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FOR IMMEDIATE RELEASE

The Barbados Marine Spatial Plan Welcomes a New Brand Ambassador to Champion Sustainable Ocean Management

Bridgetown, Barbados – 15 April 2024 – The Coastal Zone Management Unit (CZMU) is proud to announce the appointment of multi-award-winning artiste Michael “Mikey” Mercer as the official advocate for sustainable ocean management throughout the marine spatial planning process. As the first brand ambassador for the Barbados Marine Spatial Plan (BMSP), which itself is a landmark initiative for Barbados, Mikey will play a crucial role in raising awareness about the importance of marine spatial planning (MSP), engaging a diverse range of stakeholders, and inspiring action towards collaborative efforts as we seek to formulate the plan.

In his role, Mikey will use his platform as a national cultural icon to educate and inspire our people to actively participate in the Barbados MSP process. With his influential status, we hope to ignite a wave of collective action and shared responsibility for the future health and prosperity of our marine environment.

"We are delighted to welcome Mikey to our team as the brand ambassador of the Barbados Marine Spatial Plan," said Dr Leo Brewster, Director of the CZMU. "His ability to creatively engage diverse stakeholders within the Barbadian context will be instrumental in bringing awareness to marine

spatial planning and inspiring Barbadians to really buy into this process. Mikey, along with the MSP Unit and the wider CZMU team will work steadfastly towards safeguarding our marine space for generations to come."

The BMSP invites everyone to join us in celebrating the appointment of Mikey as our brand ambassador. Together, we can make waves towards creating a positive impact and a sustainable future where our marine resources thrive alongside our economy, and our communities.

To learn more about the Barbados Marine Spatial Plan and how you can get involved, visit our website at www.barbadosmarinespatialplan.com or connect with us on Instagram [[@barbados_msp](https://www.instagram.com/barbados_msp)] and Facebook [[@barbadosmsp](https://www.facebook.com/barbadosmsp)].

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About The Barbados Marine Spatial Plan

The [Barbados Marine Spatial Plan \("BMSP"\)](#) speaks to the evidence-based, participatory zoning of Barbados' marine space as well as the requisite administrative and legal arrangements to achieve long-term sustainable ocean management. It is administered by the Marine Spatial Planning Unit (MSP Unit), which is a division of the [Coastal Zone Management Unit \(CZMU\)](#) of the Ministry of Environment and National Beautification, Green and Blue Economy as the MSP authority in Barbados. The BMSP is being developed with the financial and technical support of [the InterAmerican Development Bank \(IADB\)](#) as well as [The Nature Conservancy \(TNC\)](#) to encourage sustainable national socio-economic development, promote cooperation and reduce conflicts between users.