



INFORMATIVE 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

Informative Communication

→ *providing knowledge, in particular useful or interesting information.
Often a one-way flow.*

Communication:

- is key and integral to all Interreg IV projects.
- develops wider understanding of (and support for) projects.

Reviewed 10 Interreg IV projects identifying communication outputs in matrix.

Projects targeted 4 key audience groups.

1. Policy makers and Government
2. Industry / Science Community / Sectoral / NGOs
3. Community / general public
4. Schools

NUMBER OF PROJECTS UTILISING EACH COMMUNICATION METHOD FOR DIFFERENT TARGET AUDIENCES

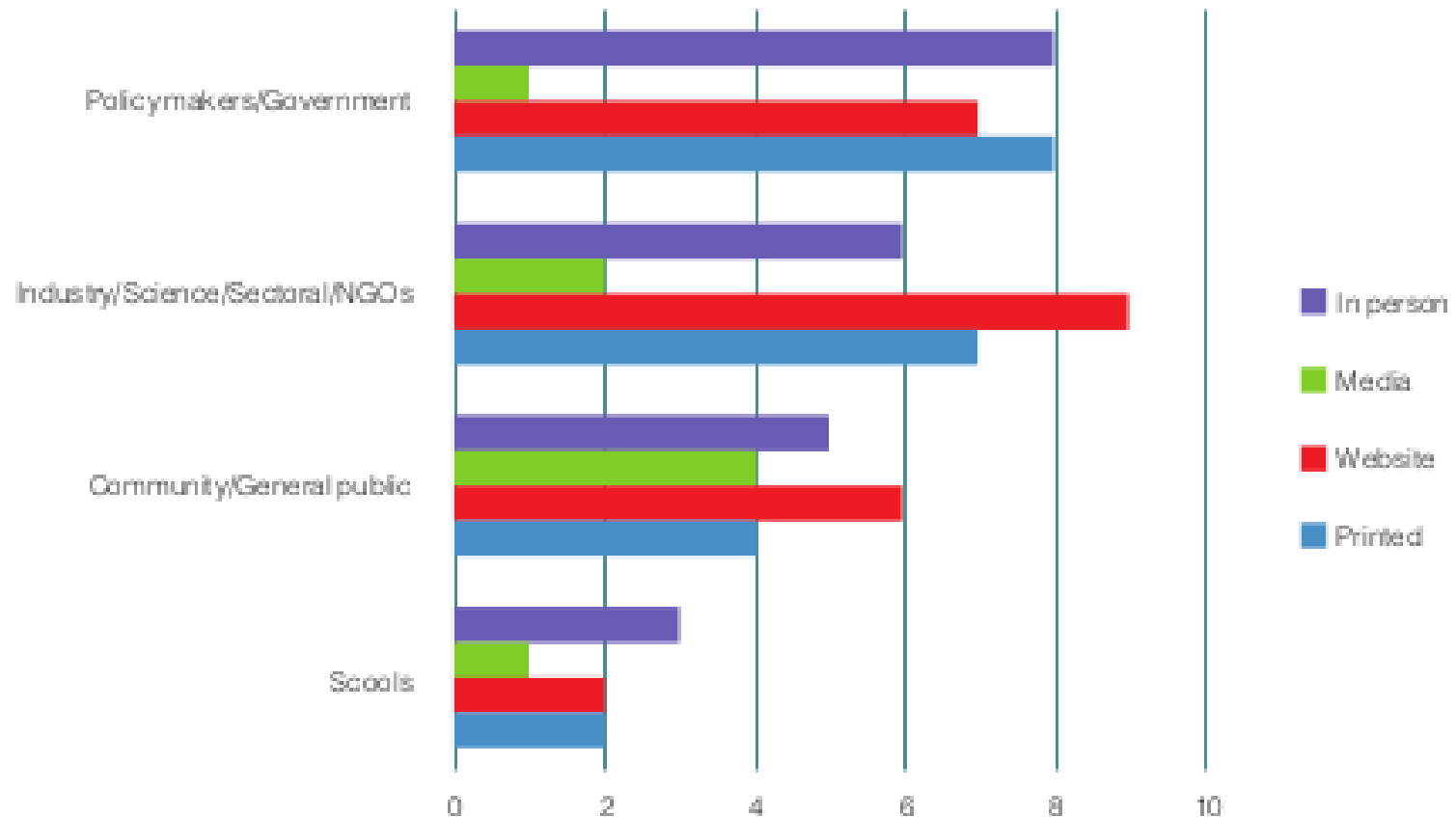


Fig 1: Number of projects using selected informative communication methods targeted at specific audience groups

High quality information provision is a key step towards influencing effective governance and guiding the sustainable management of Channel resources.

Practical tools for environmental managers.

- e.g. Marinexus waterproof species id guides a for non-native species
- Best practice guides' developed: e.g CRESH project guidance to the fishing community about issues relating to cuttlefish harvesting
- CHARM 2 & 3 series: 13 technical reports and synthesis papers
- online 'resource libraries' produced by CAMIS, CHARM and VALMER in order to make available a range of tools and reports
- Resources produced such as the CAMIS 'Cross Channel Atlas'
- Peer reviewed scientific publications (although often outside of project timescale)

Public engagement examples

- science talks and a film shown on Brittany Ferries;
- Science stage-shows;
- Science displays and interactive workshops;
- artworks, including a sculpture in Roscoff and a series of large flags displayed on the waterfront.



Interactive workshop aboard MV Armorique (Brittany Ferries) during “Science on board” events. (© Maud Millet / les Petits Débrouillards Grand Ouest)

Use of existing events, e.g. World Oceans Day and National Science and Engineering Week.

Multimedia resources, e.g. videos & films linked to Web site.

Schools

- 4 out of the 10 projects targeted schools.
Best examples worked with teachers to meet needs
- Marinexus and PANACHE developed school science clubs, shore visits, science cruises and laboratory sessions.

- Majority of projects produced Web sites and products to reach policy makers
- 3 projects did not target Community / General public audiences and 6 did not target Schools audiences.

- Expected that the use of video and other media will become increasingly important in order to effectively engage desired audiences.

- Interreg IV projects produced many high quality information resources. A sense of ownership and participation in the development of these tools is key to ensure good uptake and use.
- The most effective communication methods involved consultation and participation from audiences in order to develop useful, meaningful information provision.

- Need to evaluate the effectiveness of communication efforts and make the findings publicly available in order to support future work.