



Coastal Communication: Collaboration Imperative

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Foodweb project, 12.12.2011.

Approach

- The presentation is based on Interreg project **COBWEB (2009-2011)** experience based in Latvian coastal territories.
- **The best practice of coastal communication** as identified along the Latvian shoreline could **serve also for FOODWEB** project.
- **An overview** of the best practice are displayed; for some more **detailed accounts** have been provided.
- Cases have been identified in **all key dimensions** of environmental communication:
 1. environmental information,
 2. education,
 3. participation and
 4. environmentally friendly action.

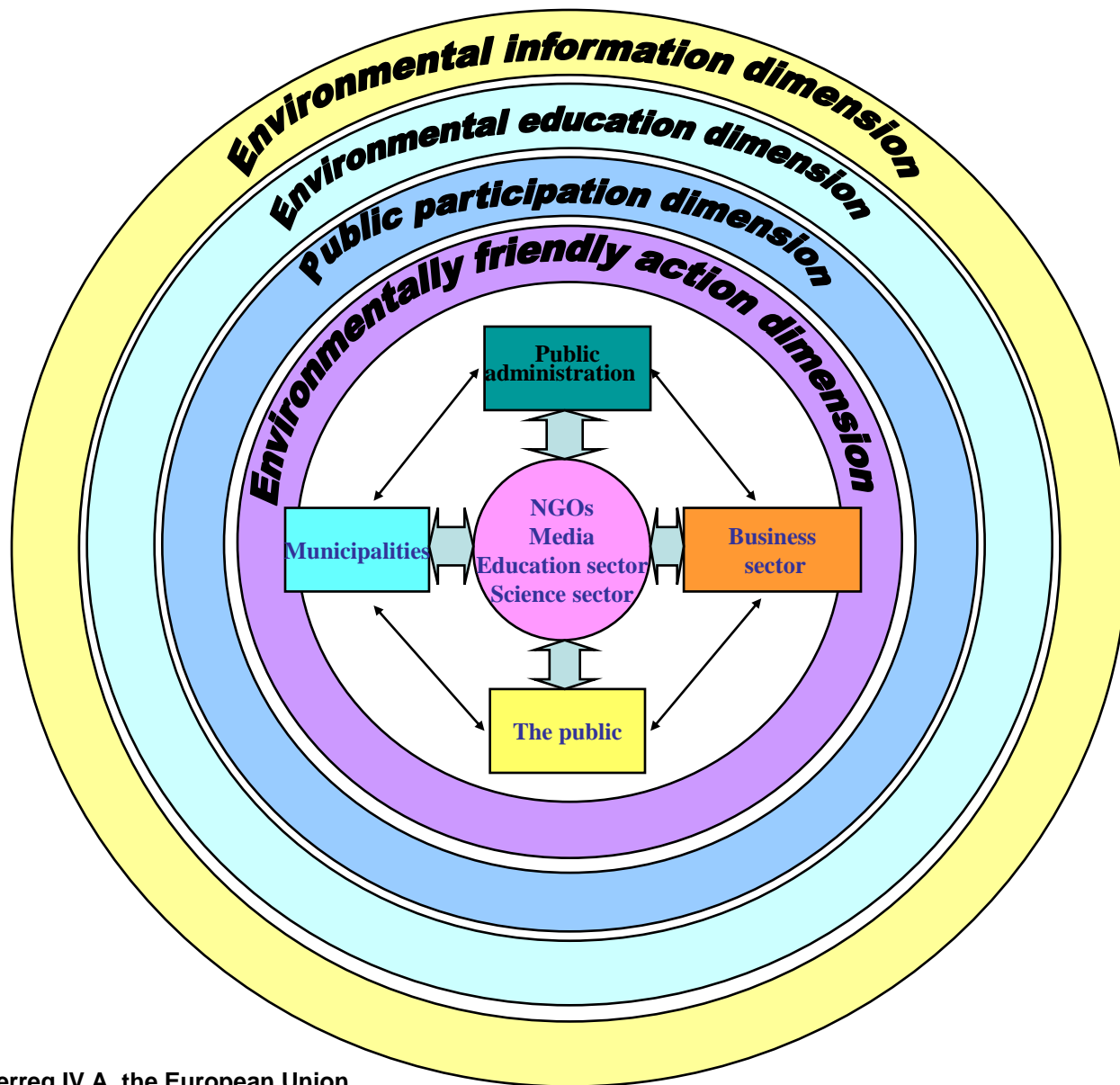
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Introduction

- Coastal communication best practice case can be both **a single event (or set of events) or a regular/repeated activity (set of activities)** – e.g., environmental action, project, etc. – and **whose direct or indirect objective is environmental communication** (incl. education, public participation, information dissemination etc.)
- **Environmental awareness-oriented activities by an organisation/ establishment/ interest group** etc. can also be a case. It can be a case of successful **co-operation among different interest groups** (e.g. among the local council, NGOs, businesses, educational facilities, the media etc.)
- Cases had to be **related to the coastal territory** – either thematically, or which have taken place in the coastal territory, etc.
- Cases were selected so as to be related to one or several of the four key **environmental communication dimensions (Collaboration Communication model – see next slide)** plus two additional categories below:
 - ✓ *environmental information*
 - ✓ *environmental education*
 - ✓ *public participation/involvement*
 - ✓ *environmentally friendly action promotion*
 - ✓ *integrative environmental communication (a case comprising several of the above dimensions)*
 - ✓ *environmental collaboration*

Collaboration communication model (R. Ernšteins)



Results

- The total of 40 best practice examples in coastal environmental communication have been identified
- Case presentations have been given at the coastal seminars by the local activists related to the particular case



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2. Coastal environmental information: best practice

Environmental information

	Examples of best practice cases
1.	Nature House in Pape Nature Park as a multifunctional information centre - <u>Ministry</u>
2.	Liv culture centre in Kolka – <u>Livonian society</u>
3.	Energy labelling of buildings as municipal environmental communication Instrument - <u>Municipality</u>
4.	Informational infrastructure development: Roja county
5.	Environmental interpretation movement in North Kurzeme coastal region – NGO's
6.	Geopark establishment in North Vidzeme coastal region - partnership

Case 1: Nature House in Pape Nature Park

(Ints Mednis)



Nature Park “Pape”

- **Ministry of Environment**
- **EU Natura 2000 site** established in 2004, total area – 51777 ha
- Nature Reserve zone (5663 ha) established **to protect the Lake Pape, Nida Bog ecosystems and high coastal dunes** in the NW part of the nature park.
- **The Lake Pape area is unique in the diversity of ecosystems concentrated in a relatively small territory**, including such European Union (EU) protected habitats as
 - 1150* coastal lagoon,
 - 3140 hard oligo-mesotrophic waters with benthic vegetation of *Chara* spp.,
 - 3150 natural eutrophic lakes with *Magnopotamion* or *Hydrocharition* – type vegetation,
 - 2130* fixed coastal dunes with herbaceous vegetation (grey dunes) and
 - 7110* active raised bogs.
- **Internationally significant breeding, migrating and wintering site for birds**, and is included in the list of Important Bird Areas (IBA) in Europe (LV-001, LV 002, LV 006).
- The narrow strip of land, less than 1 km wide, between Lake Pape and the coast is a **major ‘bottleneck’ for migratory birds as well as thousands of bats**.
- **The European bison (*Bison bonasus*) grazing area** is located in the Northern part of the Lake Pape (Pape polder).



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3. Coastal environmental education: best practice

Environmental education

Examples of best practice cases

1.	Liepaja Ezerkrasta Primary School – coastal eco-school example	
2.	Environmental inspector – a punisher or an educator (educational work by Liepaja Regional Environmental Board)	
3.	The Blue Flag movement - stakeholder co-operation and environmental education facilitator (Ventspils municipality)	
4.	Kolka Primary School - coastal eco-school example	
5.	Environmental education in Sītere National park - Ministry	
6.	Environmental Education and Information Centre at North Vidzeme Biosphere Reserve - ministry	
7.	Environmental education in Ainazi Primary School (Ainazi ecology hobby group activities)	

Case 2: Blue Flag movement as **stakeholder collaboration** and environmental education facilitator, Ventspils case *(Ilga Zīlniece)*

- Ventspils municipality in Blue Flag movement since 1999
- participation in BF movement has promoted development of environmental education (one of four BF key criteria blocs) in particular as one of EC components
- Multitude of environmental information and education activities, esp. in close co-operation between local administration and teacher methodological societies (not only environmental but also visual arts, languages etc.)
- Key actors involved – **local administration, schoolchildren and teachers, but also the media as information disseminators**
- Some cases of business involvement – with excursion opportunities e.g. to waste treatment plants etc.
- **Education transmission from children to other family members**
- Schoolchildren get involved in environmental competitions repeatedly - indication to development of environmental awareness
- Active participation in environmental competitions and project weeks has lead to one school's decision to obtain ecoschool status
- Participation in **environmental actions** promotes more sustainable attitudes and behaviour
- Driving forces behind environmental education activities – local administration's commitment, proactive work by environmental education event co-ordinators, prizes for winners as additional motivation
- Need to expand the scope of involved actors to include other age groups such as **adults and pre-school children**

Spring clean-up: bottle-man Zohan calling on people to keep the environment clean



Kolka Primary School - coastal eco-school example

- Coastal **dune clean-up campaigns**, planting of pine trees
- **Green Flag festival** at school
- **Co-operation with Slitere National Park**, other organisations, competitions etc.
 - field trips to National Park to study fossils
 - walks with bird-watching and ornithologist comments
 - continuously – waste-sorting in classes and school
 - **collaboration with environmental activists and experts, NGO's, universities etc**
- Participation in Latvian Nature Fund's competition "Greenest class"
- Co-operation with Renda eco-school, poster competition "Water is life"
- Self-made **environmental education game "Climate Change"**
- **School's eco-council meetings**
- Bi-annual raids in classes to check energy saving measures during breaks and waste sorting practices
- Integrated school subject weeks – with one specific environmental topic included in other subjects
- Measurements of **school's ecological footprint**
- **Green afternoons** for the whole school
- Project weeks on year's topic – materials later included in special brochure (as also materials from integrated subject weeks)
- Official school brochure opening celebrations

Case 4: Environmental Education and Information Centre at North Vidzeme Biosphere Reserve in Salacgriva *(Andris Urtāns)*

- North Vidzeme Biosphere Reserve – **environmentally friendly renewable energy example**
- Construction still in progress
- Straight flow solar collectors for 18 m² hot water supply (500 l)
- Earth's heat utilisation project in NVBR. 11 boreholes for heating and conditioning of 675 m² area
- Education through best practice example – **wide interest groups collaboration**