



Session IV | Communication | time available: 30 minutes

Working group 4.a) Talking Estuarine": Successful communication examples

Moderation: Francois Kremer

1. Which communication processes concerning Natura 2000 projects were successful?
 - **Successful process: partnerships based on trust and respect / multi-stakeholder-processes**

2. Which communication goals were pursued in each case?
 - **Clear information on what and why – explain and listen to each other's objectives**

3. What are the criteria for successful stakeholder processes?
 - **Criteria: clear rules (objectives) since the beginning**
 - **Participation: Early involvement in site level**



Working group 4.b) Talking Estuarine”: Successful communication examples

Moderation: Dr. Maik Bohne

1. Which communication processes concerning Natura 2000 projects were successful?
 - Humber Nature Forum (25-30 people) (Humber)
 - Adopt a species (Limburg)
 - Room for the river (Netherlands)
 - Consultaion on Marine SPA (Scotland)
 - Sigmaplan (Scheldt)

2. Which communication goals were pursued in each case?

3. What are the criteria for successful stakeholder processes?
 - **Timing: start early!**
 - **Clear expectations**
 - **Stable (local) partnerships**
 - **Continue!**
 - **Political support**
 - Serious structure
 - Feedback: involve local people – “it’s useful”
 - Mutual/external funding
 - Independent moderator
 - Find ownership
 - Public trust
 - Get things done – projects



Working group 4.c) Stakeholder and target groups

Moderation: Bernd-Ulrich Netz

1. Which stakeholder groups are to be reached?
 - **All stakeholders are to be involved – may change list with specific task.**
 - All relevant groups

2. Which measures are important to achieve this?
 - **Different communication strategies for different groups**
 - **Find a common language**
 - **Mutual respect and trust**
 - Transparency
 - Honesty about the limits of the discussion
 - Communication needs to be continued in a long term
 - Think about the lines of compromises
 - Look for a common understanding
 - Communication needs time and resources
 - Check degree of concern
 - Different targets for different groups
 - Some groups might be reached through their children
 - Personal communication rather than social media



Working group 4.d) Stakeholder and target groups

Moderation: Prof. Mike Elliott

1. Which stakeholder groups are to be reached?
 - **Stakeholder typology: Inputters, extractors, regulators, affectees, influencers, beneficiaries**
 - **All stakeholders are to be involved – may change list with specific task.**

2. Which measures are important to achieve this?
 - **Involve stakeholders at right time – not too early, not too late. Bottom up approach rather than top-down.**
 - **Avoid stakeholder fatigue, don't exclude any, but allow a stakeholder not to participate. Complexity of the issue determines who to be involved**
 - Make clear at start if it is a decision-making process or just consultation. Make sure you are hearing as well as listening.
 - Create trust. Each stakeholder to understand other stakeholder's perspectives. To tackle difficult as well as easy aspects.
 - Need awareness-raising to bring all stakeholders up to the same state of knowledge.
 - If you go against a view of a stakeholder, then make sure you explain why (not all stakeholders can get everything they want).



Working Group 4.e) Actions within the public sphere

Moderation: Eike Schilling

1. Art campaigns, objects in space, platforms: Which examples of design have led to an increase in the acceptance of measures?
 - **Centre of information - + communication**
 - **Competitions and arts projects (involve locals and children)**
 - **Visualization of planned measures**
 - **Videos and podcasts**
 - Internet platforms are a must, but they are not enough!
 - Events on the construction site
 - "Tag der Baustelle" (public days)
 - Face to face communication & independent moderator/contact person
 - Animal(art?) as symbol for measure
 - Games
 - Keep target group in mind



Working Group 4.f) Actions within the public sphere

Moderation: Dr. David Parker

1. Art campaigns, objects in space, platforms: Which examples of design have led to an increase in the acceptance of measures?
 - **Trust is vital – goes with honesty (but can't always reveal information?)**
 - **Visual representations are vital and work best (better than words)**
 - **Visual and sensory is very important**
 - **Use people who have empathy with the people and the place**
 - **Identifying**
 - Language – do we all mean the same thing?
 - Work in ways that turn a project into one that is owned by the community
 - Choice of location is important – strategy planning is vital
 - Incorporate local knowledge into the project
 - Treat all groups with the same respect
 - Important to have good site knowledge – site visits are important
 - Trust – goes on both sides
 - Society must be involved and concentrate on those most connected with the project
 - Mutual gains approach – motivations, rather than opinions



Working Group 4.g) Perspectives for the Biogeographical Process and future networking

Moderation: Kristijan Čivić

1. How can the Member States perform better or contribute more?
 - **Leadership by (EC)-contractor**
 - (EU-)funding of the communication process
 - Create/maintain a Natura 2000-network

2. What type of network should be created?
 - **network for estuaries only**, as estuaries are very complex systems and need specific attention
 - **“TIDE”-project-follow up / scale up for all estuaries**
 - a network for managers, scientist, NGO's....
 - Networking events have to be easy/simple
 - Produce newsletter for the Atlantic region or estuaries only
 - “create “restoration sites” database for estuaries
 - NBP-approach is too broad in current format
 - Joint project to describe the range and variation of estuaries and the problems they face
 - Science-based network meetings, thematic drawing on both management and science communities

3. How can exchange be made more permanent?
 - Focus on “Best practices” od guidelines production on precise topics
 - Ensure one event per year
 - Should the exchange be more permanent? => Aim for 3-year programme and evaluate if it is valuable
 - Develop working groups and publications