

Towards sustainability in the Celtic Sea



Supporting Sustainable Seas

After-LIFE Communication Plan

PISCES:

Partnerships Involving Stakeholders
in the Celtic Sea Ecosystem

EC LIFE+ project with the contribution
of the LIFE financial instrument of
the European Community.

Project Number: LIFE07/ENV/UK/000943.

For more information, please visit

www.projectpisc.es.eu



About PISCES

PISCES (Partnerships involving Stakeholders in the Celtic Sea Ecosystem) is a pioneering project that has empowered stakeholders to create their own practical guide on implementing the ecosystem approach in the context of the European Union (EU) Marine Strategy Framework Directive (MSFD). Co-funded by LIFE+, the project was led by WWF-UK in partnership with WWF-Spain and The Environment Council, with country technical support from the Coastal and Marine Research Centre in Ireland and SeaWeb in France.

The three and a half year project (2009-2012) has brought together representatives from the major sectors that operate in this area. The PISCES guide was developed as the result of a unique partnership where Celtic Sea stakeholders shared a common goal – to find ways to manage their activities more sustainably.

The Celtic Sea is one of the most heavily used seas on the planet. Growing demand for finite marine resources and a lack of coordination is causing increased conflict between stakeholders, threatening the health of the marine environment on which so many depend.

The ecosystem approach could help to ensure we have viable marine industries, prosperous coastal communities and a healthy marine environment for generations to come.

The Celtic Sea

The Celtic Sea project area is in the North-East Atlantic. It includes coasts and waters of Wales, England, Ireland and France, including the Western Channel. It covers a range of habitats – from coastal cliffs and mudflats to islands, sandbanks and deep-sea areas.



The PISCES Celtic Sea project area



PISCES PROJECT

AIM

To facilitate stakeholder development of a set of practical guidelines to deliver holistic, integrated, ecosystem-based management in the Celtic Sea.

PARTNERSHIP

This project was delivered by WWF-UK in partnership with The Environment Council and WWF Spain with country technical support from SeaWeb in France and the Coastal and Marine Research Centre in Ireland.

DURATION

3.5 years (2009-2012)

FUNDS

EC LIFE+ Euro 1.7 million

STRUCTURE

Steering Group. Advisory Group. Stakeholder meetings (online & participatory).

STAKEHOLDER INVOLVEMENT

Stakeholder led - stakeholders determine outputs of project.

TARGET SECTOR

All major marine sectors in project area.

OUTPUTS – target audience & links to policy/government

- A guide for implementing the ecosystem approach. Stakeholder engagement strategy and analysis.
- Wider stakeholders (3,000), EC, national governments.
- Project team advocate lessons learned and share outputs with policymakers throughout the project.

Images from top:

Fisherman © Toby Roxburgh / 2020VISION / WWF Canon

Wind turbine © Joe Gough / iStock

Irish coastline © Toby Roxburgh / 2020VISION / WWF Canon

Ships in harbour © Toby Roxburgh / 2020VISION / WWF Canon



Aims and objectives of the PISCES Communication Strategy



Fisherman © Toby Roxburgh / 2020VISION / WWF Canon

INFORM

- To disseminate the aims and outputs of the project
- To ensure PISCES guidelines reach 3,000 people
- To update the key audiences via PISCES communications tools and activities

INVOLVE

- Reinforce the PISCES brand
- Persuade core stakeholders to become involved in the telling of the messages
- Encourage core stakeholders to help sign-up moderating stakeholders to review the draft guidelines in early 2012
- To create feedback channels for the core and moderating stakeholders, advisory group and government representatives to comment on PISCES communications and the guidelines

INSPIRE

- Empower stakeholders to tell the PISCES message, by providing them with the right communications tools, messages and support
- Highlight this is a pioneering project – aiming to inspire governments and sea users to bring in sustainable marine management
- PISCES stakeholders to commit to sustainable marine management beyond the end of project PISCES

Target audiences & key stakeholders and contributors



Primary audiences

- Businesses/industries operating in the Celtic Sea
- Core PISCES stakeholders from sectors including: fisheries, shipping, coastal tourism and recreation, ports, offshore energy, aggregates, mariculture and renewables
- National Governments responsible for implementing MSFD
- Statutory agencies responsible for implementing sectoral regulations and specific relevant functions (e.g. MSFD and CFP implementation)
- Other individual users of the Celtic Sea (e.g. boat owners, divers etc.)
- Regional Sea Conventions
- Landowners (e.g. National Trust)
- Planning agencies and authorities along Celtic Sea coasts
- EU representatives, MEPs and country-specific Ministers
- EC LIFE team

Toby Roxburgh / 2020VISION / Naturepi.com

Communication channels/tools used during the PISCES project

Publications (English, French and Spanish)	Quantity
PISCES leaflets	4,000
PISCES postcards	1,500
All About PISCES document	1,000
PISCES guide publication	4,000
PISCES guide leaflets	2,000
Branded business cards	2,000
Branded delegate folders	500

Online	Target	Quantity
PISCES website - unique visitors	N/A	10,244
E-newsletter subscribers	400	1,074
Quarterly e-newsletters	8	9
Twitter followers	300	354
Reciprocal website links	15	18

Workshops in each country		Outreach	Media
Country	No. of attendees	<p>PISCES launch event May 2010</p> <p>Conferences attended by coreteam included 3rd European Congress of Conversation Biology, CAMIS 3rd Cross-channel Forum and other European and international conferences.</p> <p>Government and Advocacy meetings in France, Spain, Ireland and the UK</p> <p>Guide launch events in London and Brussels November 2012 with over 100 attendees.</p>	<p>Local broadcast and online media:</p> <ul style="list-style-type: none"> - Wales & England <i>Eg. Mail on Saturday</i> - Ireland <i>Eg. Inshore Ireland</i> - France <i>Eg. Fishnews EU.net</i> - Spain <i>Eg. Quercas Magazine</i>
Wales Workshop	28		
Ireland Workshop	17		
France Workshop	24		
England Workshop	22		
Spain Workshop	18		
Contact made with 200 moderating stakeholders			
3,000 people know about the PISCES project			

Future Communication Plans – applying PISCES lessons to the Celtic Seas Partnership project



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The end of 2012 saw the successful completion of the PISCES project, which brought together key stakeholders operating in the Celtic Sea to consider how to implement the ecosystem approach. The project culminated with a series of successful and well-attended events and has received wide-ranging praise from sea-users, academics, government representatives and the European Commission.

Building on the success of PISCES, WWF-UK is now delivering the Celtic Seas Partnership (CSP) project. This project runs from 2012 to the end of 2016 and involves partners in France, Ireland and the UK, celticseaspartnership.eu. The aim of the project is to demonstrate best practice through collaborative, multi-stakeholder engagement to guide implementation of European marine legislation in the Celtic Seas region. Ultimately this should help the achievement of [Good Environmental Status](#) in the Celtic Seas and provide learning and outputs that can be applied to other marine regions around the world.

Much of the good practice developed in the PISCES project will be carried forward into the Celtic Seas Partnership work.

Communications tools developed in the PISCES project that will be refined, developed and rolled-out in the Celtic Seas Partnership project include:

- Celtic Seas Web Portal presenting data and information tailored towards the end user;
- Sectoral Action Plans for adopting the ecosystem approach focusing on renewables and fisheries sectors;
- Guidelines on the implementation of Integrated Coastal Zone Management (ICZM) principles to support the Marine Strategy Framework Directive through coordinated terrestrial and marine planning;
- Guidelines on best practice approaches to reduce conflicts between marine renewables developers; environmental and fisheries actors (to support rapid deployment and recovery of the ecosystem);
- Guidance on the use of a rapid Ecosystem Services Assessment tool to support MSFD related decision-making;
- Strategic Guide to knowledge integration and harmonised data/information management to support the implementation of the MSFD.

Disseminating PISCES through the Celtic Seas Partnership



“The Celtic Seas Partnership project will communicate its findings to government bodies; policy makers; stakeholders and the general public. The purpose of this is to influence evolving marine policy; and to promote the results of the project for use in other marine regions.”

An Observer Board will be established for the project, comprising of policy makers from each of the administrations surrounding the Celtic Seas Marine Region (CSMR) as well as regional bodies such as the OSPAR Commission. This will present an effective means to reach additional policy makers within these administrations and at a regional level to enable the project to share lessons and results.

Key organisations, which will be instrumental in dissemination, include Member State government experts, key stakeholders relevant to the European regional sea areas, European Commission experts, the Regional Seas Conventions (including OSPAR), IUCN, and WWF. The database of approximately 1,700 marine stakeholder contacts developed during the PISCES project will continue to be managed and developed throughout the four years of the Celtic Sea Project, which will be utilised to maximum effect to assist with outreach.

PISCES key learnings and outputs on stakeholder engagement approaches and communications channels will be used to inform Celtic Seas Partnership (CSP) communication and will be shared with participants.

Future PISCES Communication Plan



WWF-UK will continue to promote the PISCES project and its outputs through its programme of work. WWF-UK's strategy aims to improve protection and management of the seas and PISCES outputs and learnings will be essential to informing our future work. We will continue to promote the PISCES guide at events and at meetings with government and industry stakeholders. We will host the PISCES website for 5 years beyond the project end date and will continue to direct traffic there from our main WWF-UK website. Our website includes links to 18 related projects that have reciprocal links on their sites to the PISCES website.

WWF-UK is part of one of the largest global conservation organisations in the world with offices in over 100 countries. WWF has a global marine programme encompassing seas and oceans around the world. WWF-UK will continue to promote PISCES throughout the WWF network as an example of best practice for bringing together multinational, multisector stakeholder groups and will promote the PISCES guide and its recommendations. This will help inform development of marine work across the network.

PISCES partners and country leads will continue to promote the project. The Environment Council, WWF Spain, SeaWeb and Coastal and Marine Research Centre all have PISCES webpages on their respective websites that will remain as a record of their involvement and to promote the PISCES guide and other project outputs. Each site links directly to the main PISCES website, hosted by WWF-UK. These organisations will also continue to promote the PISCES guide and project outputs through meetings and links with governments and marine stakeholders.

Conclusion



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- The PISCES project developed a strong sense of identity, with trust and understanding between members and new networks created. This was due in no small part to a strong communications plan.
- The PISCES project laid a strong foundation for cross-sectoral regional collaboration in the Celtic Sea. The aim now is to continue to demonstrate best practice through on-going collaboration in order to help achieve Good Environmental Status in the Celtic Seas.
- WWF and key partners in the PISCES project will continue to promote PISCES key learnings and outputs (in particular the PISCES guide) through their programmes of marine work. All key partners have made a commitment to continue disseminating PISCES outcomes irrespective of the Celtic Seas Partnership project.
- Communications and outreach have and will continue to play a critical role to ensure that those that depend on the Celtic Sea for their livelihoods manage it collaboratively and sustainably.

“I think PISCES, in its three year term, has brought a lot of diverse stakeholders together, and that’s a success in itself. But also the guidelines that they produce are a legacy of the PISCES project, and something that we can share with governments not only in the PISCES area, but a wider area as well.”

(Professor David Johnson
- Executive Secretary of the OSPAR Commission)

“The PISCES guide has been a bit of a revelation for me. It’s what I’ve essentially been banging on about ever since finishing working as a fisherman, and going into that as a marine biologist, and realising the tremendous dilemmas that exist around creating sustainable seas.”

(Monty Halls - Marine biologist and broadcaster)

“I think what PISCES shows very clearly is that providing there’s effective stakeholder engagement, and we are actually listened to, and taken account of, rather than representing a threat to the way of life of so many coastal communities, especially fishing based ones, it actually underpins their future, and their sustainability. That’s worth its weight in gold.”

(Jerry Percy - Chief Executive for the New Under Ten Fishermen’s Association)

Press

Online



Print





Project team

PISCES has been delivered by WWF-UK in partnership with The Environment Council and WWF Spain with country technical support from SeaWeb and the Coastal and Marine Research Centre.

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