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FOR IMMEDIATE RELEASE

Barbados Marine Spatial Plan Hits the Road with Branded Electric Bus

BRIDGETOWN, Barbados | May 29, 2026 - The Barbados Marine Spatial Plan (BMSP) is taking its message on the road with the launch of a specially branded electric Transport Board bus aimed at bringing the national conversation around the future of Barbados' ocean space directly to the public.

The bus, which will travel routes across the island, is the latest public awareness initiative under the BMSP's communications and engagement programme. Featuring marine-themed imagery, key messages and QR codes linking commuters to more information, it is designed to encourage Barbadians to learn more about the planning process and how they can participate.

Speaking at the launch, Minister with responsibility for the Coastal Zone Management Unit and Fisheries, the Hon. Santia Bradshaw, said the initiative was another step towards making marine spatial planning more accessible to Barbadians.

"Today we are once again taking an important national conversation out of conference rooms, technical reports, and policy discussions and

bringing it directly to the people of Barbados, because the Barbados Marine Spatial Plan belongs to all of us,” Minister Bradshaw said.

She noted that Barbados’ ocean supports the country’s economy, heritage, food security, tourism, fisheries and livelihoods, making its sustainable management critical to national development.

The initiative was supported by the Inter-American Development Bank (IDB), which sponsored the bus wrap as part of its continued support for the BMSP and wider public engagement efforts.

Director of the Coastal Zone Management Unit, Dr. Leo Brewster, said the bus forms part of a wider communications strategy intentionally designed to take what can be a highly technical process and make it visible, relatable and engaging for Barbadians.

“What you are seeing today is not an isolated event. It is another layer within a communications strategy that has been steadily building over the past two years. A strategy designed intentionally to meet people where they are,” he said.

That strategy has included community outreach, social media, radio programming, public activations, strategic branding across the island, beach water stations, and the BMSP song and music video. The bus now becomes another moving platform for awareness and education across Barbados.

Minister in the Ministry of Finance, Economic Affairs and Investment, the Hon. Ryan Straughn, highlighted the link between sustainable ocean management and Barbados’ economic future.

“Our marine space supports tourism, fisheries, transportation, coastal protection, investment opportunities, recreation, and livelihoods. It is one of our greatest national assets. Protecting and sustainably managing that asset is therefore not simply an environmental priority; it is an economic imperative,” he said.

Minister Straughn also announced that preparations are underway for a second seafloor mapping survey of another section of Barbados' Exclusive Economic Zone through the Marine Institute of Ireland, building on the bathymetric survey previously undertaken as part of the BMSP.

The bus launch comes as the BMSP continues its public engagement process. Consultations on draft zone designs for the offshore or deep-sea areas were recently completed, with nearshore consultations expected to follow in the coming weeks.

Members of the public are encouraged to look out for the BMSP bus, scan the QR codes displayed and continue engaging with the process as Barbados plans for the sustainable use and protection of its marine space.

Get in on de plan!

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About the Barbados Marine Spatial Plan

The Barbados Marine Spatial Plan (BMSP) is a national initiative that provides a science-based framework for managing Barbados' marine space in a way that balances environmental protection with sustainable economic development. Through research, stakeholder engagement and evidence-based planning, the BMSP seeks to protect marine ecosystems, support sustainable ocean industries, reduce conflicts among ocean users and ensure the long-term health and resilience of Barbados' marine environment.

The BMSP is administered by the Marine Spatial Planning Unit of the Coastal Zone Management Unit (CZMU) within the Ministry of Environment, National Beautification and Fisheries. The Plan is being developed with financial and technical support from the Inter-American Development Bank (IDB) and technical assistance from The Nature Conservancy (TNC).