BALTIC CLIMATE-RESILIENT COASTAL PLANNING NETWORK
(BALTIC PLANET)

Stakeholder Engagement, Communication, and Outreach Plan

DECEMBER 2025

PROJECT PLATFORM
OPERATION OF STRATEGIC IMPORTANCE

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Baltic PlaNet

Title: "Baltic Climate-Resilient Coastal Planning Network" (Baltic PlaNet) Stakeholder Engagement, Communication, and Outreach Plan

Output of Activity: 3.1. Communication and Outreach Plan (Deliverable 3.1. Stakeholder Engagement Plan). Lead of activity - VASAB Secretariat.

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Abbreviations

AF - Baltic PlaNet project application form

WP - Work Package

VASAB - Baltic Sea Region spatial planning initiative "Visions and Strategies Around the Baltic Sea"

BSR - Baltic Sea Region

IBSR - INTERREG Baltic Sea Region Programme 2021-2027

GERICS - Climate Service Center Germany

HELCOM - Baltic Marine Environment Protection Commission

NGO - Nongovernmental organisation

VASAB CSPD/BSR - Committee on Spatial Planning and Development of the Baltic Sea Region

EUSBSR - European Union Strategy for the Baltic Sea Region

PP - project partner

BSAP - Baltic Sea Action Plan

IPCC - The Intergovernmental Panel on Climate Change, United Nations body for assessing the science related to climate change

UNDP - The United Nations Development Programme

Glossary

Term	Explanation	Source
Climate change	Climate change refers to long-term shifts in temperatures and weather patterns.	United Nations
Climate change adaptation	Climate change adaptation is the process of adjusting to current or expected effects of climate change.	IPCC, 2022, WGII
Climate change mitigation	Climate change mitigation refers to any action taken by governments, businesses or people to reduce or prevent greenhouse gases, or to enhance carbon sinks that remove them from the atmosphere. These gases trap heat from the sun in our planet's atmosphere, keeping it warm.	UNDP: https://climatepromise.undp.org/news-and-stories/what-climate-change-mitigation-and-why-it-urgent
Climate resilience	Capacity of social, economic and ecosystems to cope with a hazardous event or trend or disturbance	IPCC, 2022, WGII
Stakeholder	A stakeholder is anyone who is positively or negatively impacted by a project, initiative, policy, or organization.	https://simplystakeholders.com/what-does-stakeholder-mean/

Executive Summary

This document defines how the project platform Baltic PlaNet will systematically engage stakeholders, disseminate results, and build long-term capacity across the Baltic Sea Region (BSR). The plan was prepared during the first six months of project implementation (July-December 2025) under Work Package 3, Deliverable 3.1, and provides strategic guidance for the full project duration (July 2025 - June 2028).

"Baltic Climate-Resilient Coastal Planning Network" (Baltic PlaNet) is an Interreg Baltic Sea Region co-financed Project Platform with a total budget of EUR 1.20 million, including EUR 0.96 million ERDF co-financing. The project capitalises on outcomes from 12 completed and ongoing EU-funded projects, consolidating their tools, data, and methodologies into a single platform supporting climate-resilient coastal spatial planning.

The partnership consists of 15 organisations from six countries (Germany, Finland, Latvia, Poland, Estonia, Sweden), including:

- 2 research institutions
- 3 international governmental organisations
- 2 national authorities
- 5 local and regional authorities
- 3 NGOs

In total, 8 project partners and 7 associated organisations are directly involved in implementation.

Stakeholder mapping, carried out 7 November 2025 online with Baltic PlaNet project partners, identified approximately 61 key stakeholder entities, grouped into five target stakeholder categories. Baltic PlaNet focuses its direct engagement on 10 NUTS3 regions across three countries (Latvia, Estonia, Poland), while maintaining outreach to more than 200 coastal municipalities in the BSR. Within Latvia, Poland, and Estonia alone, 74 coastal municipalities have been identified and will be reached via targeted communication.

Stakeholder needs were assessed using results from a BSR-wide survey, carried out in early 2025 by the project "Land-based Planners' Forum", involving 96 spatial planning professionals from seven BSR countries, representing municipalities, regions, ministries, and public agencies. Quantitative results (see 2.3) from this survey directly inform the engagement strategy:

- Climate change adaptation scored highest among thematic interests (2.38 out of 3).
- Integration of spatial planning and sectoral policies scored 2.30 out of 3, particularly among regional and national authorities.
- 77% of local authorities expressed strong interest in land-use planning models.
- 72% of local authorities prioritised stakeholder participation methods.

- 62% of respondents highlighted the importance of visualisation and communication tools.
- Online platforms (webinars and workshops) received the highest format score (2.47 out of 3, rising to 2.63 among national and regional authorities).

Baltic PlaNet responds to these needs through concrete, measurable outputs, including:
- An adapted Sea2Land Navigator to address extreme weather events.
- 3 core guidance documents, adaptation pathways, and municipal planning guidelines.
- A capacity-building programme consisting of 3 thematic online training sessions.
- 2-3 macro-regional seminars and regular participation in major BSR events.
- 3 podcast episodes, biannual newsletters, and continuous digital outreach.

Engagement activities follow a four-step model - inform, consult, collaborate, and empower - and are expected to directly engage 39 organisations through pilots and workshops, including 10 local, 7 regional, 7 national, and 3 international authorities beyond the project partnership.

Implementation is supported by clearly assigned responsibilities, a strategic Coordinating Committee (6-12 members), and a monitoring framework tracking participation rates, digital reach, and policy uptake. Key risks - such as low engagement and uneven participation - are assessed as manageable and addressed through targeted outreach and practical, time-efficient engagement formats.

Overall, this plan establishes a quantified, evidence-based framework to ensure that Baltic PlaNet delivers measurable improvements in stakeholder cooperation, planning capacity, and climate resilience across the Baltic Sea Region.

1. Introduction

1.1. Purpose and context of the Stakeholder Engagement, Communication, and Outreach Plan

In line with best practices from similar projects and the Baltic PlaNet Project application (Work Package 3, Deliverable 3.1), this plan outlines a strategy and action framework to foster engagement and collaboration among diverse stakeholders across the BSR. Its objective is to build mutual understanding, trust, and strong networks among spatial planners, climate change and adaptation researchers, and policymakers, ensuring long-term cooperation and shared goals.

This plan, developed by the VASAB Secretariat during the first six months of the project (July - December 2025), defines the strategic approach, key principles, and concrete actions for communication, outreach, and stakeholder engagement.

The primary purpose of this plan is to ensure that these activities are coordinated, visible, and effective in achieving broad participation and uptake of project results.

While this plan establishes the framework and guidance, the actual implementation of outreach, engagement, and communication activities, such as workshops, events, campaigns, and direct stakeholder consultations, will be carried out in later WP3 activities throughout the project duration.

1.2. Baltic PlaNet project summary

The Baltic PlaNet project platform, funded by IBSR programme, is a comprehensive initiative dedicated to enhancing the climate resilience of coastal municipalities in the IBSR.

The project aims at increasing municipal authorities' capacities to integrate extreme weather events considerations into their spatial planning, while preserving natural and urban environments.

The platform assists coastal municipalities in assessing climate risks, identifying vulnerabilities, and developing effective adaptation strategies through collaboration and a range of tools and resources from 11 projects:

1. Beach-SOS (Climate Smart Baltic Beaches and Tourism)
2. Baltic Sea2Land (Fostering Integrated Governance for the Joint Sustainable Use of Human and Natural Capital in the Near Shore Zone)
3. Land-Based Planners' Forum
4. eMSP NBSR (Emerging ecosystem-based Maritime Spatial Planning topics in North and Baltic Sea Regions)
5. Policy Area Spatial Planning Support
6. NESB project (Northern European Sea Basins project)
7. MSP-GREEN (Maritime Spatial Planning as Enabler of the European Green Deal)
8. LATEST adapt

9. CliMaLoc (Responsive Local Action for Climate Change Adaptation and Disaster Risk Reduction)
10. SMART PLANNING (Inter-regional Cooperation for Sustainable, Integrated and Smart Planning)
11. Land-Sea-Act (Land-sea interactions advancing Blue Growth in Baltic Sea coastal areas)

By fostering collaboration and knowledge sharing among stakeholders, including policymakers, practitioners, and experts, the platform enhances capacity building and promotes innovative solutions. The platform builds a strong network of stakeholders across the BSR, facilitating cooperation and the sharing of best practices. It provides targeted support to municipalities in addressing specific climate challenges and implementing sustainable development initiatives. Leveraging existing knowledge and expertise, the Baltic PlaNet platform significantly contributes to the resilience of coastal communities in the BSR.

In a nutshell, the Baltic PlaNet project platform brings together coastal municipalities to unify their responses to extreme weather events through joint spatial planning, offering practical tools, training, and peer exchange to protect natural and urban areas. Baltic PlaNet consolidates outcomes from 11 EU projects.

1.3.   Technical details about the Project

FUNDING SOURCE: INTERREG Baltic Sea Region programme 2021-2027
THEMATIC PRIORITY 4: Cooperation governance
OBJECTIVE 4.1 Project platform
CONTRIBUTING to 1.2 Responsive public services
PROJECT TYPE: Project Platform
IMPLEMENTATION PERIOD: July 2025 - June 2028
BUDGET: 1.20 M EUR (incl. 0.96 M EUR ERDF co-financing)

TARGET GROUPS:
- **International governmental organisations**
- **Local public authorities**
- **National public authorities**
- **Regional public authorities**

PARTNERS:

LP: Climate Service Center Germany (GERICS) (part of Helmholtz-Zentrum hereon GmbH) – Lead partner (Germany)

PP2: Baltic Marine Environment Protection Commission (HELCOM) (Finland)

PP3: Ministry of Smart Administration and Regional Development (Latvia)

PP4: State Digital Development Agency Republic of Latvia (VASAB secretariat) (Latvia)

PP5: The Association of Sea Cities and Municipalities (Poland)

PP6: Kurzeme planning region (Latvia)

PP7: Tallinn University (Estonia)

PP8: Lääne-Harju Municipality (Estonia)

ASSOCIATED ORGANISATIONS:

AO1: Union of the Baltic Cities (UBC) (Poland)

AO2: Vidzeme planning region (Latvia)

AO3: Foundation for Environmental Education (FEE)

AO4: Saulkrasti Municipality (Latvia)

AO5: Council of the Baltic Sea States (Sweden)

AO6: Riga Planning Region (Latvia)

AO7: Ministry of Regional Affairs and Agriculture (Estonia)

The Baltic PlaNet project brings together 15 diverse organisations from six BSR countries - Germany, Finland, Latvia, Poland, Estonia, and Sweden. These include:

- 2 higher education and research institutions
- 3 international governmental organisations
- 2 national public authorities
- 2 local public authorities
- 3 regional public authorities
- 3 NGOs

Six partners representing local and regional authorities constitute the main target audience of Baltic PlaNet. They have the capacity to involve neighbouring municipalities, thereby extending the project's influence on a wider region. Based on the official NUTS3 classification, a total of 10 NUTS3 regions in three countries will be directly engaged in Baltic PlaNet activities, with a targeted approach applied to these areas (more details in Picture 1).

Picture 1: Main target regions of Baltic PlaNet

Author of the map: Marta Stube, Latvian Ministry of Smart Administration and Regional Development

2. Identification and Mapping of Stakeholders

2.1. Stakeholder definition

A stakeholder is anyone who is positively or negatively impacted by a project, initiative, policy, or organization.

Stakeholders can be internal, meaning people within your organization, or external, meaning people outside of your organization. **This plan focuses mainly on external stakeholders.**

Some stakeholders may have a considerable impact on the project itself - determining how much it could succeed or fail. But not all stakeholders have equal weight - some sit on the outskirts, while others can have a much greater impact on or are more impacted by the project. [1]

In the context of Baltic PlaNet, two main stakeholder groups can be distinguished:

1. **Internal stakeholders** are those who are directly involved in the implementation of Baltic PlaNet. These stakeholders provide essential input, coordinate project's activities, and ensure that the project's objectives are achieved through effective collaboration. This group includes the eight project partners and eight associated organisations.

2. **External stakeholders** are those who are not directly involved in the project's implementation but whose participation is crucial for achieving its goals. They are also affected by the project's activities. This stakeholder group may include people who oppose or support the work of the Baltic PlaNet. These stakeholders primarily represent the Baltic PlaNet target audiences:
   a) Local public authorities, including municipal spatial/environmental planners and building authorities.
   b) Regional and national public authorities (ministries responsible for planning and the environment, regional municipalities/planning regions)
   c) International governmental organisations focused on environmental protection, spatial planning, and transboundary cooperation in the BSR
   d) Spatial planning and environmental associations
   e) Other (secondary stakeholders) - research and academic institutions, the private sector, the media, journalists, local communities etc.

Note that, some Baltic PlaNet stakeholders may represent both groups, meaning that they simultaneously contribute to the project's internal processes while also being beneficiaries or end-users of its results.

2.2. List of Baltic PlaNet stakeholders

At the beginning of November, each Baltic PlaNet project partner was asked to identify and group stakeholders from their perspective. Partners were asked to consider stakeholders they could approach directly and involve in Baltic PlaNet. Each partner

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[1] Source: https://simplystakeholders.com/what-does-stakeholder-mean/

mapped their stakeholders on a collaborative online platform and presented them during an online meeting on 7 November 2025. The result was approximately 61 specific stakeholders (or their groups) in five target groups. The full list of stakeholders is available in Annex 1 (an Excel spreadsheet, internal document).

Below is a description of the main approach of each target group:

1. Local public authorities.

This is a crucial stakeholder group for Baltic PlaNet, as the project mainly aims to support municipal spatial and environmental planners in assessing climate risks, identifying vulnerabilities and developing effective adaptation strategies through collaboration. They are also main end users of the solutions in WP2.

During a stakeholder workshop, partners mapped Latvian, Estonian and German municipalities bordering the Baltic Sea (approximately 90 municipalities). Considering that Baltic PlaNet focuses on the entire BSR, it is important to note that all coastal municipalities in the BSR (excluding Russia) are theoretically our stakeholders. However, Baltic PlaNet does not have the resources to approach hundreds of municipalities in the BSR, which is why the project has pilot areas in different countries to ensure a diverse range of stakeholders:

 a. The Association of Sea Cities and Municipalities (which brings together nearly 30 coastal local governments from across the Polish coast)
 b. Kurzeme Planning Region (KPR), consisting of six Latvian coastal municipalities (South Kurzeme, Talsi, Tukums, Ventspils and Liepāja state cities, Ventspils Municipality) and two non-coastal municipalities (Saldus, Kuldīga).
 c. Lääne-Harju Municipality (Estonia)

This approach was chosen so we can facilitate workshops and test Baltic PlaNet tools and outcomes in different contexts and countries. At the same time, partners can involve other municipalities such as neighbouring municipalities or other active coastal/non-coastal municipalities in their countries. Additionally, three associated organisations from Latvia can be involved as pilot regions, because they represent Baltic PlaNet main target groups:

 a. Vidzeme planning region (includes Limbaži Municipality, which is a coastal municipality)
 b. Saulkrasti Municipality
 c. Riga Planning Region (includes coastal municipalities like Jūrmala and Rīga city and Ādaži Municipality)

There have been identified 65[2] coastal municipalities/authorities in Latvia, Poland and Estonia. Project will contact and inform these municipalities about the project activities through e-mail communication.

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[2] VASAB and GERICS calculation, based on public sources and project partners explanation

2. **Regional and national public authorities.**

This is also a crucial stakeholder group because one of the goals of the Baltic PlaNet platform is to foster collaboration and knowledge sharing among stakeholders, including policymakers, practitioners and experts, as well as enhancing capacity building and promoting innovative solutions. By inviting them to workshop and training sessions, the project aims to empower their connections with local authorities and knowledge sharing. As policymakers can influence climate policies and funding based on Baltic PlaNet outcomes, their involvement is essential.

During a stakeholder workshop, partners identified 21 regional and national public authorities. These stakeholders include planning regions, regional municipalities and ministries responsible for climate and spatial planning, among others.

3. **International governmental organisations focused on environmental protection, spatial planning, and transboundary cooperation in the BSR.**

These are primarily regional coordination, networking and research partners. They can facilitate joint meetings and campaigns, as well as providing analytical support and scientific collaboration. This group includes stakeholders such as planning regions, regional municipalities, ministries, and other national institutions responsible for climate and spatial planning issues. This engagement aims to share results, increase the number of municipalities participating in Baltic PlaNet, and enhance visibility at the BSR level. Partners mapped 12 international governmental organisations.

4. **Spatial planning and environment associations.**

These stakeholders represent municipal and professional interests at a broader level. They could contribute valuable input to Baltic PlaNet workshops, newsletters, consultations and awareness campaigns. A feasibility study for a land-based planners' forum in the Baltic Sea region indicated that this stakeholder group was the most active in terms of responsiveness to surveys. The partners mapped five associations of cities, municipalities and planners' professional organisations in Latvia, Estonia and Poland. However, there is potential to involve at least 16 associations across the BSR, according to the feasibility study from Land Based Planners Forum project.

5. Others (secondary stakeholders).

These stakeholders include coastal communities, local citizens, universities, private spatial planning companies, and the IBSR secretariat. Local communities in the BSR require particular attention, as they are increasingly threatened by heavy precipitation, coastal flooding and intense storms due to climate change. Baltic PlaNet provides an opportunity to strengthen the resilience of these communities, as they are the project's end users.

Other important stakeholders include universities with planning or climate programmes, planning and consulting firms, and the Interreg Secretariat, as they can provide services, research, and specific expertise, as well as cooperation with other IBSR projects. Partners mapped 18 secondary stakeholders (listed in Annex 1).

In Annex 2. Description of Five Baltic PlaNet Stakeholder Groups, there is a table with main characteristics and approaches to five stakeholder groups.

2.3. Needs and expectations from stakeholders

To address the needs and expectations of stakeholders effectively, it is important to understand them. As mentioned earlier in Section 2.2, there are many stakeholders in the BSR. A feasibility study for a Land-based Planners' Forum in the BSR identified over 3,000 stakeholders from municipalities, planning regions, ministries, public agencies, associations, and other organisations among seven BSR countries (Finland, Germany, Estonia, Latvia, Lithuania, Poland, Sweden). The study explores the key actors involved in land-based spatial planning across the BSR and assesses their networking needs. It includes a comprehensive mapping of stakeholders in land-based spatial planning across the region, alongside the results and analysis of a detailed survey of stakeholders conducted in early 2025. [3]

The survey results can also help us to understand the needs and expectations of Baltic PlaNet stakeholders, as the main target groups are similar (local, regional and national authorities). A total of 96 professionals participated in the survey, providing comprehensive insights into the current state of spatial planning networks and practices at various levels and in different regions.

Respondents rated each item using a three-point scale: High (3 points), Medium (2 points) or Low (1 point). Respondents were asked to identify their level of interest:

- in different types of networks that support spatial planning efforts (see Picture 2 for the results).
- in thematic areas (see Picture 3).
- in types of support tools (see Picture 4).
- in types of networking platform (see Picture 5).

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[3]vasab.org/wp-content/uploads/2025/11/Feasibility-Study-Land-based-Planners-Forum-In-BSR-2025.pdf
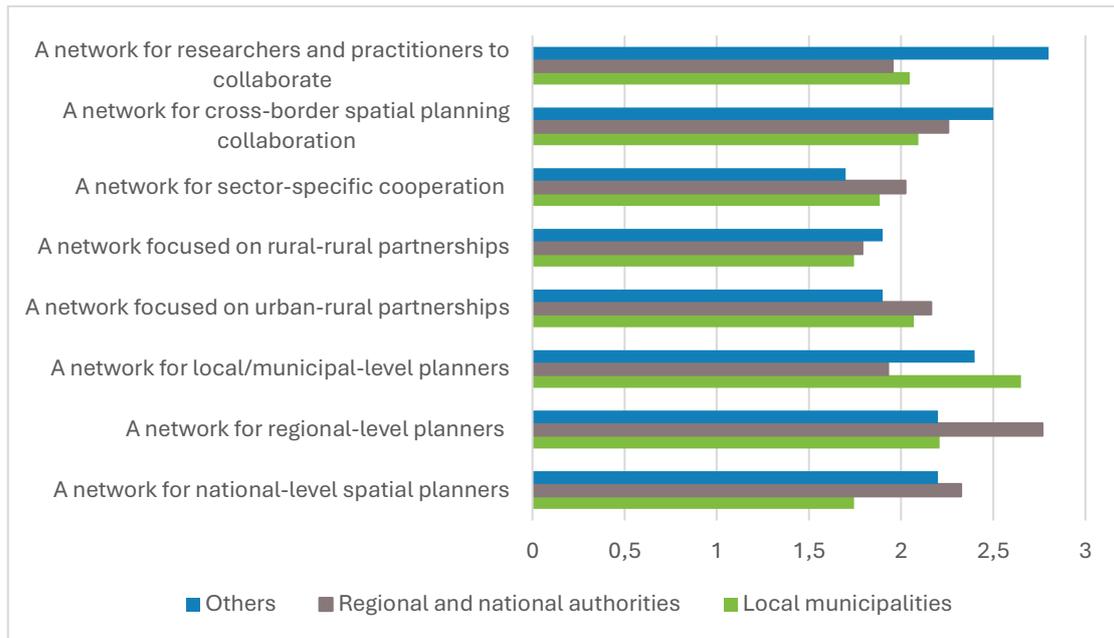
Picture 2 shows that one of the stakeholders' needs is to participate in different types of networks, not only those focused on their own institutions, but also broader networks for collaboration across borders, research, and among practitioners.

Picture 3: Level of interest in themes
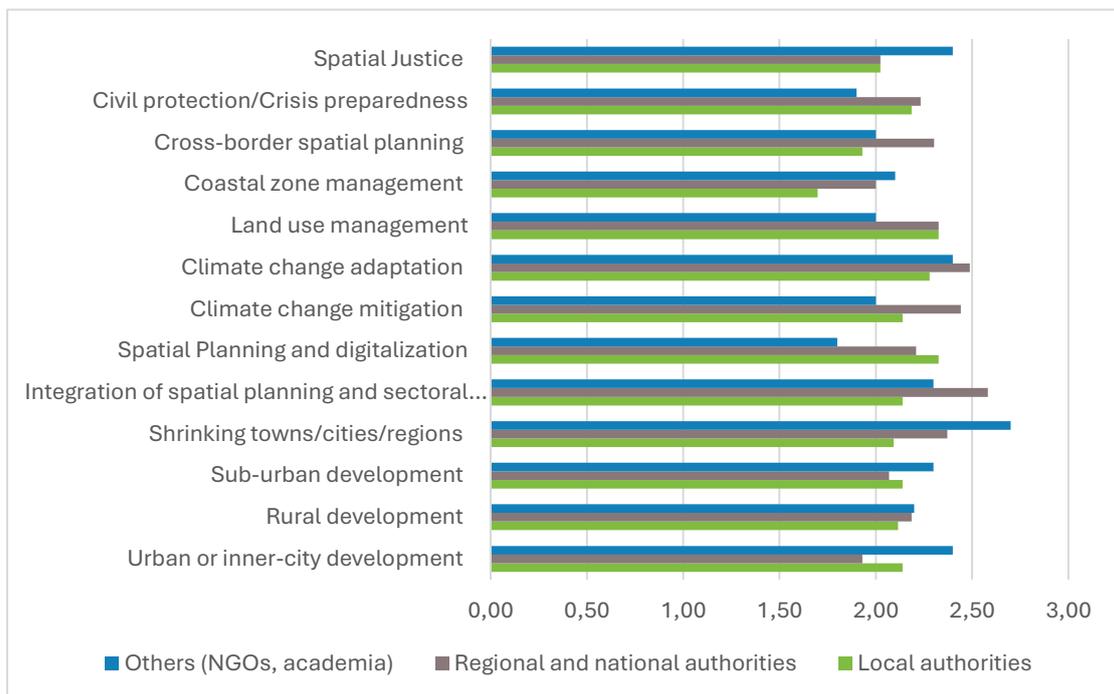
This data shows that climate change adaptation is the topic of most interest to stakeholders (score 2.38). It received the most points from local, regional and national authorities, who are the main target audience of the Baltic PlaNet project. The integration of spatial planning and sectoral policies has also been highly rated, particularly by regional and national authorities. This data justifies the need for a comprehensive climate and spatial planning platform.

Picture 4: What types of support tools are you interested in sharing knowledge about within the BSR (percentage of respondents, that answered "Yes")
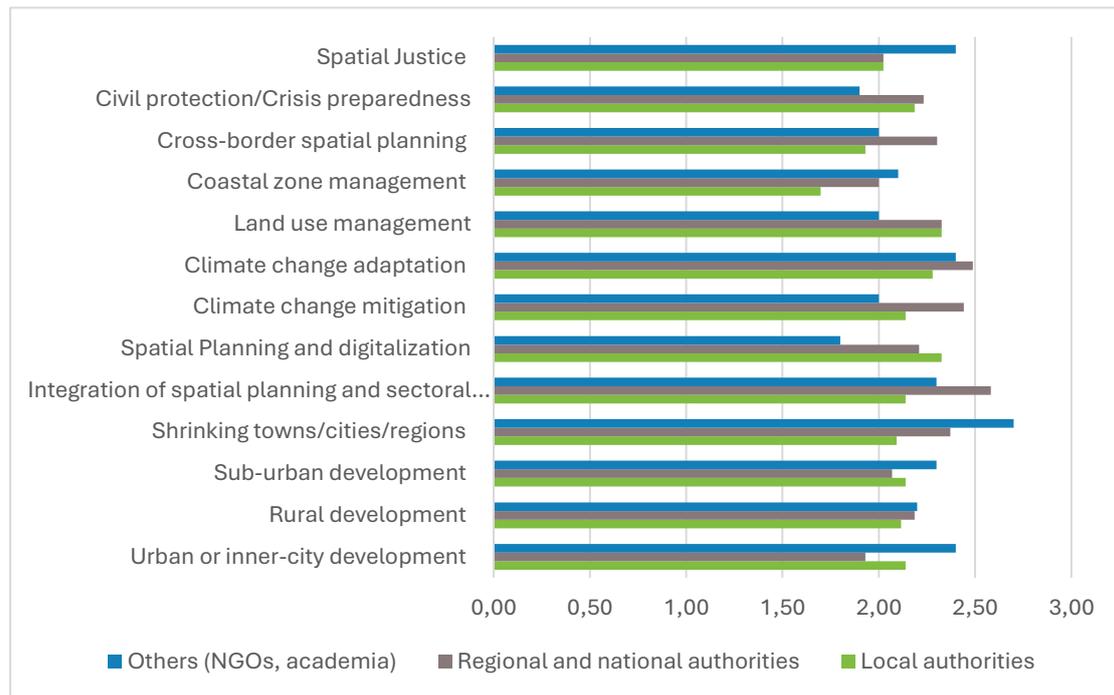
On average, spatial planning professionals are most interested in land use planning models, especially local authorities (77%). A relatively high percentage of respondents stated that methods of public participation and stakeholder engagement, as well as visualisation and communication techniques, are of interest to them (62% on average; for local authorities, the figures are even higher at 72% and 63%, respectively).

Picture 5: Level of interest in types of platforms
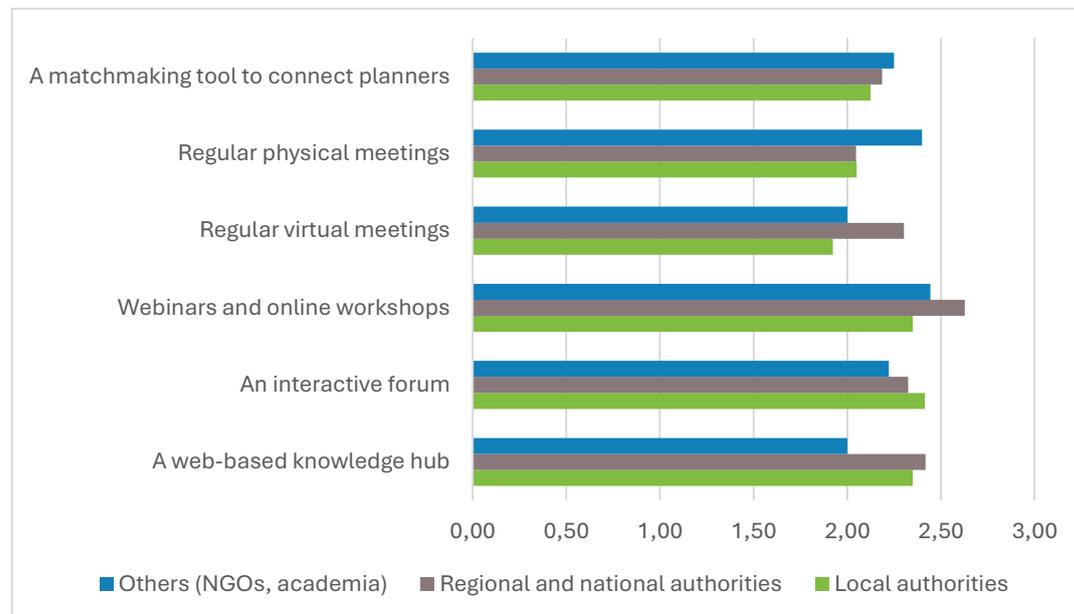
The most interesting types of platforms for stakeholders are webinars and online workshops, with an average score of 2.47. Regional and national authorities gave an especially high score of 2.63.

The survey results clearly demonstrate that municipalities and planning authorities expect practical tools, visualisations, climate data, cross-border networking opportunities, and accessible training formats. The matrix below (Table 1) connects these expressed needs directly with Baltic PlaNet activities, work packages and deliverables, demonstrating how the project responds to the specific demands of its target groups.

Table 1: Baltic PlaNet responses to Stakeholder Needs

Stakeholder Need	Baltic PlaNet Response	Work packages and deliverables
Climate change adaptation is the top theme (2.38/3 - highest score)	Climate indicators, hazard data, climate module in the Navigator, adaptation pathways	**WP1:** Data Hub (D1.2), Navigator Module (D1.3) **WP2:** Adaptation Pathways (D2.2), Guidelines (D2.3)
High interest in land-use planning tools (77% of local authorities)	Spatial planning pathways, municipal guidelines	**WP2:** Adaptation Pathways (D2.2), Guidelines (D2.3)
Strong interest in visualisation & communication tools (62%)	Maps, dashboards, user manual, infographics, podcasts	**WP1:** Navigator User Manual (D1.3) **WP3:** D3.1, Podcasts (O3.2)
Need for participation & stakeholder engagement methods (72% for LA; 62% overall)	Co-creation workshops, cooperation action plan	**WP2:** Guidance and Recommendations (D2.1) **WP3:** Workshops (A.3.2, O.3.2)
Highest interest in online platforms (score 2.47/3; 2.63 for national/regional)	Online training modules, recorded webinars	**WP3:** Training Programme (A3.2), Seminars (A3.3)
Strong interest in transnational networks (2.2-2.4 average across types)	Macro-regional seminars, peer learning, community of practice	**WP3:** Workshops and EUSBSR events (A.3.2., O.3.2)
High interest in integrating spatial and sectoral policies (score: 2.3/3)	Policy brief, governance recommendations, coastal planning alignment	**WP2:** Guidance and Recommendations (D2.1) **WP3:** Policy Brief (D3.3)

The stakeholder needs matrix links survey-identified needs (from 2.3) to Baltic PlaNet tools and deliverables that directly respond to those needs. The survey measured interest in themes, tools, formats and networks - not technical development tasks or internal project management activities. Because of this, several activities and outputs from the work plan do not appear in the matrix.

3. Communication Strategy

The communication strategy for Baltic PlaNet is designed to ensure that knowledge, tools, and results generated by the project effectively reach coastal municipalities and relevant institutions across the BSR. By aligning communication efforts with the needs and expectations of five key stakeholder groups, the strategy aims to:

- **Raise Awareness**
  Highlight the urgency of addressing climate change impacts and extreme weather events in coastal spatial planning.

- **Encourage Participation and Build Capacity**
  Provide practical knowledge, tools, and methodologies to help coastal municipalities integrate climate risks into planning processes.

- **Strengthen Coastal Planning Network**
  Encourage cooperation between municipalities, planning authorities, associations, and international organisations to promote shared learning.

- **Promote Dialogue for Climate Resilience and Improved Governance**
  Ensure Baltic PlaNet results inform local, regional, and national decision-making and contribute to long-term climate resilience strategies.

Baltic PlaNet operates in a region with more than 200 coastal municipalities, but limited resources for direct engagement. Therefore, the communication strategy prioritizes targeted engagement in pilot areas and key stakeholder groups defined in Annex 2. Description of Five Baltic PlaNet Stakeholder Groups. The table in this annex describes the engagement strategy for each Baltic PlaNet stakeholder group.

3.1. Core Messages

Baltic PlaNet core messages are grouped around four central themes that reflect the project's scope, objectives, and the challenges it addresses. These key themes are:

- **Climate Change** - serves as the overarching theme throughout the project platform, shaping all activities, tools, and guidance developed in Baltic PlaNet.

- **Extreme Weather Events** - from the wide spectrum of climate change consequences, Baltic PlaNet concentrates on these concrete and pressing risks affecting coastal municipalities.

- **Spatial Planning** - is at the core of Baltic PlaNet's approach, providing the framework through which considerations of extreme weather events are integrated into planning to support resilient, informed, and future-proof land-use decisions in coastal municipalities.

- **Coastal Municipalities** - are the main target group of Baltic PlaNet. The platform assists their capacity to integrate considerations of extreme weather events into spatial planning, while preserving natural and urban coastal environments.

3.1.1. Project's main challenge

Baltic PlaNet tackles the challenges of coastal municipalities that they face from extreme weather events by strengthening their capacity to use tools that integrate climate risks into spatial planning and by overcoming knowledge fragmentation.

3.1.2. Expected outcome

As a result, the project platform will offer a tailored resource focused on the climate change added to the Sea2Land Navigator: a tool for planners to help them with proper planning that is based on policy documents, guidance, networks, methods and data.

3.1.3. Project vision

By 2028, Baltic PlaNet aims to create a coherent, transnational coastal planning system in the BSR, where municipalities, use a shared toolbox of indicators, data, methods and governance approaches to integrate extreme weather and climate risks into spatial planning, thereby strengthening the long-term resilience of both natural and urban coastal areas.

3.2. Communication Channels and Tools

3.2.1. Baltic PlaNet Communication Channels

Communication channels for Baltic PlaNet will ensure that project results, tools, and activities reach all relevant stakeholder groups effectively across the BSR. The selected channels enable efficient exchange of information as well as are easily set up and maintained during the project lifetime (see Table 2).

Table 2: Baltic PlaNet Communication Channels

Communication Channel	Purpose/Function	Target Audience	Type of Content	Posting Frequency	Responsible
Project Website	Main communication and dissemination channel. Supports knowledge sharing across the BSR and strengthens the long-term visibility and accessibility of Baltic PlaNet outcomes beyond the project's implementation.	All stakeholder groups; general public	Project updates, news, events, deliverables, publications, tools	Updated continuously; new items added as needed	VASAB & HEREON maintain; All partners provide content
LinkedIn	Primary social media platform for Baltic PlaNet.	Spatial planners, policymakers, experts, professional networks, broader climate/spatial planning audience	Updates on project activities, WP progress, event invitations, deliverables, real-time highlights	At least once per month	VASAB & HEREON manage; All partners send updates every 3 months
Instagram	Account focuses mainly on visual storytelling.	Wider audience, visual-oriented users, municipalities, communities	Visuals from events, pilot activities, infographics, project results	At least once per month	VASAB & HEREON manage; All partners provide visuals
YouTube (Baltic PlaNet + VASAB channels)	Serves as the main hub for video-based communication.	Practitioners, planners, experts, general audience	Project videos; podcast episodes; recordings of key events	Uploaded when content is produced	VASAB & HEREON, partners contribute video materials
Partner Websites & Partner Social Media	PP websites and social media channels significantly amplify the outreach and impact of Baltic PlaNet.	Local / national audiences of partner organisations	Shared Baltic PlaNet updates, news, events, translated content, localised messaging	When partners have relevant updates	Each partner individually

Baltic PlaNet uses a structured set of communication channels to ensure effective outreach and engagement across the BSR. The project website functions as the primary hub for all publicly available information, including updates, events, deliverables, and publications. Social media platforms support timely and visually engaging dissemination, targeting both professional audiences and the general public. Project partner websites further amplify the project's reach by sharing updates within national and regional networks.

Each channel has a specific target audience and publishing rhythm, ensuring a balanced mix of formal updates, visual storytelling, and accessible video content. Responsibilities are clearly assigned to PP1 and PP4 for management and coordination, while all project partners contribute content to ensure diverse and continuous communication.

3.2.2. Baltic PlaNet Communication Tools

Baltic PlaNet uses a variety of communication methods and tools to engage stakeholders, facilitate knowledge exchange, and ensure effective dissemination of project activities and results across the BSR (see Table 3).

Baltic PlaNet uses a set of practical and engaging communication tools to keep stakeholders informed and actively involved. Emails deliver quick, direct updates and invitations, while events-both online and in person-create valuable opportunities for learning, discussion, and cooperation. Newsletters provide clear twice-yearly overviews of project progress, and podcasts share expert insights in an accessible audio format.

Visual communication materials such as brochures, infographics, and presentations help explain project progress, activities and results in a simple and appealing way. The Sea2Land Navigator serves as the long-term digital hub for all data, tools, and guidance, ensuring that project knowledge remains accessible well beyond the project's lifetime.

Together, these tools create an effective, user-friendly communication ecosystem that supports learning and encourages the uptake of Baltic PlaNet outcomes.

Table 3: Baltic PlaNet Communication Tools

Communication Tool	Purpose / Function	Target Audience	Frequency / Use Pattern	Responsible
Email Communication	Direct updates, invitations, event info, sharing results	All stakeholders on mailing list	As needed; before/after events; major updates	PP4 maintains email list; all partners provide content
Events (webinars, workshops, forums, OSI event)	Knowledge sharing, training, tool demonstration, networking	Municipalities, planners, policymakers, experts	Several times per year; key events aligned with project timeline	All partners; PP4 & PP1 coordinate major events
Newsletters	Summaries of activities, updates, stories, deliverables	All stakeholder groups	Twice per year (from mid-2026)	PP4 drafts; all partners contribute content
Podcasts	Expert insights, climate resilience topics, accessible knowledge sharing	Planners, experts, general audience	3 episodes during project lifetime	PP4 produces; partners provide speakers/inputs
Communication Materials (brochures, presentations, infographics)	Promote project goals, tools, achievements in visual, clear format	All stakeholder groups, especially event participants	Produced for key events, workshops, online use	PP4 prepares templates; all partners create content
Sea2Land Navigator	Central hub for data, knowledge, climate tools; long-term repository	Municipalities, planners, authorities, researchers	Continuously available; updated during WP1/WP2 outputs	PP1 & PP4 maintain; all partners contribute data and content

3.2.3. Synergy with 'sister' projects

To maximise the impact, visibility, and relevance of Baltic PlaNet along with a structured cooperation with other Interreg projects, the project could actively engage with a group of IBSR "sister projects" working on climate change, coastal areas and spatial planning:

- City Blues
- CommitClimate
- ClimaResponse
- BALTFLOODS
- CREWS
- Climate-4-CAST
- Supported by Nature
- SEABAS (project platform)

This will ensure synergies, avoids overlaps, and increases the practical impact of Baltic PlaNet.

Objectives of engagement are following:

- Exchange and upscale knowledge on climate change, coastal resilience and spatial planning.
- Leverage existing tools and methodologies for Baltic PlaNet pilot areas.
- Avoid duplication and ensure complementarity with related Interreg projects.
- Strengthen cooperation in the BSR between municipalities, experts, and institutions.

Eight projects in the IBSR programme have been selected from the website search tool, with keywords "climate change", "coastal areas" and "spatial planning". Baltic PlaNet "sister" projects, their description and possible engagement strategies are outlined in Annex 3: Baltic PlaNet "sister" projects, their description and possible engagement strategies.

Cooperation could be organised in three levels:

1. **Strategic Level.** It includes development of common messages for BSR climate adaptation, joint inputs to EU climate and resilience policy processes and shared position papers on climate change, coastal and spatial planning.
2. **Operational Level.** It includes cross-testing tools (models, monitoring systems, budgeting tools), joint trainings for stakeholder groups and exchange of pilot site methodologies and data.
3. **Communication Level.** It includes jointly organised events e.g. workshops at the EUSBSR Forums, joint communication and dissemination activities agreed during the lifetime of projects to enhance the outreach.

These three levels of cooperation will ensure that Baltic PlaNet has access to advanced tools and expertise, stronger piloting and validation opportunities. It will also ensure wider audience for dissemination and improved long-term sustainability of project results.

4. Engagement Activities

Successful stakeholder engagement relies on mutual communication, trust, and understanding. To ensure this, the Baltic PlaNet project foresees four stages of stakeholder engagement:

1. **Inform** - to disseminate project outputs and activities. This engagement will take place at the macro-regional level through events such as the EUSBSR Annual Forum, the Baltic MSP Planners Forum, and other relevant platforms. During these events, participants will engage with practical cases through mutual learning.

2. **Consult** - to gather input on local challenges and needs. This will be achieved through workshops held online and in the pilot sites in Latvia, Estonia, and Poland.

3. **Collaborate** - to develop solutions jointly. Through workshops in the pilot sites, we will co-create tools, test approaches, and facilitate the exchange of experience.

4. **Empower** - to support stakeholders in applying project results independently. Throughout the project, we will monitor how municipalities and other organisations adopt and promote the solutions and knowledge generated during the workshops and related activities.

A total of 39 organisations will engage in Baltic PlaNet:
- 15 organisations directly in the project:
  - 8 project partners
  - 7 associated organisations

These organisations will engage and test the project platform and tools first-hand, will increase their climate change expertise, support public authorities by providing data and implementing scientific approaches.
- 24 other organisations:
  - 10 local public authorities,
  - 7 regional public authorities
  - 7 national authorities
  - 3 international governmental organisations.

These organisations will learn from other coastal municipalities experiences and are direct end-users of WP1 and WP2 outputs and deliverables.

Given the diversity of stakeholders, tailored engagement approaches are required for each stakeholder group (see Annex 4: Engagement strategy for each Baltic PlaNet stakeholder group).

Baltic PlaNet primarily targets local municipalities, who are the main users of project solutions. Their engagement focuses on pilot activities, involvement of planning and environmental departments, and practical capacity-building through workshops and consultations.

Other stakeholder groups - regional and national authorities, international organisations, universities, planning companies, local communities, the Interreg Secretariat and others - will be engaged mainly through coordinated communication, co-creation workshops, and knowledge-sharing activities to ensure policy alignment, provide expertise, and support dissemination.

The project's key messages emphasise the shared benefits for all stakeholder groups: strengthened capacity to integrate extreme weather and climate risks into spatial planning, access to a coherent transnational toolbox combining data, indicators and methods, and the long-term resilience this creates for coastal municipalities and the broader BSR.

Overall, the project centres its efforts on helping municipalities strengthen climate-smart coastal planning, supported by broader stakeholder cooperation where needed.

5. Knowledge Sharing and Capacity Building

Climate-smart coastal planning, supported by broad stakeholder cooperation, will be implemented primarily through the activities outlined in the Baltic PlaNet project application under WP3, Group of Activities 3.2. This group consists of four complementary yet standalone outputs:

1. **Set of supplementary material to enrich the Knowledge Hub of the Sea2Land Navigator**.

   All materials and outputs produced within the Baltic PlaNet project will be consolidated, and a dedicated "Climate Module" section will be created within the Sea2Land Navigator. This module will present project findings in a structured, accessible format.

2. **Capacity building programme for local and regional spatial planners** based on identified needs and insights from the stakeholder engagement, the communication and outreach plan, as well as from WP1 and WP2 outcomes.

   This programme will be delivered through a series of webinars and online workshops. Knowledge and outputs from the 12 capitalised Baltic PlaNet projects and group of "sister projects" offer a strong foundation for these sessions. Initial stakeholder needs and expectations have already been assessed in one of the capitalised projects (Land-Based Planners Forum, see 2.3).

   The program will be delivered online and structured in 3 sessions covering themes as:
   a. Understanding Climate Change
   b. Climate Action Tools and Techniques
   c. Collaborative Climate Action

   These topics may be refined at a later stage; however, stakeholder analysis (see 2.3) indicates that climate change adaptation and mitigation are among the most relevant themes for the target groups. Baltic PlaNet will respond accordingly to these needs.

3. **Design and implement 2-3 macro-regional seminars (online, physical)** to engage spatial and strategic planners involved in the online program.

   This activity will be carried out primarily through the co-organisation of Baltic PlaNet workshops during the EUSBSR Annual Forum and related events throughout 2025-2027. As a complementary element, a partner and stakeholder meeting may be organised in mid-2027, enabling partners to review and evaluate Baltic PlaNet outputs, refine the structure and key messages of the Policy Brief, and plan the project's final communication and visibility activities (including the OSI event).

4. **Podcast series.**

Podcasts are recognised as an effective tool for disseminating project results and sharing insights generated through Baltic PlaNet. The episodes will be published on the VASAB YouTube channel to maximise reach and audience engagement.

This activity will include the production of three podcast episodes aligned with project's WP3 Activity 3, featuring expert speakers to ensure clear, accessible, and relevant content for audiences interested in spatial planning and climate resilience.

5.1. Publications & Materials

Baltic PlaNet will produce variety of publications and materials that will be disseminated among target groups and stakeholders:

- **Guidelines and toolkits for municipalities:**
  - Centralised data repository for coastal extreme events in the Data Hub (D.1.2.) (responsible partner - MoSARD)
  - Sea2Land Navigator Platform User Manual (D.1.3.) (responsible partner - MoSARD)
  - Guidance and Recommendations for Establishing an Intergovernmental Cooperation Action Plan (D.2.1.) (responsible partner - GERICS)
  - Extreme Events and Spatial Planning Adaptation Pathways (D.2.2.) (responsible partner - GERICS)
  - Guidelines for Assessing Extreme Event Adaptation Strategies in Coastal Spatial Planning (D.2.3.) (responsible partner - GERICS)
- **Brochures, presentations, and interactive content for social media platforms** (D 3.1.) (responsible partner - VASAB)
- **Newsletters and articles (D 3.1.)** (responsible partner - VASAB)
- **Three podcast episodes (O 3.2.)** (responsible partner - VASAB)
- **A Policy Brief for the Baltic Sea Region (D 3.3.)** (responsible partner - VASAB).

These publications and materials will ensure that Baltic PlaNet target groups gain clear, accessible, and practical knowledge needed to apply project insights, strengthen their planning capacities, and integrate climate-smart approaches into their daily work and long-term strategic processes.

5.2. Events & Outreach

Baltic PlaNet events and outreach activities are planned in different formats, both online and in-person. In these events, information from capitalised projects, sister projects, guidelines and other materials will be compiled together in an attractive format and shared among stakeholders.

5.2.1. Main online events are:

- **Regular partner meetings** (approximately once a month), where partners share information about their outcomes from capitalised projects, progress on WPs, any other relevant information that is essential for successful delivery of Baltic PlaNet
- **Webinars & online training sessions on capitalized projects**, WP1 and WP2 outputs. Stakeholders will be invited to these sessions, and this is the main tool to reach them.

5.2.2. Main in-person events are:

- **Kick-off meeting, partner meetings** (approx. once a year)
- **Macro regional events like the Baltic MSP Planners Forum, EUSBSR Annual Forum**, and other relevant workshops and webinars to promote the project, gather knowledge, and foster collaboration.
- **Operations of Strategic Importance (OSI) event.** During the implementation of the Project platform project consortium will organise a communication event that will involve the European Commission and the Programme Managing Authority.

5.2.3. Timeline

Events will take place within the timeline of each group of activities (see Picture 6).

This timeline outlines the key project milestones and outputs in chronological order:

- Official project start: July 2025
- Stakeholder Engagement, Communication, and Outreach Plan completed: December 2025
- Webinars, online trainings and macro-regional seminars: July 2026 - December 2027
- Guidance and recommendations for intergovernmental cooperation: December 2026
- Adaptation pathways: June 2027
- Guidelines for spatial planning: June 2028
- Data Hub in the Navigator: December 2027
- Podcasts and policy brief: June 2028

In parallel with other project activities, communication and outreach actions will be implemented:
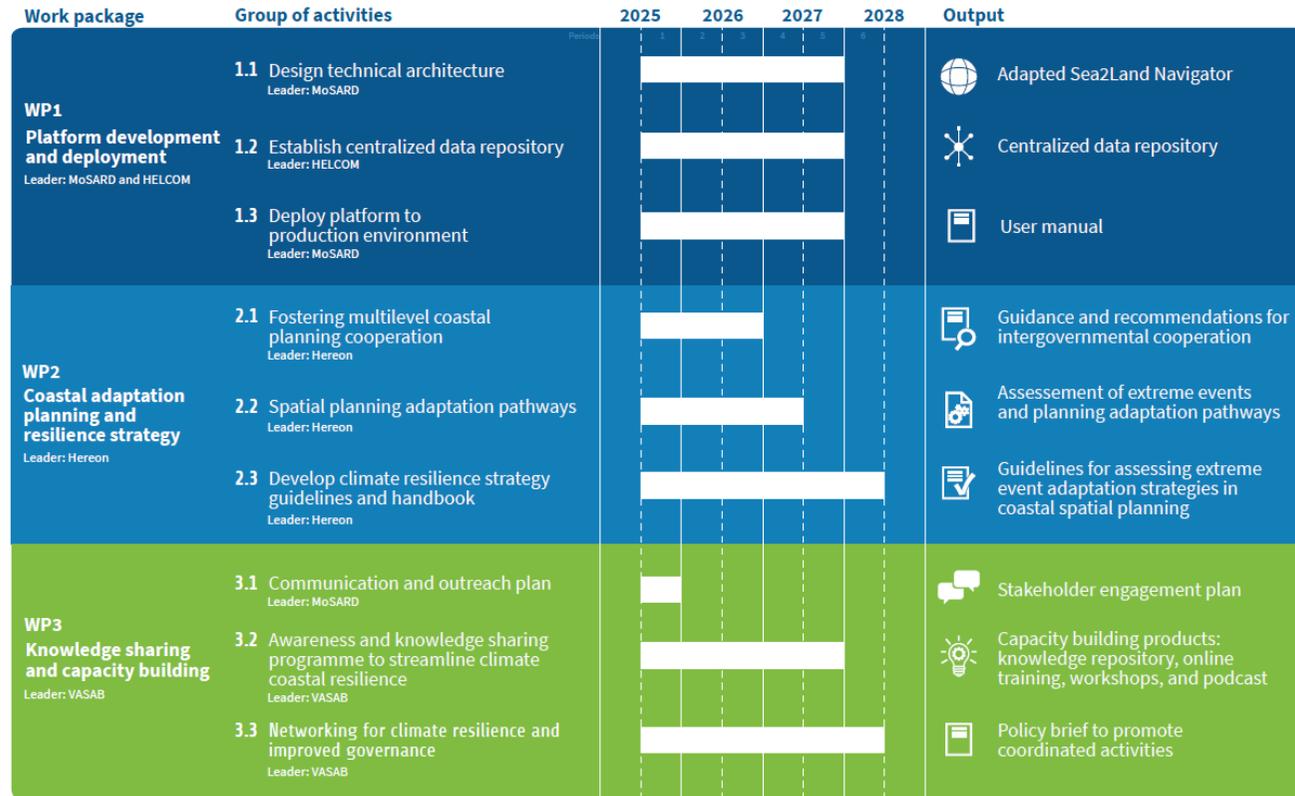
- **At least monthly:** publication of news and posts on project social media channels
- **At least biannually:** issuance of a newsletter distributed to the stakeholder mailing list.

Picture 6: Baltic PlaNet work plan[4]

Baltic PlaNet work plan
https://interreg-baltic.eu/project/baltic-planet/

Work package	Group of activities	2025	2026	2027	2028	Output
WP1 **Platform development and deployment** Leader: MoSARD and HELCOM	**1.1** Design technical architecture Leader: MoSARD					Adapted Sea2Land Navigator
	1.2 Establish centralized data repository Leader: HELCOM					Centralized data repository
	1.3 Deploy platform to production environment Leader: MoSARD					User manual
WP2 **Coastal adaptation planning and resilience strategy** Leader: Hereon	**2.1** Fostering multilevel coastal planning cooperation Leader: Hereon					Guidance and recommendations for intergovernmental cooperation
	2.2 Spatial planning adaptation pathways Leader: Hereon					Assessement of extreme events and planning adaptation pathways
	2.3 Develop climate resilience strategy guidelines and handbook Leader: Hereon					Guidelines for assessing extreme event adaptation strategies in coastal spatial planning
WP3 **Knowledge sharing and capacity building** Leader: VASAB	**3.1** Communication and outreach plan Leader: MoSARD					Stakeholder engagement plan
	3.2 Awareness and knowledge sharing programme to streamline climate coastal resilience Leader: VASAB					Capacity building products: knowledge repository, online training, workshops, and podcast
	3.3 Networking for climate resilience and improved governance Leader: VASAB					Policy brief to promote coordinated activities

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[4] Author of the picture: Manuel Frias (HELCOM)

6. Roles & Responsibilities

Work package leaders are the main responsible authorities for the successful implementation of the Baltic PlaNet activities:

- **MoSARD & HELCOM:** WP.1: Platform Development and Deployment
- **Lead partner (GERICS):** WP.2: Coastal Adaptation Planning and Resilience Strategy
- **VASAB**: WP.3: Knowledge Sharing and Capacity Building to Advance Climate-Resilient Coastal Planning in BSR

Other project partners (The Association of Sea Cities and Municipalities (Poland), Kurzeme planning region (Latvia), Tallinn University (Estonia), Lääne-Harju Municipality (Estonia)) are responsible for providing facilities for pilot actions and local workshops and local stakeholder engagement.

Regarding stakeholder engagement and communication and outreach plan (this document) implementation, main responsible persons are:

- **Lead partner Project Manager (GERICS):** Overall plan coordination and quality control. Initiating necessary amendments in the plan.
- **WP3 leader (VASAB):** Plan implementation, consideration in organizing WP3 activities, especially macro-regional seminars, online training programme. Initiating and implementing necessary amendments in the plan, adding new stakeholders in the Annex 1 etc.
- **VASAB and GERICS** Manage content, channels, and materials, implementation of actions from Communication Strategy. Creation and regular updates of e-mail list.

In accordance with AF section 4.1 "Project management", Baltic PlaNet will also establish a **Coordinating Committee** to engage stakeholders from across the BSR, including national ministries and one Programme Monitoring Committee observer. Description of Coordinating Committee (see Table 4).

The Coordinating / Steering Committee serves as a light but strategic advisory mechanism that connects Baltic PlaNet with key national and macro-regional policy actors in the BSR. Through limited but regular engagement, the Committee supports strategic alignment, policy relevance, and quality of key outputs, while allowing project partners to retain responsibility for day-to-day implementation. Its role strengthens the project's integration with existing policy frameworks and enhances the uptake of results beyond the project lifetime.

Table 4: Description of Baltic PlaNet Coordination Committee

Aspect	Description
Reference	AF section 4.1 "Project management"
Body	Coordinating / Steering Committee
Purpose	Engage strategic spatial planning stakeholders across the BSR and link Baltic PlaNet to national and macro-regional policy levels
Role	High-level advisory body providing strategic guidance while PP manage day-to-day implementation
Key Functions	• Review progress of key work packages against the AF • Ensure alignment with VASAB Vision 2040, HELCOM BSAP, EUSBSR Policy Areas and national goals • Support relevance for current and future policy processes and funding
Composition	• National bodies responsible for spatial and maritime spatial planning in BSR countries • EUSBSR Policy Area coordinators / steering group representatives • Other macro-regional actors with leverage on climate-resilient coastal planning • One IBSR Programme Monitoring Committee observer 1-2 persons from each partner country (6-12 people in total)
Selection Criteria	Strategic relevance, willingness to participate, geographical balance, and links to pilot areas
Establishment	• Short concept note (mandate, composition, meeting frequency, benefits) • Formal invitations sent by the Lead Partner • Terms of Reference approved at the first meeting
Meeting Format & Frequency	1 meeting per period (6 months), mainly online
Engagement Approach	Light but regular engagement: short progress notes and focused questions shared in advance
Use in the Project	Sounding board for key outputs (adaptation pathways, guidelines, policy briefs); mobilisation of members as speakers at major events; invitations to in-person events and workshops when relevant

7. Monitoring & Evaluation

To ensure successful implementation of the stakeholder engagement and communication and outreach plan and Baltic PlaNet activities in general, a set of indicators have been set and can be measured during the project life cycle:

- **Number and diversity of stakeholders and participants** (especially from coastal municipalities and communities) in events involved.
- Each of the involved organisation will be asked to fill this IBSR based survey during implementation of activities (immediately after workshops and online events). It will ensure **qualitative feedback on usefulness of tools and Baltic PlaNet in general.**
- **Website visits, newsletter subscribers**.
- Social media (LinkedIn, Instagram and YouTube) - **number of followers, reach and engagement.**
- Policy references or uptake of Baltic PlaNet outputs (at the end or after the project).
- Sea2Land Navigator page views.

Indicators will be measured regularly and summarised at the end of each reporting period. A short report will be produced after each period:

- Number in the respective period
- Trend (compared to previous periods)
- Explanation
- Possible actions for improvement

The responsible partner for such a report production is VASAB (PP4).

8. Risk Management

Although an assessment of stakeholder needs and expectations (see 2.3) indicates that climate change adaptation is the top theme, effective stakeholder engagement may still be challenging due to differences in knowledge levels, interests, institutional roles, and expectations among target groups.

Climate change adaptation is a complex and long-term issue that is not always easily understood. In some cases, limited access to relevant and reliable data and information may lead to misunderstandings, low awareness, or even the spread of misinformation, particularly at the local level. In addition, target audiences do not perceive immediate or direct impacts of climate change on their daily lives. As a result, climate adaptation may not be considered an urgent priority, reducing motivation to participate in workshops, online training sessions, and other engagement activities offered by the project.

Consequently, participation levels may vary across activities, with engagement often concentrated among a smaller group of already active professionals or stakeholders. To proactively address these challenges, key risks related to stakeholder engagement have been identified, together with corresponding mitigation measures, as outlined in the table below.

Table 5: Baltic PlaNet risks and their possible mitigation measures

Risk	Description / Impact	Risk Level	Mitigation Measures
Low engagement levels	Limited interest due to low perceived urgency of climate change adaptation	High	Targeted outreach; clear value proposition; flexible and time-efficient engagement formats
Uneven participation	Engagement concentrated among a small group of active stakeholders	High	Proactive outreach to underrepresented groups; use of existing networks
Different levels of understanding	Varying knowledge and expectations among stakeholder groups	Medium	Tailored communication; clear and non-technical language; differentiated content
Limited awareness of local impacts	Climate impacts perceived as distant or abstract	Medium	Use of locally relevant examples, pilot areas and practical planning cases
Misinformation and scepticism	Lack of clear or accessible information reduces trust	Low	Use of credible data sources; involvement of trusted experts and institutions

Stakeholder engagement risks in Baltic PlaNet are assessed as mostly moderate and manageable. The highest risks concern low engagement levels and uneven participation, reflecting the long-term nature of climate adaptation and varying stakeholder priorities. Risks linked to understanding, awareness, and misinformation are assessed as medium to low and can be effectively mitigated through targeted, credible, and locally grounded communication approaches. Overall, these risks are not expected to compromise project objectives and are likely to decrease over the course of the project.

9. Final remarks

This Stakeholder Engagement, Communication, and Outreach Plan provides a foundation for delivering Baltic PlaNet's objectives. By targeting over 70 coastal municipalities directly, reaching more indirectly, and anchoring its actions in the expressed needs of nearly 100 planning professionals, the plan ensures both relevance and efficiency.

Through a combination of structured stakeholder engagement, at least 3 years of continuous communication, multiple macro-regional events, and long-term digital access to tools and data, Baltic PlaNet moves beyond short-term project outputs. It creates a durable framework for cooperation among municipalities, regions, national authorities, and macro-regional organisations.

The plan's quantified targets, defined timelines, and clear division of responsibilities allow progress to be monitored, adjusted, and demonstrated throughout the project lifecycle. By embedding results in the Sea2Land Navigator Baltic PlaNet significantly increases the likelihood of post-project uptake.

In conclusion, this plan ensures that Baltic PlaNet will not only engage stakeholders, but translate engagement into tangible planning capacity, shared tools, and coordinated climate-resilient spatial planning practices-strengthening the resilience of coastal municipalities and communities across the Baltic Sea Region beyond 2028.

Annex 1. Baltic PlaNet Stakeholders List

Annex 1 provides a comprehensive overview of the mapped stakeholders. The annex is presented as an Excel spreadsheet containing stakeholder groups and organisations, including their names and contact details. Due to the sensitive nature of this information, Annex 1 is restricted to internal use by project partners only.

Annex 2. Description of Five Baltic PlaNet Stakeholder Groups

Stakeholder group	Specific stakeholders	Role / Type of Influence	Engagement Channel / Format	Needs & Expectations
Local public authorities	• Spatial and environmental planners in coastal municipalities • Spatial and environmental planners in other non-coastal municipalities	• Tool testing / policy application. • Local implementation and pilot partners. • Awareness raising / replication	• Workshops and trainings. • peer exchange, • online communication channels	• Tailored planning support. • Exchange of experiences and best practices in coastal resilience. • Capacity building.
Regional and national public authorities	• Planning regions • Regional municipalities • Ministries responsible for climate and spatial planning issues • Other national institutions responsible for climate and spatial planning issues	• Policy and funding influence and leadership • Risk management • Sectoral representation • Nature protection	• Policy workshops. • coordination meetings. • joint events	• Project results and outputs integration into national climate and spatial planning strategies/policies • Inclusion of sector interests • Capacity building • Best practice exchange • Data sharing
International governmental organisations focused on environmental protection, spatial planning, and	• VASAB CSPD/BSR • EUSBSR PA Coordinators • HELCOM-VASAB Working Group • CBSS • UBC • Nordregio	• Regional coordination and networking • Research partners • Analytical support	• Joint meetings and events • Joint campaigns, communication • Working groups • Scientific collaboration	• Public engagement and visibility • Ideas for macro-regional policy improvements

transboundary cooperation in the BSR	• BSSSC • HELCOM Working Groups • WWF • FEE Blue Flag			
Spatial planning and environment associations	• Associations of cities and municipalities • Associations for planners	• Municipal and professional interests' representation	• Workshops • Newsletters • Consultations • Awareness campaigns	• Professional capacity building • Inclusion of local government interests
Others – secondary stakeholders	• Universities with planning or climate programs • Planning and consulting firms in partner countries • Coastal communities (coastal local action groups) • Interreg Secretariat	• Research partners • Specific expertise • Sectoral representation • Service providers / implementers • Directly affected stakeholders	• Research collaboration • Technical exchange • Workshops; contracts • Consultations; local meetings • Project updates	• Scientific validation and exchange • Knowledge sharing on adaptation measures • Visibility of project results and cross-project synergies

Annex 3: Baltic PlaNet "sister" projects, their description and possible engagement strategies

Project	Implementation Period	Focus Area	Engagement Possibilities (actions)
City Blues	Nov 2023 – Oct 2026	Urban waters, green-blue infrastructure, flood & pollution mitigation	• Exchange of methodologies for urban water management • Joint NBS pilot activities • Shared case studies on liveable coastal/urban areas • Co-hosted urban resilience webinars
CommitClimate	Jan 2023 – Dec 2025	Climate action modelling, simulations, CO_2 reduction planning	• Integrate simulation tools into Baltic PlaNet pilot areas • Co-develop climate adaptation scenarios • Organise modelling workshops for municipalities
ClimaResponse	Mar 2025 – Feb 2028	Climate & disaster risk reduction, emergency planning	• Crisis response training modules • Multi-hazard scenario exchange • Cooperation on coastal risk assessment frameworks
BALTFLOODS	Mar 2025 – Feb 2028	Flood monitoring, stormwater management, community engagement	• Joint flood early-warning guidelines • Cross-testing of monitoring systems • Shared flood risk maps & stormwater solutions

CREWS	March 2025 - February 2028	Community engagement in crisis/disaster management	• Develop shared community resilience guidelines • Joint crisis communication templates • Exchange practices on volunteer mobilisation
Climate-4-CAST	November 2023 - October 2026	Climate budgeting, decision support tools	• Pilot the climate budgeting tool in Baltic PlaNet municipalities • Shared capacity-building on climate-smart annual budgets
Supported by Nature	November 2023 - October 2026	Nature-based solutions in coastal and wetland areas	• Joint NBS demonstration site visits • Shared technical guidelines for coastal buffers, wetlands, dunes • Co-production of Baltic NBS toolbox
SEABAS (project platform)	July 2025 - December 2027	Maritime spatial planning, Strategic Environmental Assessment (SEA), cumulative impact assessment (CIA) in MSP	• Share MSP-SEA and CIA methodological guidelines • Pilot joint assessments in Baltic PlaNet coastal planning sites • Co-organise capacity-building for planners on SEA in MSP • Policy alignment on ecosystem-based MSP and transboundary impact assessment

Annex 4: Engagement strategy for each Baltic PlaNet stakeholder group

Target group	Short description	Engagement strategy	Key message
Local public authority	• Responsible for coastal spatial planning across the BSR. • Focus on municipal spatial planners and building authorities, crucial for climate risk mitigation and resilience	• The main end users of the solutions in WP1 and WP2. • Participation in online workshops from relevant department representatives (e.g., spatial planning, infrastructure maintenance, environment) • PL, LV and EE will serve as the main pilot sites for WP2. They will also involve neighbouring LAs.	Baltic PlaNet equips coastal municipalities to better address extreme weather risks by providing practical tools and integrated climate data for spatial planning, ensuring stronger long-term resilience.
Regional public authority	• Responsible for scaling down the national spatial and strategic planning goals and ideas and • bridging these to the realities of the local level. • Important communicators and supporters of local public authorities	• To establish strong communication channels and collaborative cocreation workshops • The project directly engages with regional authorities (PP6, AO2, AO6) • The project seeks to align national priorities with local needs and capacities. • By fostering collaboration and empowering subnational authorities, Baltic PlaNet contributes to more effective and equitable climate change adaptation.	Baltic PlaNet supports regions in aligning national priorities with municipal needs through shared methods, data, and climate-risk tools that strengthen coherent coastal planning across the BSR.
National public authority	• Responsible for overseeing spatial planning, climate change adaptation, nature protection,	• To invite to webinars and workshops. • To foster connections between local, regional, and national authorities,	Baltic PlaNet enhances national capacity-building efforts by

	and construction processes at the national level	strengthening collaboration for sustainable coastal spatial planning and extreme event adaptation. • To connect national climate information providers in pilot sites with municipalities. • Baltic PlaNet will also invite intergovernmental organizations to participate in co-creation workshops. This will extend the impact of WP2 solutions beyond pilot sites.	connecting local and regional planners to harmonised climate-risk tools, supporting coherent, climate-smart spatial planning across the country.
International governmental organisation	• Focused on environmental protection, spatial planning, and transboundary cooperation in the BSR • Can gain significant policy support, visibility, and provide access to valuable expertise and resources	• Potential to disseminate project outputs and share results through their extensive networks. • Build partnerships and leverage expertise. • Ensure compliance with international standards and best practices. • Promote the project and the BSR's climate-smart spatial planning efforts.	Baltic PlaNet contributes to a transnational, climate-smart coastal planning system aligned with international standards, providing a shared toolbox that strengthens resilience
Others – secondary stakeholders	• Universities, private planning companies, local communities, Interreg Secretariat. • Contribute expertise, innovation, local knowledge, and programme-level insight.	• Engage through thematic workshops, consultations, and knowledge-sharing sessions. Encourage participation in pilot activities and dissemination. Use networks (e.g., Interreg Secretariat) to expand outreach.	Baltic PlaNet offers a shared platform of indicators, data, and methods that supports research, innovation, community engagement, and programme-level insights for climate-resilient coastal planning.