



# PISCES

## Partnerships Involving Stakeholders in the Celtic Sea EcoSystem

Dr Lyndsey Dodds  
PISCES Project Manager  
WWF UK





# PISCES project



- Innovative project brought together the main activities in the Celtic Sea to
  - Increase understanding of ecosystem approach
  - Develop a practical guide
- LIFE+, 2009-2012, WWF UK led with WWF Spain, The Environment Council and country leads Coastal Marine Research Centre and SeaWeb
- UK, France, Ireland, Spain.





Partnerships Involving Stakeholders in the Celtic Sea Ecosystem



This is an EC LIFE project  
With the contribution of the LIFE financial  
Instrument of the European Community.  
Project number: LIFE97/2004/0008/ES

# Activities in the Celtic Sea





# EU Marine Strategy Framework Directive



- Key driver for the ecosystem approach
- Aims to promote sustainable use & conservation
- Good Environmental Status by 2020
- Stakeholder role in the process?





# Working together





# PISCES guide

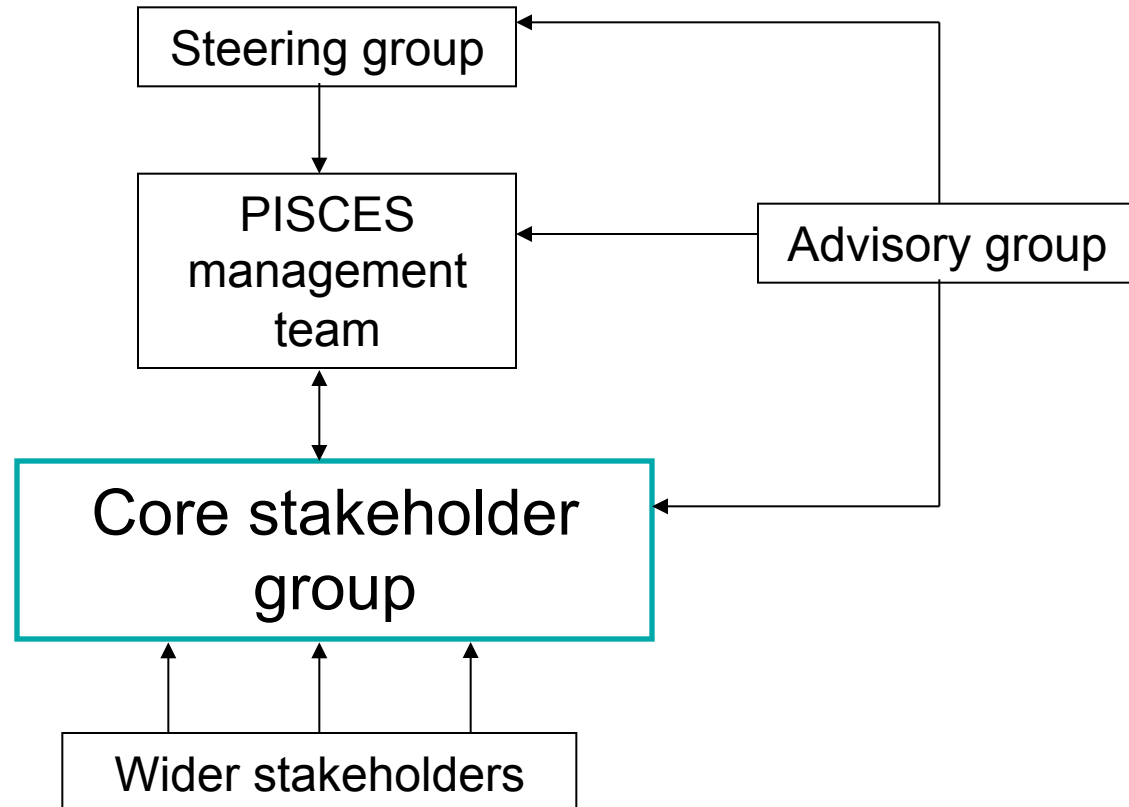


- Presents the voice of stakeholders: developed through innovative partnership of sea-users from the UK, Ireland, France and Spain.
- Explores what is needed to implement the ecosystem approach in the context of the MSFD. Also relevant to other areas and policy contexts.
- Aims to demystify terminology, and makes practical recommendations for stakeholders and governments.





# Guide development





# Key areas for action



1) Improving stakeholder participation in MSFD implementation





**Step 5: Evaluation and adaptation (every six years)**

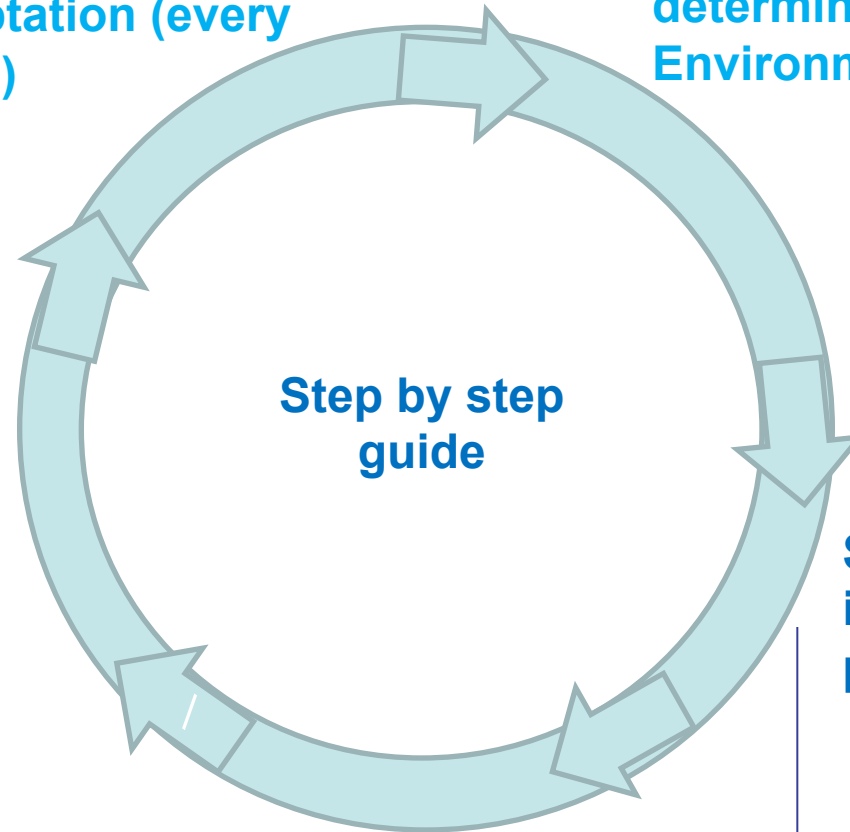
Stakeholder role:

- Evaluate data
- Suggest new measures

**Step 1: Initial assessment and determination of Good Environmental Status (by 2012)**

Stakeholder role:

- Provide information
- Indicate value
- Share data



**Step 2: Develop and implement monitoring programme (by 2014)**

Stakeholder role

- Collect data
- Assist methodology

**Step 3: Develop programmes of measures (by 2015)**

Stakeholder role:

- Identify and test measures
- Provide information and evaluate
- Socio-economic impacts

**Step 4: Implement programmes of measures (by 2016)**

Stakeholder role:

- Voluntary measures
- Support enforcement



# Key areas for action



2) Encouraging stakeholders to implement their own solutions, and encourage others.

- Modifying activities
- Decision-making
- Sustainable markets
- Codes of conduct, voluntary agreements
- Participate in stakeholder forum





# Key areas for action



3) Greater communication between stakeholders and stakeholders and government.

- Regional multi-sector forums
- Clear objectives, formal status
- Representative
- Funded
- International involvement?





# Key areas for action



4) Developing and implementing the necessary mechanisms for fully integrated marine management.

- MSFD alone will not deliver EA
- Cross-sectoral integration required
- Marine Spatial Planning





# Benefits



- Increased support and understanding
- Increased input of knowledge, data and information
- Increased integration and coordination
- Builds trust
- Long-term economic efficiency
- Reduces need for regulation





*“PISCES enabled us to understand how each activity impacts each other and the sea. It helped to establish trust between the many different groups involved and I found the whole process a rewarding experience”*





*“PISCES was a great chance for the Celtic Sea users to get together and discuss their sector’s needs and concerns”*





# Challenges



- Stakeholder fatigue (involvement in many projects)
- Specific sectoral needs for engagement vary
- Challenges of working in a diverse group
- Lack of economic incentive to be involved
- Cost of being involved (loss of earnings/time)
- Policy drivers vary across countries
- Lack of a perception of a crisis or specific problem
- Previous experience with stakeholder engagement projects is not always favourable







# Solutions



- Statutory process
- Transparent
- Representative
- Minimise number of engagement processes
- Manage expectations





# What next?



- Ecosystem approach guide to MSFD implementation showing stakeholder role
- Relevant to other sea areas
- Model for stakeholder engagement that can be replicated in other areas
- Ensure involvement in relevant sub-regions





# Further information



- PISCES guide launched in October 2012
- Available in Spanish, English and French
- Brussels launch event 13<sup>th</sup> November 2012

[www.projectpisces.eu](http://www.projectpisces.eu)





# Thank you



[pisces@wwf.org.uk](mailto:pisces@wwf.org.uk) [www.twitter.com/  
projectpisces](http://www.twitter.com/projectpisces)

**PISCES is being delivered by WWF-UK in partnership with The Environment Council and WWF Spain, with country technical support from the Coastal & Marine Research Centre in Ireland and SeaWeb in France.**

This is an EC LIFE+ project with the contribution of the LIFE financial instrument of the European Community.  
Project number: LIFE07 ENV/UK/000943

