



HELPING PEOPLE TO TRANSITION FOR NATURE & CLIMATE

About 40% of the world population lives within 100 km from a coastline, where a changing world brings special threats and opportunities to people and nature.

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A PROactive approach for COmmunities to enAble Societal Transformation

9 CASE STUDIES – WHAT CAN CITIZENS DO?

Covering 9 coastal ecosystems on the European continent.

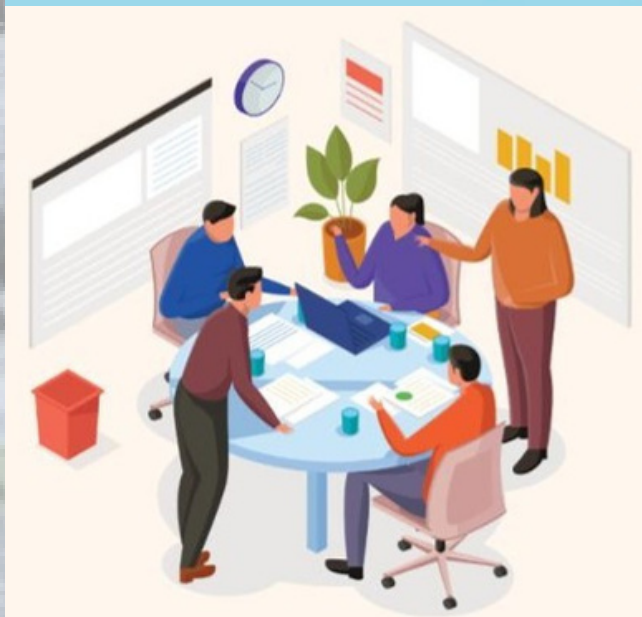
20 PARTNERS IN 14 COUNTRIES

- Gather and synthesise knowledge
- Improve community co-participation
- Integrate local knowledge in policy
- Promote adaptive management
- Reverse biodiversity loss



INTERDISCIPLINARY ECOSYSTEM APPROACHES

- Interdisciplinary experts from many countries to study diverse societies.
- Applying extreme citizenship to include typically overlooked voices.
- Conducting co-creation workshops for inclusive dialogue and collaboration.
- Study coastal ecosystem dynamics for the benefit of the population most exposed to risk deriving from biodiversity loss.



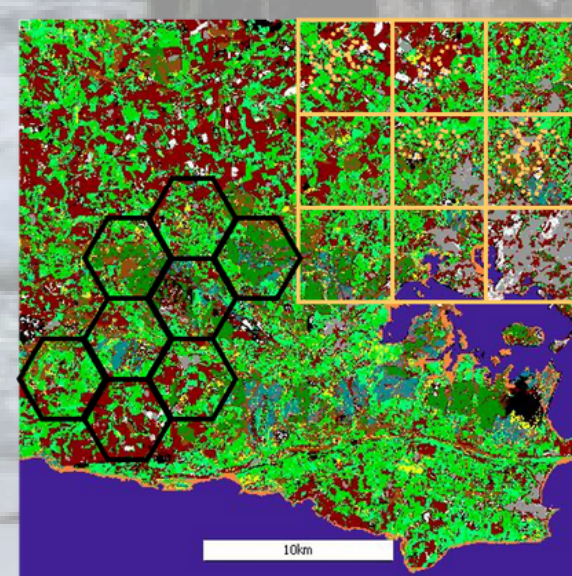
SCALE OUT A COMMUNITY SUSTAINABILITY PLATFORM

Global-with-local networks connect indigenous and local communities with international conventions and scientific bodies, linking knowledge horizontally and vertically within societal webs.

- Simplify complex concepts and translate into a multitude of languages.
- Build networks to benefit local communities by creating "learning communities" for long-lasting impact and facilitating long-term knowledge exchange.
- Activate change agents to promote transformation of attitudes and behaviour.
- Promote enthusiasm for the environment.
- Effective transfer of grassroots knowledge by using qualitative and quantitative methods (surveys, interviews, focus groups) to gather comprehensive data.
- In exchange, provide tools to make conservation activities enjoyable.

FOR EXAMPLE, HOW CAN WE MOTIVATE CITIZEN MAPPING FOR DECISION SUPPORT ON LANDUSE?

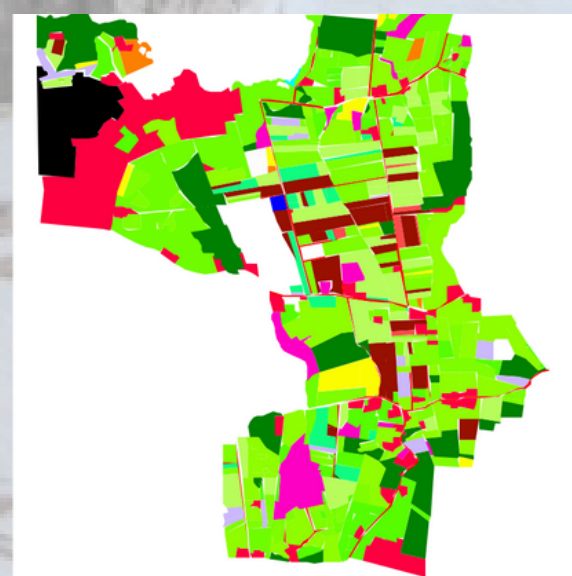
Maintaining and restoring biodiversity needs habitat-mapping. Remote sensed landcover data is great for large, mobile species. For smaller species at field, park and even garden scale, mapping by local people is needed too.



Landcover map of Great Britain 1990 from UK Centre for Ecology & Hydrology, 25 classes and 25 m resolution.

Mapping of:

- Ground cover
- Populations
- Ecosystem services
- Community engagement
- Water and soil quality



Farmland mapped by Swedish hunters for game research in the 1980s.



45 languages reach most of the world's population in their native tongue.



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