Session IV – Communication

1) **"Talking Estuarine": Successful communication examples | groups A (F. Kremer), B (Dr. Bohne)**

- clear information on what + why, explain/listen to each other's objectives
- early involvement on site level; participation
- successful process: partnerships based on trust + respect -> multi stakeholder processes; criteria: clear rules/objectives from the beginning
- stable (local) partnerships
- continuity – political support – clear expectations

2) **Stakeholder and target groups | groups C (B. Netz), D (Prof. Elliott)**

- mutual respect + trust
- find a common language
- different communication strategies for different groups
- stakeholders: inputters, extractors, regulators, affectees, influencers, beneficiaries - all to be involved, may change list with specific task
- avoid stakeholder fatigue: don't exclude any but allow a stakeholder not to participate. Complexity of issue determining who to be involved

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3) **Actions within the public sphere | groups E (E. Schilling), F (Dr. Parker)**

- visualization (videos, podcasts) of planned measures
- competitions + art projects (involve locals + children – center of information + communication)
- trust is vital – goes with honesty (but can't always reveal information)
- use people who have empathy with people and place
- visual and sensory presentations are vital and work best

4) **Perspectives for the Biogeographical Process and future networking | group G (K. Čivić)**

- network for estuaries only, e.g. under leadership of (EC) contractor
- „Tide" model follow up/scale up for all estuaries