

marine  
spatial  
planning  
**global**

planificación  
espacial  
marina  
**global**

planification  
de l'espace  
marin  
**global**

تخطيط  
الحِيزِ  
البَحْرِيِّ  
**global**



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Intergovernmental  
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Commission



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Online seminar

# DEVELOPING A STORYTELLING TOOL TO SHOWCASE THE MSPGLOBAL PILOTS

TUESDAY 6 JULY 2021

16.00 – 17.30 (Paris time/GMT+2)

Language of the event:

English

Interpretation:

French and Spanish



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of the European Union



# Moderator



## Aya Khalil

- Master's degree in International Relations
- MSPglobal Communication and Outreach



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# Objectives



- Disseminate MSPglobal technical reports and storytelling tools about pilot projects
- Share good practices on how to develop a storytelling tool about MSP

sli.do #MSP\_STORY

# Agenda

- Introduction
- Institutional remarks from IOC-UNESCO
- Building storytelling tools, **Randbee Consultants**
- Western Mediterranean pilot, **Firdaous Halim**
- Southeast Pacific pilot (Gulf of Guayaquil), **Michele Quesada**
- Q&A



# Institutional remarks from IOC-UNESCO



## Julian Barbière

- Head, Marine Policy and Regional Coordination Section
- Ocean Decade Focal Point



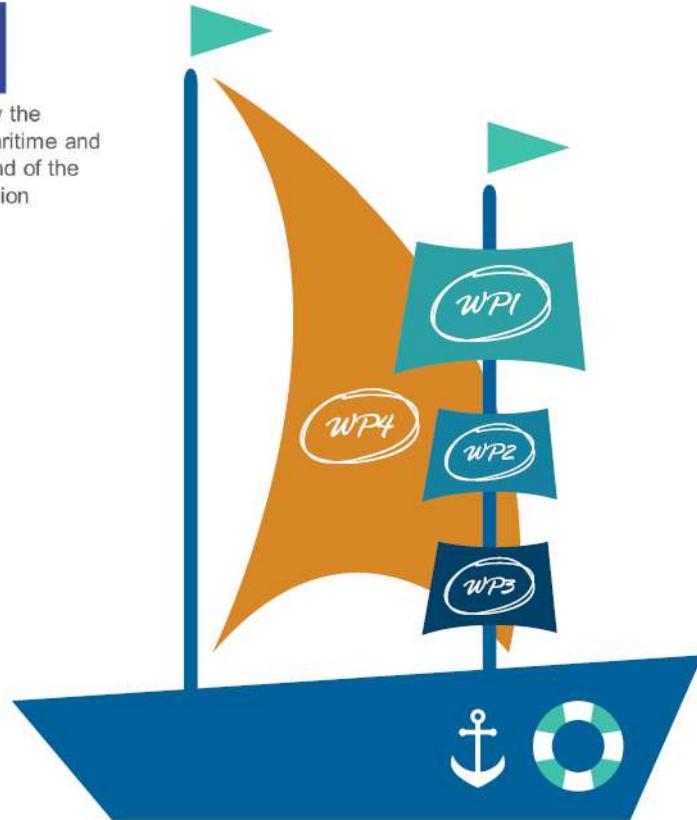
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# MSPglobal Initiative



(Nov 2018 – Oct 2021)

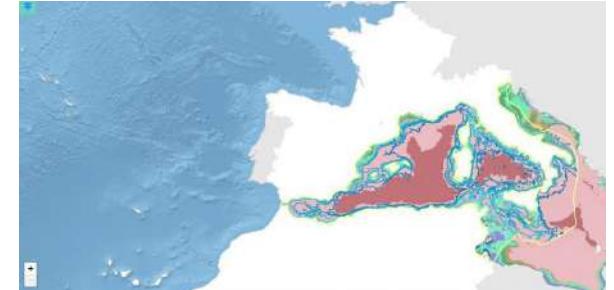
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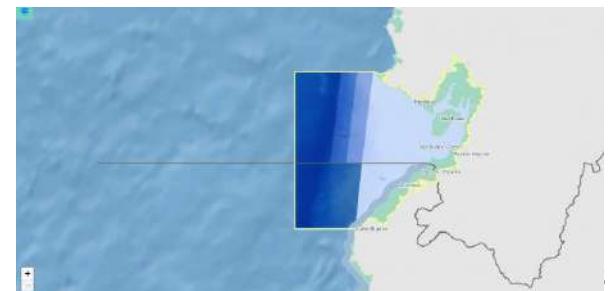
Technical reports

Storytelling tool

[WP2] Western Mediterranean



[WP3] Southeast Pacific



# Building storytelling tools



## Juan Arevalo

- **Managing Director, Randbee Consultants**
- **Extensive experience developing decision support tools, data visualization, storytelling and web tools for dissemination at national and international level**

## Beatriz Martin

- **Project Development Manager – Data Scientist, Randbee Consultants**
- **Extensive experience in developing and coordinating GIS projects, including database management, spatial predictive models using machine learning techniques**



An aerial photograph of a coastal landscape. It features several large, winding bodies of water, likely estuaries or mangrove-lined rivers. Interspersed between these water bodies are numerous rectangular salt ponds, which appear as light blue or white areas. The land surrounding the water and ponds is heavily forested with green trees, creating a textured pattern against the water.

# Building Storytelling Tools

*MSPglobal Storytelling Tool*  
6th of July 2021



Randbee



Randbee



## Introduction

**What is a storytelling tool?**

**What are its benefits?**

**Challenges about MSPglobal storytelling**

**Lessons learnt**



# Data Science and Visualization



Cutting edge technologies and data analysis to support policy-making  
on environmental and socioeconomic monitoring



Helping organizations to get insights and tell stories  
with their data



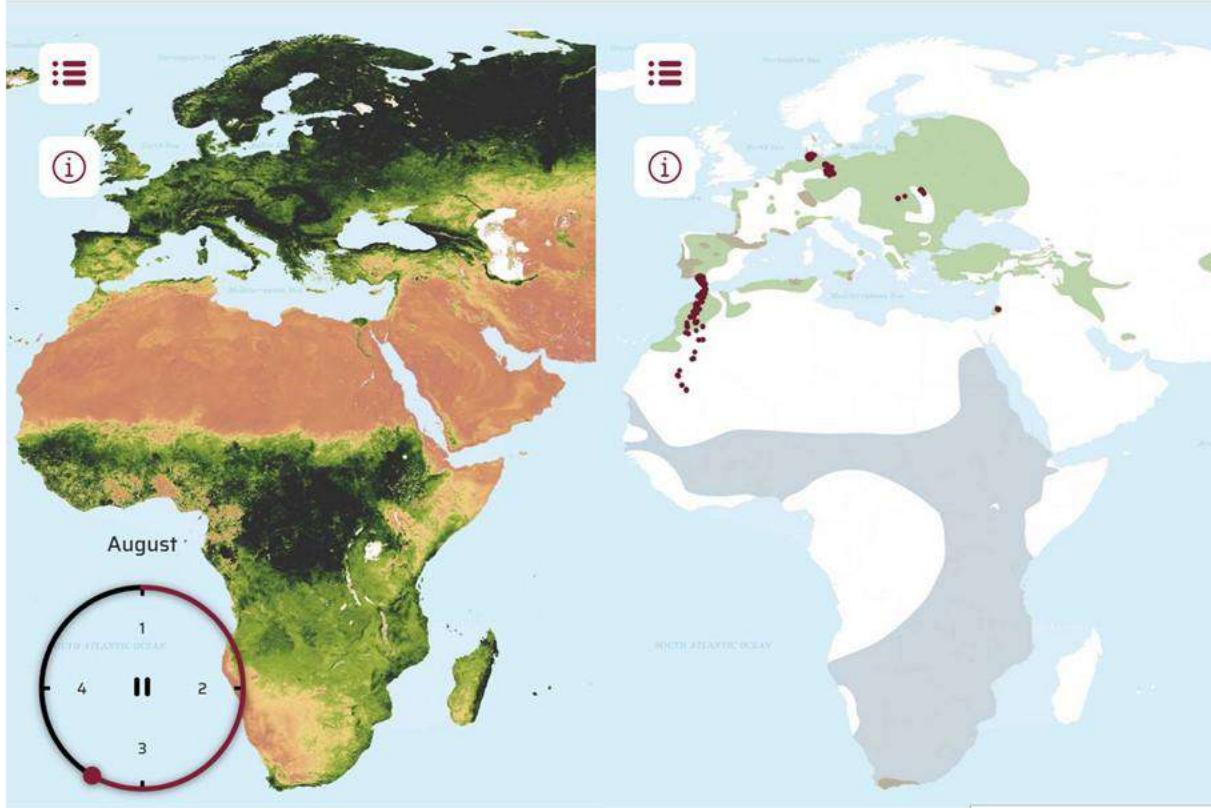
What is a storytelling  
tool?

“A storytelling is the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener’s imagination”

–National Storytelling Network



# Benefits of storytelling



Turn complex concepts into simple and readable ones

Successfully communicate scientific and/or technical messages

Emotional power

 Juan GallegoZamorano @JuanGallegoZ · 16 oct.  
The so-called "Green wave" shown as clear than ever...Bird migratory data + resources dataviz = 😍 Since I heard this "theory", I felt in love with it and now I can see it on a map 😊

Challenges and  
opportunities of the  
MSPglobal storytelling

# Content

## Key messages and topics

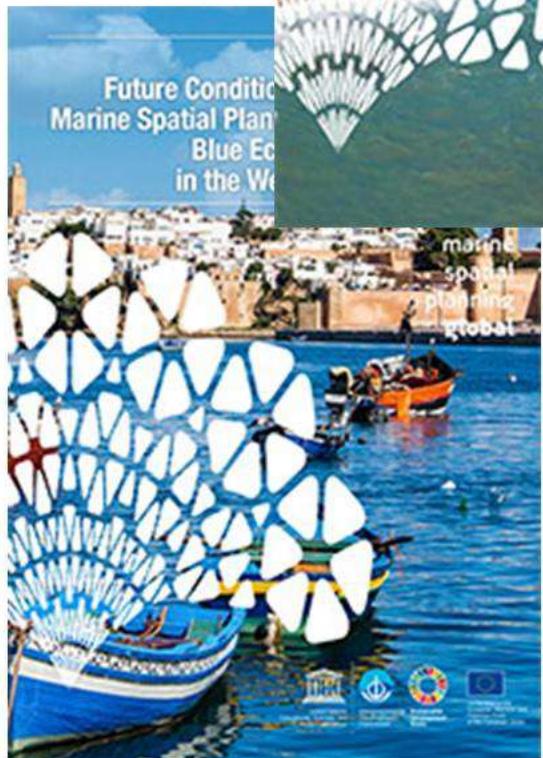
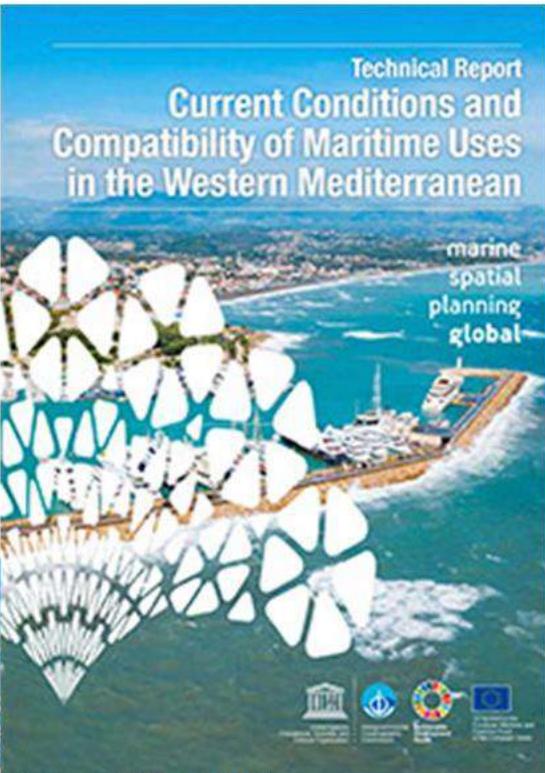
extract information and  
translated in a clear and  
concise language

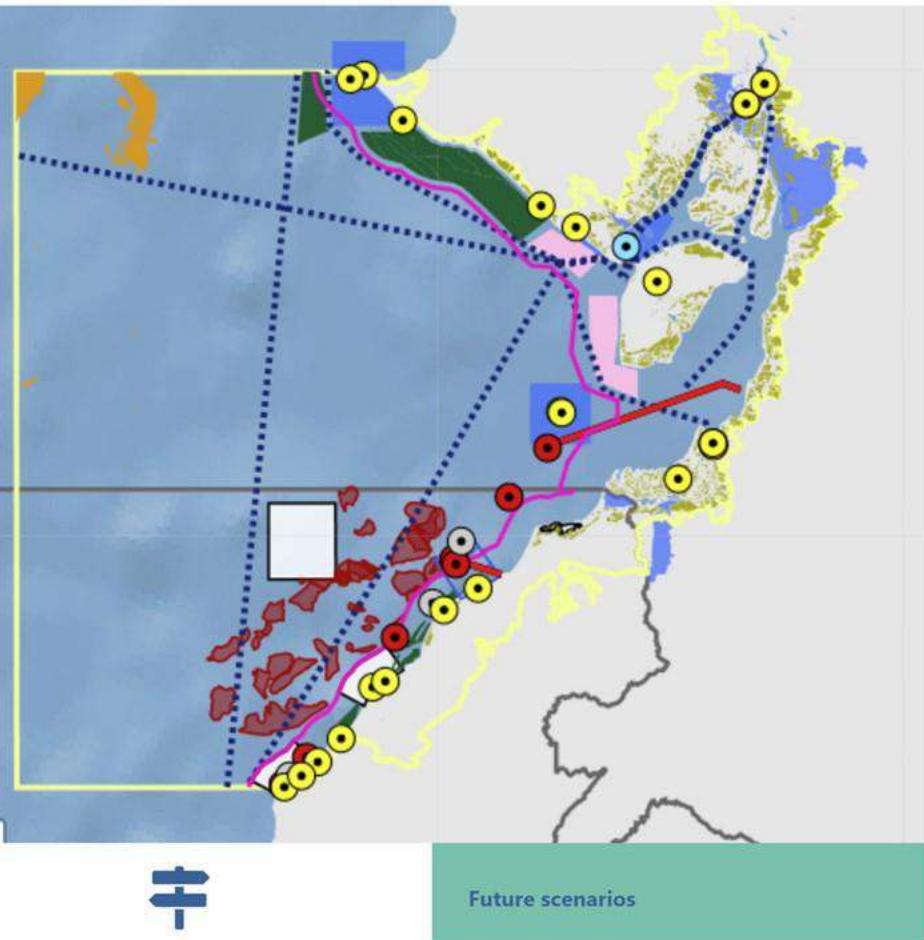
## Structuring the messages

Use titles, taglines and  
sections to build an attractive  
narrative

## Multilingual tool

Increase user uptake and  
dissemination (4 languages  
including Arabic)





# Technical

**Data cleaning and formating**  
for the implementation of the  
web services

**Show complex spatial data**  
Different zoom levels, symbols  
size, clustering markers etc.

**Making the app responsive**  
WebGIS mapping mobile  
friendly

# Lessons learnt

# Collaboration is key for building storytelling tools

Prototyping and continuous  
delivery

Extensive debugging and  
testing



# Thanks for your attention



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## Firdaous Halim

- **Geologist and Marine Spatial Planner**
- **Master's degrees in Geosciences and Marine Spatial Planning**
- **Former MSPglobal consultant for the Western Mediterranean**

## Michele Quesada da Silva

- **Biologist, Master's degrees in Oceanography and MSP**
- **MSPglobal Regional Coordinator for the Southeast Pacific**
- **Latin American representative in the MSPglobal Expert Group**



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**IOC-UNESCO**

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**Thank you!**  
**¡Gracias!**  
**Merci !**