



Tell it together, tell it loud

Is there potential for a
regional communicators' network?

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HELCOM communications

Baltic Marine Environment Protection Commission

- Nine coastal countries & EU as members: regional coverage & network
- Environmental protection action
- Bridging science and policy
- Popularising complex political & scientific processes
- Visibility to Baltic Sea issues
- Stakeholders key, prioritised over general public
- www.helcom.fi

BONUS communications

Joint Baltic Sea research and development programme

- Eight EU member states and EU + Russia with bilateral agreements: regional coverage & network
- Positioning sound knowledge in ecosystem based management action, demonstrating its impact
- Filling in knowledge gaps of policymakers
- Visibility to Baltic Sea issues and project results based on a jointly formulated strategic agenda
- Stakeholder communications key
- www.bonusportal.org



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How can we together increase visibility and impact for top-notch research and best policies in the region?

Who should be there?

Baltic Sea communicators affiliated with science, policy and decision-making, and any others with a passion for powerful communication for the region.

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AIMS of the meeting:

Weighing in the potential of a regional communicators' network:

- Aims? Working methods?
- Pros and cons? Opportunities and threats?
- Concrete methods and way forward

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Preparatory questions:

- 1) National interests:** How are Baltic Sea issues covered in my country, in terms of environmental research and politics?
- 2) Best practices:** In your national context, what are/would be the optimal means to “tell it louder” with regards to Baltic Sea issues? How the new network could add value to these efforts?
- 3) Regional network for communicators:** What are the keys to success for such a new network? Name three

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Some outcomes:

More voices mean there are more chances to be heard by media, policymakers, industry, public etc

An asset: Baltic Sea is connecting us naturally as we all deal with same – or similar – issues

Sharing resources, experiences, skills & tools; peer support

We should first be internally strong before reaching out;

LinkedIn group

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Network's potential tasks:

- 1) External comms (louder voice for BS issues)
- 2) Internal comms (better flow of information e.g, between science & administrators, policymakers)
- 3) Sharing resources & lessons learnt, creating and managing a BS wide network

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Next steps and network's potential pilot:

Currently: Seeking funding

With funding & part time project coordinator:

Campaign about a jointly selected theme

Will reveal the strengths/weaknesses of the network



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THANK YOU!

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