relevance of the project outcomes.	
Value for key stakeholders	**National environmental authorities** – help to shape and implement the strategy to ensure effective communication with regulatory bodies, fostering compliance and collaboration. **MPA managers** – Provide essential input on the unique communication needs of MPA managers, supporting efficient information dissemination and collaboration. **Scientific and research community** – promotes effective dissemination of research findings, facilitating knowledge exchange and collaboration within the scientific community. **Environmental NGOs** – contribute valuable insights to enhance public outreach and advocacy efforts. **EU and regional bodies** – play a vital role in shaping the strategy to ensure it aligns communication efforts in the project with regional and EU-wide initiatives.

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	Policy makers – provide guidelines on how to reach policy makers effectively to support evidence-based decision-making in marine protection.
	Business associations – offer valuable insights to include communication channels that keep stakeholders informed about MPA-related developments, promoting sustainable business practices.

Deliverable 9.10 Project opening conference	
Due date: March 2024	
Exploitation potential	High
The opening conference is scheduled to take place on 29 February 2024, and involves a large-scale hybrid conference with attendees in-person and online. The event serves as a key platform in which to engage a wider community of stakeholders and to put the conference on the map. It will be used to understand how project stakeholders want to be included during the project phases. The conference is crucial for fostering collaboration, knowledge exchange, and provides stakeholders with an opportunity to contribute their views, ultimately enhancing the impact of the project.	
Sustainability potential	High
The sustainability potential for the opening conference is high, contributing to ongoing awareness of the project and understanding of marine protection issues for the Baltic Sea. By engaging a broad range of interested stakeholders, the event fosters collaboration and ensures opportunities to discuss MPA-related advancements, taking a multitude of views and perspectives into account. Additionally, the inclusion of a youth event during the opening conference aims to enhance sustainability of the project further already at its inception, since actively involving the younger generation in marine protection issues and making their voice also heard among the stakeholder groups, may cultivate a sense of responsibility in participants who may be working in the field of marine protection in the future. The conference will serve as a catalyst for long-term awareness and collaborative efforts throughout the project.	
Value for key stakeholders	**All stakeholders –** play a crucial role in contributing to discussions, participating actively to shape the conference, and set the guidelines for how they want to engage with the project throughout its lifetime.

Deliverable 9.11 Project video	
Due date: May 2024	
Exploitation potential	High
The project video provides insights into the project's structure, partners, objectives, and intended outcomes. As a dynamic and accessible medium, it will serve as a visual showcase and a powerful tool for engaging a wide audience of stakeholders to inform about the project. The high	

exploitation potential recognizes the video's capacity to effectively communicate the essence of the project, garner stakeholder interest, and amplify the reach of project outcomes.	
Sustainability potential	High
The video contributes to persistent project awareness and understanding about the goals. By encapsulating key aspects of the project, the video will serve as a lasting resource for stakeholders that can be used throughout the project's duration, ensuring ongoing awareness and knowledge dissemination. The video can become a timeless tool for conveying the project's narrative to diverse audiences in the long term. This sustained awareness fosters continued interest and support.	
Value for key stakeholders	**National environmental authorities** – contribute to the video's content, providing insights into regulatory aspects and compliance, enhancing engagement with regulatory bodies. **MPA managers** – offer perspectives on MPA management for the video content, fostering collaboration and knowledge exchange. **Scientific and research community** – play a crucial role in providing content related to the project's research objectives. **Environmental NGOs** – ensure that the video aligns with wider protection goals. **EU and regional bodies** – provide input to highlight the project's alignment with regional and EU-wide initiatives, fostering collaboration and information exchange on MPA management. **Policy makers** – participate in shaping the video's content to effectively communicate policy considerations.

Deliverable 9.12 Outreach video
Due date: May 2028

Exploitation potential	High
The outreach video, designed for the public and focusing on the role of MPAs in Baltic Sea marine protection efforts, holds high exploitation potential. This video serves as a powerful catalyst for public engagement, effectively conveying the significance of MPAs and the broader project objectives. With potential reach across diverse audiences, the video's capacity to spark interest, raise awareness, and garner public support for marine conservation in the Baltic Sea adds to its potential for exploitation.	

Sustainability potential	High
The sustainability potential for the outreach video is high, contributing to lasting public engagement and awareness. By delivering key information about the role of MPAs, the video becomes a lasting resource for the public, ensuring that the messages conveyed throughout the project are not forgotten. It will help to foster public support and engagement over the long term and beyond the project's timeline.	
Value for key stakeholders	**Civil society** – actively engages with the outreach video, fostering public awareness and understanding of the role of MPAs in marine protection, contributing to increased public support for protection and conservation efforts. **Media outlets** – use the video's content to enhance reporting and dissemination, amplifying its reach and impact across diverse audiences. **Environmental NGOs** – leverage the video for public outreach and advocacy efforts, aligning with the goal of raising awareness and garnering support for marine protection. **National environmental authorities** – benefit from increased public awareness facilitated by the video, contributing to a more informed public and potential collaboration on regulatory aspects. **EU and regional bodies** – utilize the video to align with broader initiatives, fostering collaboration and information exchange on MPA management at the regional and EU levels.

Deliverable 9.13 Publications	
Due date: August 2028	
Exploitation potential	High
The various project publications and communication materials, including the final project report, policy briefs, quick guides, and brochures about the project and MPAs, in both digital and print formats, hold high exploitation potential. This suite of materials created for the project will serve as a multi-faceted communication arsenal, engaging a diverse range of stakeholders, including the public. These publications will help to disseminate project outcomes, policy recommendations, and to raise awareness about the importance of MPAs.	
Sustainability potential	High

The publications will help to contribute to a lasting knowledge legacy and policy influence. The final project report, policy briefs, and brochures will become enduring resources, providing stakeholders with in-depth insights into the project achievements and policy considerations stemming from the project's outcomes. Moreover, the policy briefs play a key role in influencing policy decisions and practices over time, making a sustained impact on marine protection initiatives in the Baltic Sea region. This intentional and enduring approach enhances the sustainability of the project's communication efforts.

Value for key stakeholders	
	Scientific and research community – access project publications to stay updated on research findings, contributing to the advancement of scientific knowledge and collaboration within the research community.
	MPA managers – benefit from publications to inform and enhance MPA management strategies, providing valuable insights for effective protection and conservation practices.
	Environmental NGOs – leverage project publications for advocacy and awareness initiatives, aligning with protection goals and facilitating informed public engagement.
	Policy makers – use publications to inform evidence-based policy development, ensuring alignment with project objectives and fostering effective marine protection policies.
	EU and regional bodies – access publications to stay informed about project outcomes, fostering collaboration and integration of results into regional and EU-level initiatives.
	Media outlets – use project publications for reporting and dissemination, contributing to informed public discourse on marine protection efforts in the Baltic Sea.

Deliverable 9.14 Email news blasts	
Due date: August 2028 *(launched in December 2023)*	
Exploitation potential	High

The news blasts provide information about the project and its key achievements in English. This direct and targeted communication strategy ensures timely dissemination of project updates and helps to foster engagement and collaboration among project partners and interested stakeholders. Keeping stakeholders informed and engaged in real-time is what is key for achieving

high exploitation potential. The first news blast was sent out in December 2023, and they will continue on a monthly basis. Subscription is available on the project website's homepage: https://protectbaltic.eu.

Sustainability potential	Moderate
The sustainability potential for these news blasts is moderate, as while it will be key to contributing to continuous stakeholder engagement and awareness for the duration of the project, they will cease once the project concludes.	
Value for key stakeholders	**All stakeholders** – subscribe to receive regular email news blasts for timely updates on project progress, outcomes, and upcoming events, fostering continuous engagement and awareness across diverse stakeholder groups.

Deliverable 9.15 Content creation	
Due date: August 2028 *(started in September 2023)*	
Exploitation potential	High
The regular creation of specific content about the project and MPAs in general holds high exploitation potential. This targeted content creation will serve to keep MPAs highlighted on the agenda and to engage and inform stakeholders, crafting compelling narratives that show the real stories of the Baltic Sea.	
Sustainability potential	High
Content creation and storytelling contribute to in-depth knowledge dissemination and long-term engagement of the project's audiences. By regularly producing content about MPAs and the project, stakeholders gain continuous access to relevant and detailed information, which helps them to learn and get a better understanding of marine protection issues in the Baltic. The sustained effort in content creation ensures a lasting impact on awareness and knowledge, promoting ongoing engagement and support for the project's objectives.	
Value for key stakeholders	**National environmental authorities** – contribute input to content creation, ensuring that project-related materials align with regulatory frameworks and national environmental priorities. This collaboration enhances the accuracy and relevance of content. **Environmental NGOs** – use tailored content for advocacy and awareness initiatives, aligning with their conservation goals and facilitating informed public engagement. **Civil society** – engage with project-specific content, contributing to increased public awareness and understanding of the importance of MPAs in marine protection.

	Media outlets – access specific content for reporting and dissemination, enhancing their ability to communicate project developments to the wider public.

Deliverable 9.16 Project final conference	
Due date: May 2028	
Exploitation potential	High
The final conference is scheduled to take place towards the end of the project's timeline and involves a large-scale conference. The event will serve as a key platform in which to disseminate the results and outcomes of the project to an established community of stakeholders. It will be an opportunity to showcase results, and to feed into future connect work and policy discussions.	
Sustainability potential	High
The final conference will be the showcase of our project results. It will be crucial to feed in such results into policy discussions at the end of the project's timeline. The event will be a platform through which discussions on how to build on such results can take place.	
Value for key stakeholders	**All stakeholders** – receive comprehensive insights into the project's results and outcomes, fostering a shared understanding among diverse stakeholder groups. The event serves as a platform for collective reflection, feeding into future collaborative work and policy discussions.

Deliverable 9.2 Visual Identity and communication toolkit	
Due date: November 2023 *(submitted)*	
Exploitation potential	High
The visual identity, including a logo, colour scheme, fonts, and graphical elements, for the project, and the communication toolkit will be used to facilitate visibility, brand recognition, and visual coherence across communication products throughout the project. It ensures a consistent and recognizable visual representation, contributing to effective branding and communication. The communication toolkit also includes a guide on taking gender dimensions into account when communicating about the project. The visual identity and communication toolkit is available at: https://protectbaltic.eu/resources.	
Sustainability potential	Moderate
The sustainability potential for the visual identity and communication toolkit is moderate, contributing to brand consistency and recognition of the project during its lifetime. By establishing clear guidelines for visual elements, fonts, and colours, the project ensures that communication products maintain a cohesive and recognizable appearance throughout its duration and build trust among stakeholders. It will, however, only be used through the project lifetime, and therefore has little significance in terms of sustainability after the project.	
Value for key stakeholders	**All stakeholders** – use the guide to ensure a unified and visually cohesive representation of the project. Use the toolkit across various sectors to maintain a fair gender dimension

	when communicating on project activities and facilitate effective outreach and advocacy.

Deliverable 9.3 Project website	
Due date: November 2023 *(submitted)*	
Exploitation potential	High
The project website will serve as a platform for raising awareness about the project and providing a hub for resources for all project partners. The website contains basic project information, news, publications, and project management tools. The exploitation potential is high as the website serves as a central hub for project-related information that benefits all stakeholders and ensures accessibility and efficient knowledge sharing among project partners. The website was launched in November 2023 at: https://protectbaltic.eu.	
Sustainability potential	High
The website acts as a repository for project materials and supports ongoing collaboration among project partners through crosslinking. Likely future stakeholders will be able to find valuable resources, news, and updates, and this will ensure continued engagement and relevance. Content from the project website will also be hosted on HELCOM's main website to ensure that results from the project are available after the project.	
Value for key stakeholders	**All stakeholders** – engage with the website as a central hub for comprehensive project information, updates, and resources. The website serves as a valuable tool for stakeholders across diverse sectors to access relevant materials, stay informed about project developments, and contribute to a collaborative and informed community.

Deliverable 9.4 Social media	
Due date: November 2023 *(Submitted)*	
Exploitation potential	High
The social media strategy aims to efficiently reach a broad audience. The strategy considers the specificities of project partners, bundling their outreach potential and utilizing dedicated social media accounts to expand the reach of the project's communications. The project will hold dedicated accounts in the major social media platforms including Twitter/X, LinkedIn, Facebook, Instagram and TikTok and will use each of those accounts to strategically disseminate content. The Social Media Strategy is available at: https://protectbaltic.eu/resources.	
Sustainability potential	High
The sustainability potential is high as ongoing social media activities maintain visibility and engagement throughout the project's lifetime, and content in channels remains visible long after the project timeline concludes. Stakeholders will find valuable and timely updates, ensuring sustained interest and support, and will also be able to engage with the project team through those channels.	
Value for key stakeholders	**All stakeholders** – stay updated on project activities, share insights, and participate in discussions. Social media serves as a dynamic

	platform for fostering collaboration, raising awareness, and maintaining a vibrant online community among stakeholders from various sectors.

Deliverable 9.5 MPA Portal user interface	
Due date: August 2024	
Exploitation potential	High
Guidance will be provided aligned with the visual identity developed under 9.2 to ensure that the user interface of the MPA Portal (8.2) remains user-friendly and in line with the project's look and feel. Having an intuitive and visually coherent user interface will help to enhance accessibility for users of the MPA Portal.	
Sustainability potential	Moderate
The user interface aligns with the overall project visual identity, which ensures that the users have a consistent and recognizable experience with the MPA Portal. Stakeholders also benefit from a well-designed interface, and this could contribute to their ongoing engagement after the project. However, work on the design of the user interface remains in the short-term throughout the duration of the project.	
Value for key stakeholders	**All stakeholders** – benefit from user-friendly guidance aligned with the visual identity, ensuring an enhanced user interface that makes the MPA Portal easy to use for all.

Deliverable 9.6 Augment reality application	
Due date: May 2028	
Exploitation potential	High
The augmented reality app will provide a novel way for visitors to interact with the marine environment. The app will utilize geolocation and retrieve contextual data from the MPA Portal to create a unique user experience. It will serve as an educational tool to help users better understand local marine environments, MPAs, the Baltic Sea and marine protection in general.	
Sustainability potential	High
The app aligns with the project's goals of promoting ocean literacy. Likely future stakeholders will be able to leverage the app to enhance public awareness and understanding of marine protected areas and related conservation efforts.	
Value for key stakeholders	**Resource users and industry –** leverage the app to communicate sustainable practices and environmental responsibility. **Civil society** – engage with the marine environment in a unique way through the app. The app utilizes geolocation and MPA Portal data to enhance the experience of visitors to MPAs and their understanding of marine protected areas.

| | MPA managers - use the augmented reality app to offer an innovative approach to marine environment interpretation. The app's integration with geolocation and MPA Portal data enhances the communication of their management strategies to visitors.

Scientific and research community – explore the augmented reality application as a unique tool for marine environment interaction. The app's integration with geolocation and the MPA Portal provides researchers with valuable data for scientific studies and analysis.

Environmental NGOs – leverage the augmented reality app to enhance environmental education and engagement. |
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Deliverable 9.7 AR app promotion kit	
Due date: May 2028	
Exploitation potential	High
The promotion kit for the AR app will be primarily geared towards MPA managers. The kit will include templates for onsite branding, such as outdoor panels, posters, and brochures, providing information about the app and how to use it. The promotion kit enhances the visibility and adoption of the AR app, particularly among MPA managers and, civil society.	
Sustainability potential	High
The promotion kit supports ongoing efforts to promote marine conservation and ocean literacy. MPA managers will be able to use the kit to enhance communication with the public, while business associations and media outlets can also contribute to broader awareness.	
Value for key stakeholders	**Scientific and research community** – utilize the AR app promotion kit to highlight the scientific value of the AR app.

Environmental NGOs – leverage the AR app promotion kit to enhance environmental awareness and education.

MPA managers – promote the AR app within marine protected areas, offering visitors a novel way to interpret and engage with the environment.

Resource users and industry – use the kit to communicate their commitment to environmental responsibility. |

Deliverable 9.8 Ocean literacy kit	
Due date: May 2028	
Exploitation potential	High
An ocean literacy kit will be specifically designed for MPA managing authorities containing templates pre-filled with content in English and equipped with ready-to-use graphic elements for various communication materials. It aims to facilitate the development of outreach campaigns on MPAs, ocean literacy, and marine-related matters. It will empower MPA managers to efficiently conduct communication activities with limited resources. It also enhances engagement with environmental NGOs, civil society, and policy makers by providing adaptable tools for promoting marine conservation.	
Sustainability potential	High
The kit supports ongoing communication efforts, fostering a long-lasting culture of environmental stewardship.	
Value for key stakeholders	**MPA managers** – use the ocean literacy kit to enhance public understanding of marine protected areas (MPAs). The kit, pre-filled with English content, serves as a valuable resource for MPA managing authorities to communicate key information about MPAs. **National environmental authorities** – leverage the ocean literacy kit to support national initiatives related to marine conservation. Authorities can use the pre-filled templates to enhance public awareness and knowledge about the importance of ocean ecosystems. **Policy makers** – incorporate the ocean literacy kit into policy communication strategies, utilizing the pre-filled content to emphasize the role of MPAs in achieving broader environmental and conservation goals. **Student and educational institutions** – integrate the ocean literacy kit into educational programs to enhance students' understanding of marine conservation.

Deliverable 9.9 Webinar on MPAs	
Due date: May 2028	
Exploitation potential	High
A webinar that is open to all, presenting the Baltic Sea MPA network and related issues, including key project outcomes will be produced. The idea is to target stakeholders who may be new to processes and issues related to MPAs and marine protection. The aim is to foster a common understanding of MPA-related issues, emphasizing an ecosystem approach and ecosystem-based management formed through the project as a solution. The webinar will provide a platform for disseminating essential information about the project and MPA issues.	
Sustainability potential	High
The webinar will contribute to ongoing awareness-raising on MPA-related issues. It will keep policy makers, civil society, international organizations, and EU and regional bodies informed about key outcomes and advancements in marine protection stemming from the project. This can help to inform policy decisions that take place after the project's conclusion.	
Value for key stakeholders	**All stakeholders** – benefit from the webinar as it presents comprehensive insights into the Baltic Sea MPA network and related issues, including key project outcomes. The open nature of the webinar ensures accessibility for a diverse range of stakeholders, fostering knowledge exchange, collaboration, and awareness across various sectors and interests.

Work package 10: Sustainability

Deliverable 10.1 Exploitation strategy	
Due date: February 2024	
Exploitation potential	High
This document serves as the Exploitation strategy outlined for this task. It helps to develop a long-term sustainability strategy, that ensures that project results and outcomes are targeted to increase exploitation and uptake. The version submitted in February 2024 will be complemented with supplementary analyses on a yearly basis summarizing the results and impact of deliverables listed after their publication. Towards the end of the project, a final version of the exploitation strategy outlining the full impact of project outputs will be published (10.3). This strategy aims to secure the uptake of project outputs and place a focus on measuring their impact during and their potential sustainability beyond the project's duration.	
Sustainability potential	High
As this strategy establishes a framework for monitoring ongoing engagement and utilization of project deliverables, it contributes to the long-term benefit of the projects for stakeholders.	
Value for key stakeholders	**All stakeholders** – benefits all stakeholders involved by ensuring a structured and effective approach towards maximizing the impact and utilization of project outputs.

Deliverable 10.2 After-project plan	
Due date: June 2028	
Exploitation potential	High
The after-project plan will focus on the project-policy interphase, ensuring targeted communication on the results of the project to relevant national, EU, and international policy stakeholders. It will involve regular contact with the EU and regional bodies and establishing a reporting mechanism to allow for appropriate discussion and feedback. The aim is to secure official regional approval and adoption processes for project outputs, and as such the uptake potential should be high.	
Sustainability potential	High
The sustainability potential will also be high as the deliverable aims to ensure that communication and cooperation between the project consortium and policy stakeholders takes place in a constructive and useful way.	
Value for key stakeholders	**All stakeholders** – by addressing the long-term implications of the project, the after-project plan is valuable for all stakeholders involved, offering a structured approach to leveraging the project's legacy and ensuring its ongoing relevance in post-project scenarios.

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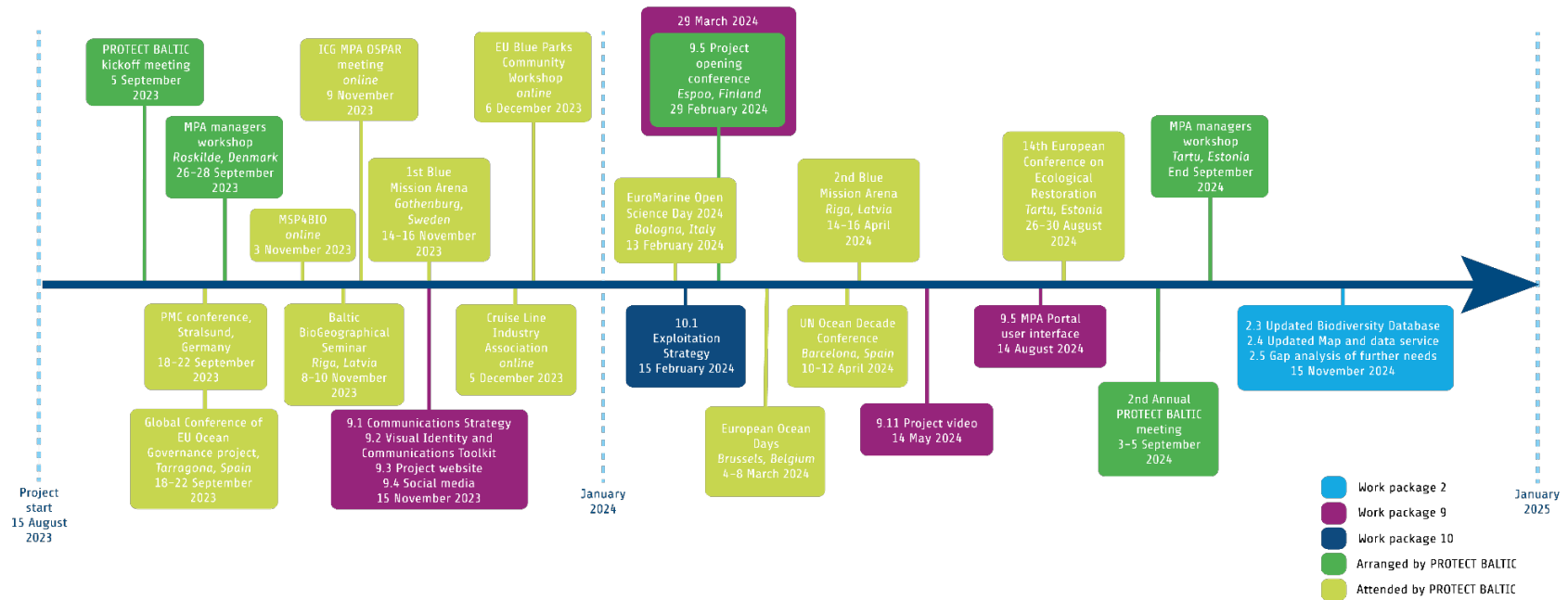| Deliverable 10.3 Updated exploitation strategy	
Due date: June 2028	
Exploitation potential	High
Towards the end of the project, a final version of the exploitation strategy outlining the full impact of project outputs will be published. This strategy will aim to secure the uptake of project outputs and place a focus on their impact during and their potential sustainability beyond the project's duration, with concrete steps on how to boost such sustainable exploitation.	
Sustainability potential	High
This deliverable contributes to ongoing cooperation and information exchange outside of the project's timeframe. With mechanisms in place, collaborative efforts between the project management team, HELCOM, EU and regional bodies, and other stakeholders could be sustained.	
Value for key stakeholders	**All stakeholders** – benefits all stakeholders involved by ensuring a structured and effective approach towards maximizing the impact and utilization of project outputs.

Timeline of dissemination and exploitation opportunities

Creating a timeline of dissemination and exploitation opportunities can help to plan for the strategic release of the project deliverables. This timeline will serve as a visual roadmap that aligns the project milestones, events, and communication efforts, ensuring that the dissemination of information throughout the project is well-paced, planned, and intentional.

This strategy should be considered as a living document since new avenues might become important to the project throughout its lifetime. As such it will be updated on a regular basis as the need arises.

PROTECT BALTIC kickoff meeting
5 September 2023

MPA managers workshop
Roskilde, Denmark
26–28 September 2023

MSP4BIO
online
3 November 2023

ICG MPA OSPAR meeting
online
9 November 2023

1st Blue Mission Arena
Gothenburg, Sweden
14–16 November 2023

EU Blue Parks Community Workshop
online
6 December 2023

29 March 2024

9.5 Project opening conference
Espoo, Finland
29 February 2024

14th European Conference on Ecological Restoration
Tartu, Estonia
26–30 August 2024

MPA managers workshop
Tartu, Estonia
End September 2024

EuroMarine Open Science Day 2024
Bologna, Italy
13 February 2024

2nd Blue Mission Arena
Riga, Latvia
14–16 April 2024

PMC conference, Stralsund, Germany
18–22 September 2023

Baltic BioGeographical Seminar
Riga, Latvia
8–10 November 2023

Cruise Line Industry Association
online
5 December 2023

10.1 Exploitation Strategy
15 February 2024

UN Ocean Decade Conference
Barcelona, Spain
10–12 April 2024

9.5 MPA Portal user interface
14 August 2024

2.3 Updated Biodiversity Database
2.4 Updated Map and data service
2.5 Gap analysis of further needs
15 November 2024

Global Conference of EU Ocean Governance project,
Tarragona, Spain
18–22 September 2023

9.1 Communications Strategy
9.2 Visual Identity and Communications Toolkit
9.3 Project website
9.4 Social media
15 November 2023

European Ocean Days
Brussels, Belgium
4–8 March 2024

9.11 Project video
14 May 2024

2nd Annual PROTECT BALTIC meeting
3–5 September 2024

Project start
15 August 2023

January 2024

January 2025

Work package 2
Work package 9
Work package 10
Arranged by PROTECT BALTIC
Attended by PROTECT BALTIC

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