2nd International Conference on MARINE/MARITIME SPATIAL PLANNING

15-17 March 2017, Paris UNESCO HQ
The participants

Total applicants:  708
Invited participants: 407
Participants in Paris: 287
Single participants online:  
  English: 136 
  French: 76
Regional representation

AFRICA 55%  AMERICA 19%  ASIA 15%

AFRICA 19%  AMERICA 15%  ASIA 9%  OCEANIA 2%

EUROPE
Country representation

Participants from 73 different countries

ISO Country codes: https://www.iso.org/obp/ui/#search
Gender balance

52% WOMEN
48% MEN
Mother language of participants

- Other: 26%
- English: 25%
- French: 22%
- Portuguese: 8%
- Spanish: 6%
- Arabic: 7%
- German: 3%
- Russian: 2%
- Chinese: 2%
Diverse participation

- 46% Policy Makers
- 23% Private Sector
- 27% NGO/Citizens
- 4% Research
Twitter’s top influencers
#MSP2017 Paris

TOP 5 Participants
@dariopiselli
@PavanSukhdev
@jrockstrom
@Oosterenvan
@IbukunJ_Adewumi
Social media impact

703 tweets during the 3 days of the conference

314 people used the hashtag #MSP2017Paris

3,938,403 people potentially reached

5,656,761 impressions (potential views)

Positive sentiment¹: 29.2%
Negative sentiment: 2.6%

¹ The source for the “sentiment” information is Keyhole, a leading social media evaluation tool. The way they track the “sentiment” around something is by monitoring social media (in our case twitter) to check how many negative or positive keywords are present in relation to a specific element (in our case the #MSP2017Paris hashtag). This metric is rather complex as it also includes the demographics component of the people posting a given messages, or having a conversation in social media.
www.msp2017.paris