



# PARTICIPATIVE and CONSULTATIVE COMMUNICATION on CHANNEL GOVERNANCE and MARINE ECOSYSTEMS.



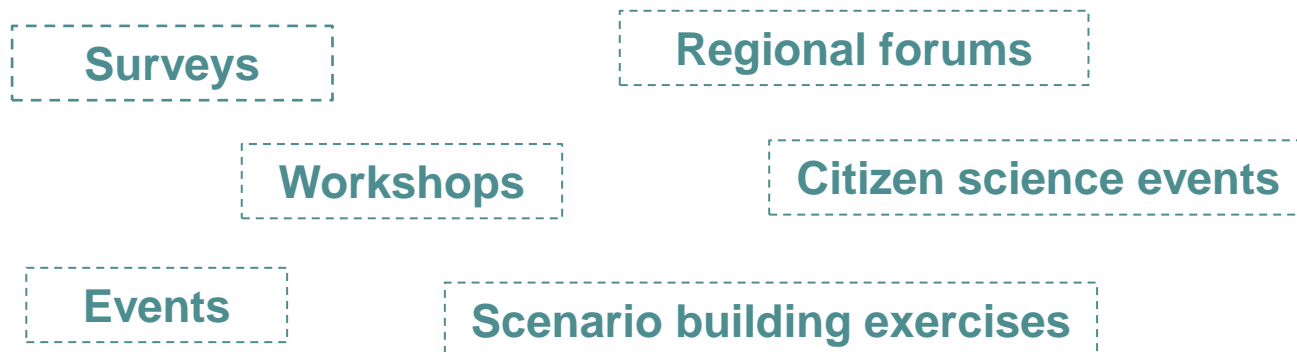
*'The 'PEGASEAS' project was selected under the European cross-border cooperation programme INTERREG IV A France (Channel) – England, funded by the ERDF.'*



Promoting Effective Governance  
of the Channel Ecosystem  
Promouvoir une gouvernance efficace  
de l'écosystème de la Manche

## Communication and stakeholders involvement are at the HEART of all Interreg IV projects and deliverables

- Participative and consultative communication is defined as the **involvement of audiences within an activity or process**;
- Interreg projects have utilised a **broad range of approaches** to communicate key messages and project findings, to engage audiences ranging from school groups to policy makers, NGOs and industry representatives.
- These include:



The table below illustrates the interaction with key groups participating in projects in the PEGASEAS cluster:

Project \ Sector	Policy makers and government	Industry/ Science/ sectoral/ NGO	Community/ general public	Schools
Marinexus		●	●	●
VALMER	●	●	●	
SETARMS	●	●	●	
CRESH	●	●		
PANACHE	●	●	●	●
CHARM2&3	●	●	●	
LiCCo	●	●		
OFELIA				
MERiFIC	●	●		
CAMIS	●	●		

Table: Interactions between PEGASEAS cluster projects and audience types

- **POLICY MAKERS AND GOVERNMENT**

- CAMIS, CRESH, Marinexus, VALMER and LiCCo projects have used **workshops, focus groups and working groups** with this specific group;
- Difficulties reported in engaging with policy-makers and government are: the rapidly changing political and governance climate; researchers are sometimes perceived as threat to their authority in the public arena; and involvement time.

- **INDUSTRY / SCIENCE / SECTORAL / NGO**

- CRESH, SETARMS, CHARM, CAMIS and VALMER had also used **participation** with this group as:
  - it ensures that experience and expertise based knowledge from this group is taken on board within the projects;
  - It increases the potential to lead to direct operational changes or in promoting new areas for research or monitoring;

In many instances, the projects have been the first to **foster communication across disciplines** (e.g.: between natural sciences and social sciences)

This group is defined as anyone using the marine environment in a **professional capacity**, involved in **studying** and/or **protecting** marine resources and the marine environment.

- **COMMUNITY AND GENERAL PUBLIC**

- Marinexus, VALMER and PANACHE often targeted and linked their participative engagement efforts using **citizen activities events** to achieve access to this key group;
- **The quality and level of understanding** provided by this type of engagement **is high**, however **numbers are often lower** than traditional communication efforts;
- When these methods are combined at public exhibitions, a particularly high impact has been recorded.

- **SCHOOLS**

- Engagement with schools requires significant time commitment by project staff - however the **level of engagement experienced by some projects is often stronger and extremely rewarding.**



Key examples are reflected in:

- Marinexus – including the marine Bioblitz in England and the ‘Marinexus Bus’ in France
- PANACHE youth forum provided opportunities for youth to learn about science with concrete discussions

*The Marinexus Bus, an exhibition vehicle equipped with a mobile laboratory for educational events.  
(© Maud Millet / les Petits Débrouillards Grand Ouest)*

- Interreg projects have all developed a participatory component in their actions;
- Engagement is considered to be a key element for better ownership of project outputs thus enhancing their impact on people and policies;
- The most common two-ways communication form of engagement is done by face to face interviews and workshops where findings are presented and outputs discussed;
- Vision development, based on participative foresight, is of significant importance to the future governance of the Channel - this could be further taken up under the format of Channel Forums;
- Few Interreg IV projects have used large survey methodologies to gather views and opinions from the public;
- Inviting policy makers and managers to commit to the participatory process of a project from the early stage of its development is probably a good way to reduce this risk of no communication.