


Plenary Session: Communications

Partners' meeting:
April 3rd, 2014



Valuing Marine Ecosystem Services in the Western Channel

Évaluer les services rendus par des écosystèmes marins et côtiers en Manche

The Ecosystem Services approach has been described as encompassing the aspects of ecosystems utilised to produce human well-being. VALMER aims to examine how improved marine ecosystem services assessment can support effective and informed marine management and planning. It is an eleven partner, €4.7 million project co-funded by the INTERREG IV A Channel programme through the European Regional Development Fund. The project runs from 1st September 2012, to 31st March 2015.

L'approche par les services écosystémiques consiste à prendre en compte la contribution des écosystèmes au bien-être humain. L'objet du projet VALMER est d'étudier les apports d'une évaluation intégrée des services écosystémiques marins pour une gestion efficace des zones côtières et des espaces marins. Ce projet rassemble onze partenaires et son budget de 4,7 millions d'euros est co-financé par le programme Interreg IVA France (Manche) - Angleterre via le Fonds Européen de Développement Régional. Le projet se déroule du 1er septembre 2012 au 31 mars 2015.

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£/€...Budget Issues!



Communication Strategy Document and Glossary



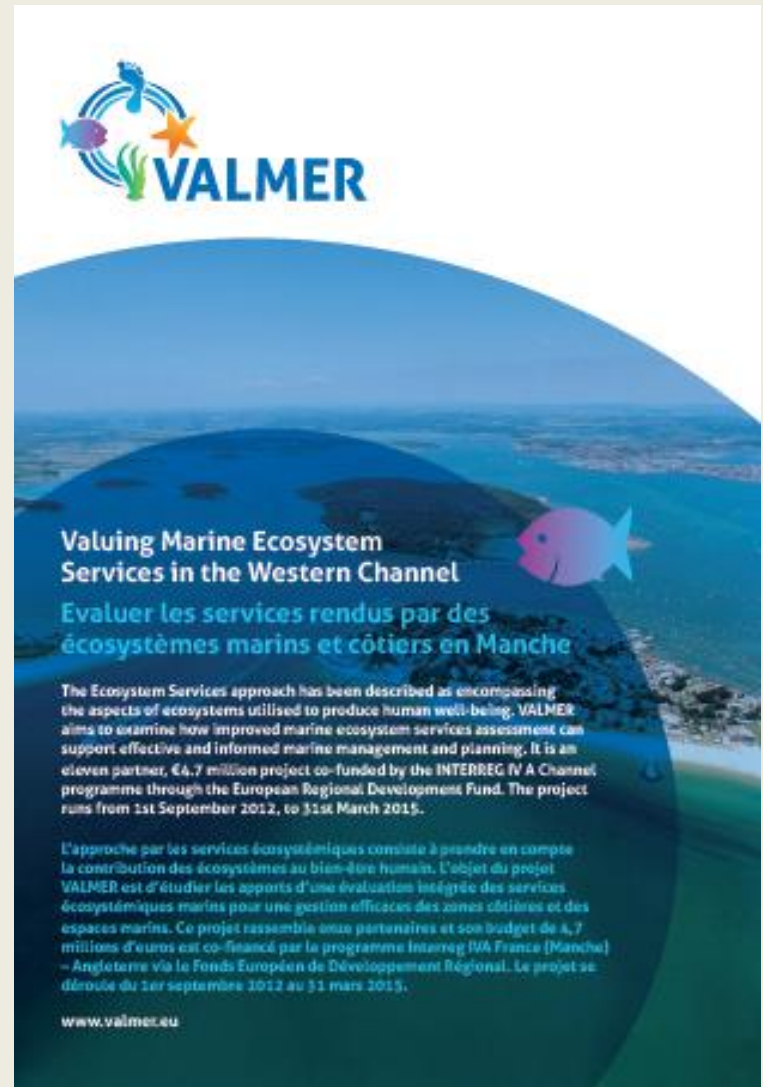
VALMER Communications Strategy

Edition 1.2 – Feb. 2014

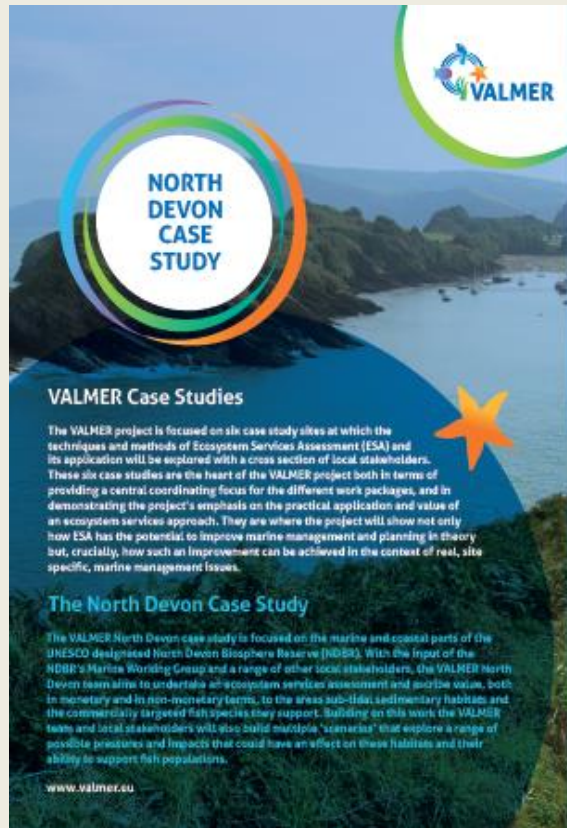


Brochure 1

- A few minor amends
- Second print run (1000)



Brochure 2 – Case Study Specific



NORTH DEVON CASE STUDY


VALMER Case Studies

The VALMER project is focused on site case studies at which the techniques and methods of Ecosystem Services Assessment (ESA) and its application will be explored with a cross section of local stakeholders. These site case studies are the heart of the VALMER project both in terms of providing a central coordinating focus for the different work packages, and in demonstrating the project's emphasis on the practical application and value of an ecosystem services approach. They are where the project will show not only how ESA has the potential to improve marine management and planning in theory but, crucially, how such an improvement can be achieved in the context of real, site specific, marine management issues.

The North Devon Case Study

The VALMER North Devon case study is focused on the marine and coastal parts of the UNESCO designated North Devon Biosphere Reserve (NDBR). With the input of the NDBR's Marine Working Group and a range of other local stakeholders, the VALMER North Devon team aims to undertake an ecosystem services assessment and marine zoning, both in monetary and in non-monetary terms, to the areas sub-littoral sedimentary habitats and the commercially targeted fish species they support. Building on this work the VALMER team and local stakeholders will also build multiple "scenarios" that explore a range of possible predators and impacts that could have an effect on these habitats and their ability to support fish populations.

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SITE DU GOLFE DU MORBIHAN

Les sites pilotes VALMER

Le projet VALMER comprend 6 sites pilotes sur lesquels différentes techniques et méthodes d'évaluation des services écosystémiques sont testées, avec une forte implication des acteurs locaux. Ces 6 sites pilotes sont au cœur du projet VALMER, en termes de coordination des différentes phases du projet, et de démonstration d'applications concrètes de l'approche par les services écosystémiques. Ils permettent ainsi de tester dans quelle mesure l'approche par les services écosystémiques peut améliorer la gestion du milieu marin, et surtout si cette approche est opérationnelle dans le cadre d'enjeux réels et spécifiques de gestion du milieu marin.

Le site du Golfe du Morbihan

Le site VALMER du Golfe du Morbihan correspond à l'aire marine associée au territoire du projet de Parc Naturel Régional (PNR) du Golfe du Morbihan porté par le Syndicat Intercommunal d'Aménagement du Golfe du Morbihan (SIAGM). En tant qu'opérateur Natura 2000, le SIAGM a souhaité tester l'approche par les services écosystémiques pour mener une réflexion sur les enjeux de conservation des herbiers de zostères.

L'objectif recherché est de permettre leur conservation, tout en maintenant les activités maritimes et littorales. Cela repose sur le partage des connaissances avec les différents acteurs du territoire (socio-professionnels, associations, élus, scientifiques, etc.) et la co-construction de propositions de gestion adaptées et concertées. Ce travail se donne pour ambition d'apporter des éléments nouveaux au Document d'Objectifs Natura 2000 du Golfe du Morbihan, ainsi qu'à la révision du Schéma de Mise en Valeur de la Mer prévue en 2016 (SMVM).

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Pop-up Banners...that work!

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Valuing Marine Ecosystem Services in the Western Channel


VALMER aims to examine how improved marine ecosystem services assessment can support effective and informed marine management and planning. It is an **eleven partner, €4.7 million** project that runs from 1st September 2012 to 31st March 2015. The project is focused on the Western Channel area and the waters around the south-west of England (Devon, Dorset and Cornwall) and the north-west of France (Brittany and Normandy). It has **six case study sites**:




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Valuing Marine Ecosystem Services in the Western Channel



Exploring the links between ecosystem services assessment and effective marine management and governance

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Image: Photo: Peter Doolan
 Location: Plymouth, Devon
 Photographer: Alan Hooper



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Evaluer les services rendus par des écosystèmes marins et côtiers en Manche

L'objet du projet VALMER est d'étudier les apports d'une évaluation intégrée des services écosystémiques marins pour une gestion efficace des zones côtières et des espaces marins. Ce projet au budget de 4,7 millions d'euros rassemble onze partenaires et se déroule du 1er septembre 2012 au 31 mars 2015. Le projet est axé sur la zone de la Manche occidentale et les eaux autour de la partie sud-ouest de l'Angleterre (Devon, Dorset et Cornwall) et le nord-ouest de la France (Bretagne et Normandie). Il dispose de six sites pilotes



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Evaluer les services rendus par des écosystèmes marins et côtiers en Manche

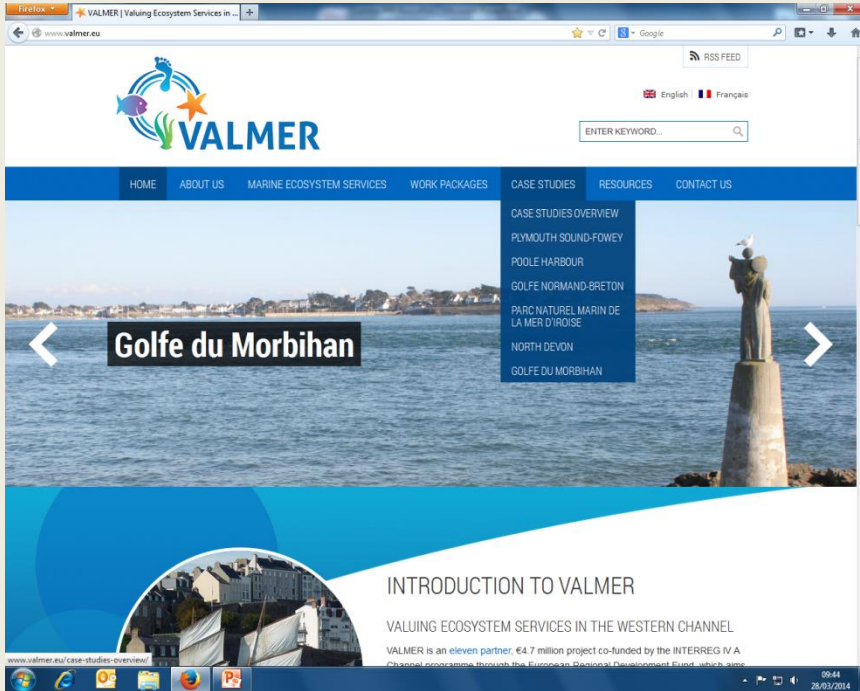


Explorer les liens entre une approche par l'évaluation des services écosystémiques, et une bonne gestion ainsi qu'une bonne gouvernance des zones côtières et des espaces marins

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VALMER Website



VALMER Video

- **Aim:**
*'...to **explain** in non-technical, non-academic everyday language the concept of ecosystem services and ecosystem service assessment: its origins, key components etc.*
- **Target Audience:**
 - Range of coastal stakeholders
 - Wider public
- **Technical requirements:**
 - Posted on the internet and hosted on a video sharing website e.g. YouTube
 - Embedded directly on the VALMER and other project partner websites
 - **Bilingual**



VALMER Video

- Appointed Video Production company
- Developed a video script in collaboration with WP1
- BTTP developed a storyboard: ‘presenter-led production’....Maya Plass



VALMER Video – Maya Plass

Maya Plass

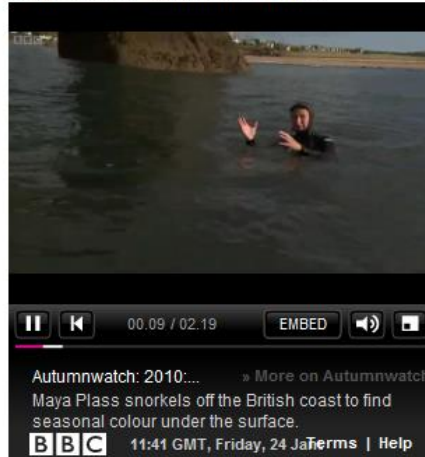


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Maya's Show Reel



Autumnwatch - Guest Presenter:
Underwater Autumn snorkel



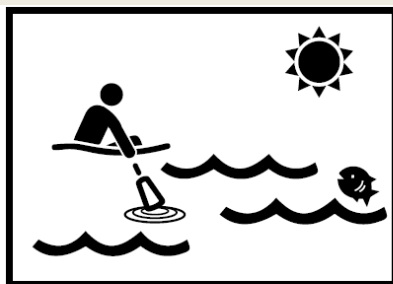
Autumnwatch - Guest Presenter
Autumn storms and strandline



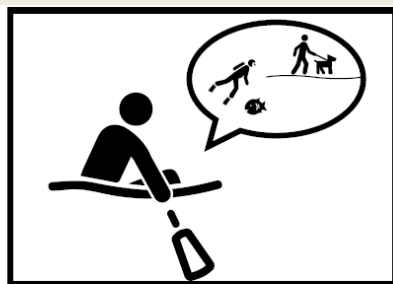
© maya plass 2013 | Bio Latest news TV Gallery Contact Shop Web design



VALMER Video – BTTP’s Creative Vision



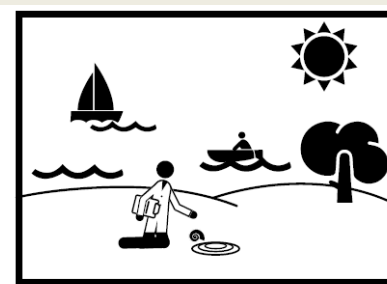
Maya kayaks along the coast of Fowey



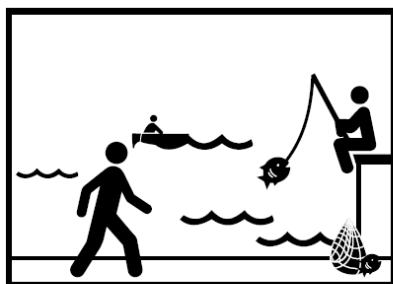
She paddles in and delivers a piece to camera on how we rely on the marine environment for many services, called ecosystem services.



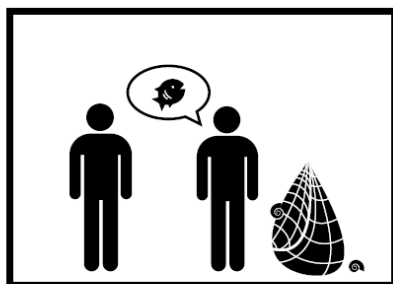
Maya does a piece to camera asking how we value these things



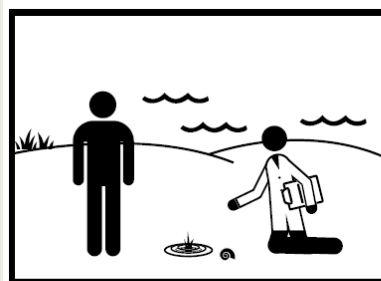
An expert from the VALMER project is on the beach



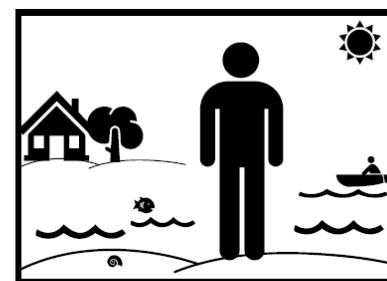
Maya walks along the harbour towards a fisherman.



Maya talks to the fisherman about what the marine environment does for him.



Maya talks to the expert about how and why we value ecosystem services.



She delivers a piece to camera about summing up the benefits of the VALMER project.



VALMER Video – Where are we now?

- Melding VALMER script with BTTP creative vision
- Organising filming schedule:
 - w/c 28th April ??
 - BTTP, Maya, Nicky B, Denis B , Nigel (Bass Fisherman), PML WCO, Me and Ness
 - Plymouth/SE Cornwall Area
- World Premiere: late May/early June



Topic Papers

- Topic Papers...the new name for Newsletters
- How Many?: Four (WP1, WP3, WP3, WP4)
- What On?: Your choice e.g. WP1 'Ecosystem Services'
- How Long?: Text and images to fill four pages of A4
- By when?: Final draft by **Friday May 30th**



Multi-media Exhibition (1)

“develop a multimedia exhibition including video, posters, and leaflets to facilitate engagement of stakeholders and the public”

To agree on:

- Target? General public + stakeholders
- Which stories to tell about VALMER? Case study specific → needs and expectations assessment
- Which available material/to be developed? Video, pictures, leaflets, brochures, posters
- Which language? Bilingual
- In which context? Case study specific + Final conference



Multi-media Exhibition (2)

Suggestion: a multi-sites and multi-media exhibition which creates a coherent communications' final output, to be presented at the final conference

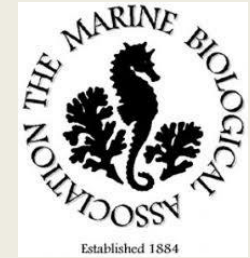
Means:

recruiting a Comms Officer dedicated to that + pooling actions and HR where possible

Timeframe:

ToRs in May-June, On-site exhibitions January 2015, Final conference + What's next?





Merci !