



Promoting Adaptation to Changing Coasts (PACCo)

Co-financed by the Interreg VA France (Channel) England programme

Education and Communication Strategy and Plan



August 2020 – June 2023

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1. Introduction

Promoting Adaptation to Changing Coasts (PACCo) is a cross-border initiative led by the Environment Agency and financially supported by the Interreg V A France (Channel) England programme.

The goal of PACCo is to demonstrate that it is possible to work with stakeholders in coastal and estuarine zones to deliver a range of benefits for people and the environment by adapting pre-emptively to climate change.

The project focuses on two pilot sites: the lower Otter Valley, East Devon, England and the Saône Valley in Normandy, France. The ecological functionality of these two estuarine locations are currently negatively impacted by historical human modifications with their current societal value threatened by climate change. Together they present an opportunity to create a transferable model for sustainable management of coastal and estuarine areas that can be used by other projects and show how multiple problems can be addressed to create multiple benefits. The initiative will recreate 100ha of inter-tidal and wetland habitat, enhance ecosystem services and bring socio-economic benefits to the two pilot sites. This initiative is the first time that the benefits of proactive coastal intervention will be demonstrated on this scale at two sites in different countries, giving greater international visibility. The intention is to use this increased profile to promote PACCo's transferable model to an extensive stakeholder network to influence policy makers at national and EU level and enable climate change adaptation at more sites.

For further information on the sites please visit:

The Lower Otter Restoration Project: www.lowerotterrestorationproject.co.uk

The PACCo project website: <https://www.pacco-interreg.com/>

Website of the Conservatoire du Littoral: www.conservatoire-du-littoral.fr/117-projets-de-territoire.htm

Basse Saône 2050 project: <https://basse-saane-2050.com/>

2. Purpose of the Strategy and Plan

The purpose of this Strategy and Plan is to ensure that communication, engagement and education undertaken during the lifespan of PACCo promotes the key messages.

The Strategy and Plan builds on significant communication, engagement and education work undertaken under the auspices of the Lower Otter Restoration project and the Saône Valley project prior to as well as during PACCo.

Relevant communication, engagement and educational resources (including website links) are included at the end of the document.

3. Communication Objectives

The overall communication objective is to demonstrate that it is possible to work with stakeholders in estuarine and coastal zones to deliver a range of benefits for people and the environment by adapting pre-emptively to climate change; and to promote the transferable PACCo model to an extensive stakeholder network in order to influence policy makers at national and EU level and enable climate change adaptation at more sites.

3.1 Broad communication objectives

The broad communication objectives of PACCo are to raise awareness of the impact of climate change on coastal communities and to promote cross-border approaches and methodologies for pre-emptive adaptation. Communication will promote the PACCo Guide which demonstrates that adaptation to climate change is possible and desirable and outlines delivery approaches.

3.2 Project Messages

Primary messages

- Climate change threatens coastal areas and adaptation will be necessary for many communities.
- Pre-emptive adaptation of coastal regions is possible and presents an opportunity to bring long-term social, environmental and economic benefits.
- Early adaptation to climate change will be more cost-effective and provide better value for money for society than inaction or late reaction when considered over the medium and long term.
- Late adaptation to climate change results in a greater burden on future generations who must then pay the costs of inaction as well as the cost of adapting late.
- The PACCo Guide can be used to ascertain whether adaptation is right for a coastal area, and if so, provides guidance on how to proceed.

Secondary messages

- Inter-tidal habitat is threatened, of high conservation value and supports a broad range of wildlife including wading birds.
- Inter-tidal habitat supports many ecosystem services including carbon sequestration and recreation.

Of vital importance to the eventual success of PACCo's Education and Communication Strategy and Plan is not only that it is clear about the messages that it wishes to communicate, but that it is able to receive, listen to and act upon messages from a broad range of stakeholders. The project recognises that those who live in, or who visit coastal areas must be involved in a genuine dialogue about climate change adaptation. All those impacted should feel that they are able to openly express their views on the locations' past, present and future management, are able to freely communicate their opinions on the PACCo initiative, and feel that they are being heard with their views captured and their opinions helping to shape delivery.

4. Guiding key principles of communication

- 1) Listening first
- 2) Respect for all views
- 3) Honesty
- 4) Openness
- 5) Transparency
- 6) Striving to remove communication barriers (perception; personality & interests; attitudes, emotions and prejudices)
- 7) Clarity on who the project intends to communicate with
- 8) Clarity on how and when the project intends to communicate
- 9) Clarity during engagement process on what people can, and can't influence
- 10) Clarity on how people can be involved.

5. Target Audiences (External)

The broad target audiences for PACCo and primary avenues for communication for both the Lower Otter, Saône Valley and international audience are outlined below.

5.1 Lower Otter Valley

Detailed below is information relating to communication, engagement and education specific to the Lower Otter Valley compiled at the start of the PACCo project.

Local Authorities: East Devon District Council (EDDC); Devon County Council (DCC); Local Parish Councils; Budleigh Salterton Town Council

Preferred communication channels: through the Lower Otter Restoration Project (LORP) Technical Steering Group, Council meetings and updates through PACCo project website, PACCo newsletter and blog

Additional notes: Support from DCC and EDDC is required for granting of consents; these stakeholders (particularly DCC and EDDC) have significant communication reach via

website and social media to help promote PACCo messages; PC newsletters and meetings offer good avenues for communication; EDDC Countryside Service is a potential management partner. Communications with local authorities is often complex requiring a careful approach to align all elements of the project.

Tenants / Farmers: South Farm; Pulhayes Farm; Budleigh Salterton Cricket Club
Preferred communication channels: through Stakeholder Group and regular (monthly) one-to-one meetings and update; updates through PACCo project website, PACCo newsletter and blog

Additional notes: vacant possession of land is required to deliver LORP

Statutory Agencies: Natural England; Marine Management Organisation (MMO); Environment Agency

Preferred communication channels: through LORP Steering Group and Technical meetings and associated minutes; updates through PACCo project website, PACCo newsletter and blog

Additional notes: Natural England and MMO responsible for granting of statutory consents

Utilities: South West Water; BT; Western Power

Preferred communication channels: through LORP Steering Group (Area of Outstanding Natural Beauty (AONB)), Technical meetings (Jurassic Coast) and minutes; through annual conferences (AONB and Local Nature Partnership (LNP)); updates through PACCo project website, PACCo newsletter and blog

Additional notes: East Devon AONB and LNP have powerful online networks that can help promulgate the PACCo messages. These organisations are important for positive advocacy through their own communication channels (particularly social media).

Other agencies/organisations: Jurassic Coast Trust; East Devon AONB; Local Nature Partnership; Otter Valley Association.

Preferred communication channels: through LORP Steering Group (AONB), Technical meetings (Jurassic Coast) and minutes; through annual conferences (AONB and LNP); updates through PACCo project website, PACCo newsletter and blog

Additional notes: East Devon AONB and LNP have powerful on-line networks that can help promulgate the PACCo messages. These organisations are important for positive advocacy through their own communication channels (particularly social media).

Economy & Tourism: Budleigh in Business; Local Economic Partnership; Tourists to Lower Otter Valley; Budleigh Tourism Centre

Preferred communication channels: Online survey to local businesses via Budleigh in Business; project updates to be sent to LEP Board; temporary and permanent interpretation on site to inform tourists; feature article in Devon Life magazine; posters and leaflets at hotels; B&Bs; campsites and caravan parks; updates via project website, social media and blog; engagement through surveys through WP2 (socioeconomic aspects).

Additional notes: PACCo needs to ensure that the project fulfils the needs of tourism and promotes the green economy.

Special Interest Organisations: Devon Wildlife Trust (DWT); Royal Society for the Protection of Birds (RSPB); Devon Birds; Wildfowl and Wetlands Trust; National Trust; Fairlynch Museum; Friends of the Commons; Otter Valley Association

Preferred communication channels: Informing key contacts via face-to-face catch ups and newsletter, website, social media and blog; organizing site visits; posters and leaflets (Fairlynch Museum)

Additional notes: PACCo will need to harness the communication synergy of these organisations to their own memberships via social media and contributions to their own hard copy and online magazines.

Local communities: Inhabitants of villages within the lower Otter Valley; residents of Budleigh Salterton.

Preferred communication channels: Parish newsletter articles; on-site interpretation (temporary and permanent); Otter Valley Association (OVA) newsletter; PACCo website and blog; social media; local radio (Radio Exe); BBC Spotlight; local newspapers (Westcountry News; Budleigh Journal; Exmouth Journal; Western Morning News); guided walks; local talks; volunteer and training opportunities.

Additional notes: Landscape-scale change to be felt most significantly by these stakeholders. Requires greatest communication effort of all.

<p>Education: Local primary schools; local secondary schools; Bicton College; Exeter University</p> <p>Preferred communication channels: face-to-face school engagement and visits; school field trips; development of educational resources; research opportunities (university); talks and volunteer work parties (Bicton College).</p> <p>Additional notes: Education resources will be developed under PACCo. See PACCo website</p>
<p>Access: South West Coast Path; Devon Access Forum; Ramblers; Sustrans</p> <p>Preferred communication channels: via project website, social media and blog; talks to DCAF annual forum; interpretation on SW Coast Path.</p> <p>Additional notes: SWCP has significant communication reach.</p>
<p>Health & Wellbeing: Budleigh Health Hub</p> <p>Preferred communication channels: one-to-one updates; leaflets and posters in hub; talks & green prescription walks</p> <p>Additional notes: PACCO will significantly increase recreational offer for those with disabilities and also provide enhanced volunteering opportunities through green gym and conservation management.</p>
<p>Government, policy makers and academic organisations: Government departments (Defra, MHCLG); Environment Agency (National Teams); Regional Flood and Coastal Committees; Coastal Groups; UK research institutions</p> <p>Preferred communication channels: Briefing notes; conferences; ministerial updates and final PACCo model</p> <p>Additional notes: A primary objective of PACCO is to use its profile to promote the transferable model to an extensive stakeholder network to influence policy makers at national and EU level and enable climate change adaptation at more sites. See PACCo Communication Outputs.</p>

5.2 Saône Valley

State services: Seine-Maritime Departmental Directorate of Territories and the Sea, Sub-Prefecture of Dieppe; Normandy Regional Directorate of the Environment, Development and Housing.

Communication methods: Saône newsletters ; websites (Basse Saône 2050 and PACCo); meetings (steering committees and technical committees) and minutes; brochures and information packs; press releases and press articles.

Financial partners: Department of Seine-Maritime, Normandy Region, Seine-Normandy Water Agency.

Communication methods: Saône newsletters ; websites (Basse Saône 2050 and PACCo); meetings (steering committees and technical committees) and minutes ; brochures and information packs ; annual reports (related to funding); press releases and articles, final conference, webinars.

Local technical partners: Syndicat Mixte des Bassins Versants Saône Vienne Scie, Seine Maritime Attractivité, Conseil d'Architecture d'Urbanisme et d'Environnement de la Seine Maritime, University of Caen, Quiberville Tourist Office, Etablissement Public Foncier de Normandie, Chamber of Agriculture of Seine-Maritime, Syndicat Mixte du Littoral de la Seine-Maritime, Communauté de Communes Terroir de Caux, Communauté d'agglomération de Dieppe, Communes de Longueil, Sainte-Marguerite-sur-Mer et Quiberville-sur-Mer.

Communication methods: Saône newsletters, websites (Basse Saône 2050 and PACCo), meetings (steering committees, technical committees and various working groups) and minutes, brochures and information packs, requests for technical expertise, press releases and articles, social networks Basse Saône 2050 and PACCo, final conference, webinars.

Local population: Local residents of the lower Saône valley and the surrounding area ; local primary and nursery schools ; secondary and higher education schools in the territory ; local associations (Association Estuaire Saône; Association de Protection de la vallée de la Saône ; l'Association des Bungalows de l'allée des Crevettes (Shrimp Alley Bungalow Association); hunters, fishermen, Quiberville yachting club.

Communication methods: Saône newsletters, websites (Basse Saône 2050, PACCo as well as those of the project partners, communes, Communauté de Communes Terroir de Caux, Syndicat Mixte des Bassins Versants Saône Vienne Scie), information panels (wall newspapers and summer exhibitions), brochures, regular exchanges on site, guided tours by the Tourist Office, press articles, television reports, social networks (Basse Saône 2050, PACCo, communes, Communauté de Communes Terroir de Caux, Syndicat Mixte des Bassins Versants Saône Vienne Scie), webinars.

Support for the project: Ministry of Ecological and Solidarity Transition; National Association of Coastal Elected Officials, Brittany Region, Hauts-de-France Region; French Office for Biodiversity; Life Adapto project.

Communication methods: Saône newsletters; website; brochures and information packs; site visits; ministerial notes; press releases and articles, meetings with the Ministry departments (face-to-face or by video call), testimony for the call for projects launched by the Ministry of Ecological Transition "Nature-based solutions for resilient coastal territories", final conference, webinars.

6. Communication Channels (external)

6.1 Online (website and social media)

Under the auspices of PACCo a new website has been created (<https://www.pacco-interreg.com/>). This has been designed to be relevant to stakeholders, and gives detailed information about PACCo's aims, objectives and results. It is a key reference tool to guide stakeholders towards relevant information. It has been updated as PACCo developed, enabling free flow of information to key stakeholders and target groups. All project partner web sites contain a brief summary of the project with a link to the PACCo site. A bilingual blog and newsletters and other outputs on the website provide up to date information on project and staff activity and enable feedback.

6.1.1 Lower Otter Valley

Since 2016 an essential component of the Lower Otter Restoration Project's communications work has been through the maintenance of its website (www.lowerotterrestorationproject.co.uk). This website currently places key documents in the public domain, including the project's rationale and vision, minutes of the Stakeholder Group meetings, the Risk Register, factsheets and FAQs and proposed timelines. It also advertises key engagement events, with outcomes from public consultations available for viewing.

This website will continue to be updated throughout the lifespan of PACCo.

The EDPHCT, Clinton Devon Estates and EA Facebook, twitter and YouTube accounts will be used to disseminate regular updates about the project, with key project partners encouraged to share updates through their own networks. These key partners include: East Devon District Council, Devon County Council, East Devon AONB, RSPB, Devon Wildlife Trust and the Wildfowl and Wetlands Trust. Information can also be pushed out through Devon Live. @PACCo and @PebblebedHeaths and will initially be used on all tweets related to PACCo). Where appropriate @EnvAgency and @clintondevon and will also be used, and retweets encouraged by these and other organisations including East Devon

6.1.2 Saône Valley

As well as the French version of the PACCo website (see above), a page on the Conservatoire du littoral's website is dedicated to the Saône territorial project and lists all the materials and minutes of the project's main meetings, as well as the newsletters called "Lettres de la Saône". It was created several years ago to inform interested people about the entire development of the territorial project, its validation by a steering committee and the launch of its implementation following the obtaining of European and French funding (PACCo).

This page (<http://www.conservatoire-du-littoral.fr/117-projets-de-territoire.htm>) will continue to be updated for the duration of the PACCo project. The Conservatoire du littoral is also

providing the Saône project with a channel on its YouTube account in order to disseminate online the videos produced within the framework of the territorial project ("Paroles d'acteurs" and timelapses of the work).

In addition, in 2021 a dynamic press kit Basse Saône 2050 (<https://basse-saane-2050.com/>) was launched, which is regularly updated with essential information on the territorial project and elements for journalists (press releases for example). It will be updated until 2025. In parallel, the Basse Saône 2050 profile has been created on the social networks Facebook and LinkedIn. The main information from the PACCo project posts are relayed there (notably, webinars and conferences). There is also a weekly publication of the "Paroles d'acteurs" videos (see paragraph 6.3.1), as well as information on the progress of the work sites (thanks to photos taken by drone and timelapses) and important information concerning the work sites (felling of trees on a site, removal of the river banks, archaeological and pyrotechnical diagnoses, etc.), which may be of interest to the valley's inhabitants.

For events such as press briefings or partner visits, the social networks and websites of these partners may also be used to disseminate information (example: tweet from the Seine-Normandie water agency during the September 2020 press briefing).

6.2 Print media

The project will publish the following printed outputs by the end of the project period:

Information packs: PACCo information packs (digital and printed) will be produced for distribution to key stakeholders by email, via the website and at project events. All literature will be bilingual.

PACCo Bilingual newsletter: Four bilingual newsletters will be produced during the lifespan of the initiative, hosted on the PACCO website and emailed to stakeholder contacts.

PACCo Banners: Two sets of four (eight in total) bilingual and EU branded banners will be produced for display at PACCo events held in France (four banners) and the UK (four banners). Four banners will focus on the three technical WPs and one banner will publicise the project and EU involvement.

PACCo Posters: A minimum of four posters will be produced to publicise the project work at national and international conferences.

PACCo Logo: one project logo has been produced and has been used on all publicity material.

PACCo Leaflets: Two PACCo leaflets will be produced – one was created at the beginning of the project setting out the aims and objectives, and one will be created at the end outlining key results and achievements. Both leaflets will be bilingual.

Supplementary printed material will include PACCo-branded posters advertising talks, engagement and volunteer training events and on-site works.

6.2.1 Saône Valley

Within the framework of the Basse Saône 2050 territorial project, a specific communication strategy has been developed, including various print media:

- “Lettres de la Saône”: these 4-page newsletters have been published quarterly since the beginning of 2022 and are distributed in the 3 communes of the lower Saône valley. One article is devoted to the progress of the Otter Valley project and another gives the floor to a stakeholder in the territorial project;
- Saône Newsletter "special edition": this 8-page newsletter will be published in French and English and will be distributed at the final conference in Portsmouth. It covers the major elements of the implementation of the Saône territorial project between 2020 and 2023, i.e. during the duration of the PACCo project;

- Basse Saône 2050 document: this 16-page document contains the first lessons learned from the development, funding and early implementation of the Saône territorial project. It focuses on the specific tertiary messages of the Saône project;
- Basse Saône 2050 banners: in addition to the banners produced as part of the PACCo project, banners specific to the Saône project will be developed to present each of the major operations of the territorial project: the relocation of the Quiberville municipal campsite, the creation of a wastewater treatment plant and related networks on the territory of the Terroir de Caux Community of Municipalities and the reconnection of the Saône to the Sea by the Syndicat Mixte des Bassins Versants Saône vienne Scie. A fourth banner will present the general animation part of this project;
- Poster (English and French versions): this situates the different operations of the Basse Saône 2050 project in their geographical context and indicates the main project owners and financiers for each.

6.3 Video materials

Production of 4 videos throughout the PACCo project including an animated video presenting the whole project. The deliverable videos have been designed to provide equal representation between England and France and are themed as follows:

- Video 1 – Interview video giving an introduction to the project, goals, teams and the two sites;
- Video 2 – Interview video for the general public and education-focused audience on why PACCo is needed, its aims and benefits;
- Video 3 – Interview video aimed at stakeholders, policymakers and technical professionals on how PACCo came to be created and the challenges faced; and
- Video 4 – Animation overview of project (accessible, non-technical video).

Additional explanatory videos about the PACCo project can also be found on the project website:

<https://www.pacco-interreg.com/downloads>

Drone video footage has been filmed monthly on the Lower Otter during the project and selected footage is available via the Lower Otter Restoration Project website (<https://www.lowerotterrestorationproject.co.uk/>)

6.3.1 Saône Valley

Within the framework of the Basse Saône 2050 territorial project, a specific communication strategy has been developed, including various supporting videos:

- "Stakeholder Voices": a series of 2-4 minute video interviews with stakeholders of the Saône territorial project and three representatives of the PACCo project lead partner;
- Timelapses: three cameras are positioned on the two construction sites in the Saône valley (Quiberville campsite and Longueil wastewater treatment plant) and take regular photos from a defined angle throughout the construction period. Every three months, a video is produced for each of the devices, showing all the photos taken over the period. A global video will be produced for each of the devices at the end of March 2023 with all the photos taken since January 2022;
- The PACCo Saône project review video will be produced in March 2023 and will be based on the drone video footage produced by various project partners as well as on the "Paroles d'acteurs" videos.

6.4 Press releases and articles

The project will produce a minimum of five press releases. Project partner press departments will produce additional press releases throughout the project.

In addition, a minimum of eight articles for publication will be produced in relevant media outlets. Articles will include the project aims and objectives, key results, details of how the results feed into policy, and how those policies are relevant to target organisations.

6.4.1 Lower Otter Valley

- Press releases will be issued on significant occasions, focusing particularly on Budleigh Journal (circulation 2.5K), Exmouth Journal (31.1K monthly visits), Exeter Express and Echo (circulation 13.3K), Devon Live (3.17 million monthly visits) and the Western Morning News (circulation of 25K)
- Where possible, feature articles to be written and accepted for publication on the project's background, rationale, challenges and opportunities
- Articles written for national papers and other relevant publications (e.g. British Wildlife, Conservation Land Management, journals of appropriate institutes). PACCo would be one of the most significant restoration schemes being undertaken in the UK and is likely to attract significant interest
- Updates in all local parish and town newsletters/diaries including Otterton, East Budleigh and Colaton Raleigh newsletter, the Otter Valley Newsletter and the Budleigh and Sidmouth Diaries (reach of 42K residents)
- Updates provided for AONB, Jurassic Coast and SW Coastal Path newsletters

6.4.2 Saône Valley

A press review was completed by the Conservatoire du littoral to collect all the articles and consultations / hearings held. This includes:

- Press releases produced by the Conservatoire du littoral and relayed by technical and financial partners including the Normandy Region and the Seine-Normandie Water Agency;
- Press articles in local newspapers including Informations Dieppoises, Ouest France, Paris Normandie, Courrier Cauchois;
- Press articles in national newspapers such as Le Monde, La Croix, Le Figaro, Le Moniteur, L'Obs; and
- 4-page article in Hydromag, a magazine specialising in water management, as well as in the newspaper Reporterre and GoodPlanetMag.

6.5 Television and radio press

The project will aim to attract the interest of national and regional news programmes to ensure the dissemination of key messages.

6.5.1 Lower Otter Valley

The main decision-making bodies targeted in the UK are Defra, the Office for Environmental Protection, Natural England and the Environment Agency, as well as other groups of decision makers such as the Coastal Groups.

Targeted programmes include BBC Spotlight and BBC Countryfile.

The Lower Otter Restoration Project was featured on BBC Countryfile (UK national television) broadcast on 30th Jan 2022 (see details on <https://clintondevon.com/bbc-countryfile-heads-to-clinton-devon-estates/>) and on BBC Spotlight (regional television) on 7th Jan 2021

(https://www.facebook.com/permalink.php?id=150467675018739&story_fbid=3917385701660232&_rdr).

6.5.2 Saône Valley

A first document was produced in 2018 and broadcast on the Normandy channel's page: <https://www.lachainenormande.tv/Replay/decouverte/chronique-chasse-nature/Ca-coulee-source-fleuves-cotiers-nlThCWkU1l.html>

Following the press briefing on 1^{er} September 2020, a short report on the safeguarding of the Saône coastline was produced with an interview with Jean-François BLOC (Quiberville) and Régis LEYMARIE (CdI) broadcast on a national channel (regional edition):

<https://france3-regions.francetvinfo.fr/normandie/seine-maritime/dieppe/operation-sauvegarde-du-littoral-quiberville-1868702.html>

Two other press briefings were held in June 2022: with the local press on 21 June and with the national press on 22 June.

The AFP and France Télévision conducted interviews with the elected representatives of the territorial project partners. These interviews were reused by the major French television

channels: the mainstream television channels TF1, France 2 and France 3 broadcast a story in the news during the summer of 2022, reaching 12,000,000 viewers.

A television programme entitled Le Monde de Jamy "Rising waters: how to save our coasts", which uses the Saône as an example of a climate change adaptation project, was broadcast on 22 June on France 3. It reached 1,983,000 viewers.

The AFP also published a video and an article on the Saône project on its website, which was widely picked up by the regional daily press.

6.6 National and international promotion

The project partners will aim to produce presentations about the PACCo project, delivered at four conferences/events, and identified by partners at the start of the project. The project partners agreed to hold these as webinars.

Details of the webinars held are provided below.

6.6.1 Webinars

The four webinars were organised with simultaneous English-French translation. Two were organised by the English partners and two by the French partners:

- Wednesday 12 October 2022, between 13:00 and 15:00 (English time): Virtual tour of the Lower Otter Valley Restoration Project;
- Tuesday 15 November 2022, between 13:00 and 15:00 (English time): Coastal change and spatial recomposition: turning adaptation into an opportunity;
- Wednesday 7 December 2022, between 13:00 and 14:30 (English time): Natural capital and socio-economic benefits;
- Tuesday 28 March 2023, between 13:00 and 15:00 (English time): Coastal change and spatial recomposition: Restoring coastal habitats - building on biodiversity.

6.6.2 Closing conference

PACCo will host a closing conference for our key target groups (stakeholders, managers and policy makers). The event will aim to attract 100 – 150 delegates with attendees including

staff from project partners, key stakeholders, local and national authorities (e.g. Natural England), local businesses, and recreational and conservation groups. The aim is to raise awareness of problems relating to transitional and coastal waters (TCWs) adapting to climate change and to disseminate project results, as well as to provide an opportunity for regulatory bodies to explain policies to stakeholders and how changes to those policies, based on results from PACCo, will improve the management of coastal areas (TCWs) in the France (Channel) England area. This event is being held on 7, 8 and 9 February 2023 in Portsmouth.

A second conference is being organised on 23rd - 24th March 2023, in Rouen and the Saône Valley, in order to mobilise French partners, as well as a larger technical, financial, political and elected French audience. The first day of the conference, held at the Hemicycle in Rouen (home of the regional council), is planned for 220 people.

6.7 Interpretation panels

Project partners will establish a PACCo specific interpretation and education hub at each site to disseminate and promote the benefits of adaptive change in heavily modified estuaries. The Interpretation/education hubs will include before and after descriptions of the changes and benefits to ecosystem services and the socioeconomic fabric of the sites provided by adapting to climate change. These descriptions will be projected to 2033 and 2053 (20 and 40 years after project end) and will compare and contrast the differences and similarities of the sites explaining how the benefits can be transferred to 70 other sites in the France (Channel) England area.

6.7.1 Saône Valley

- Wall newspapers: These newspapers are made up of 4 panels measuring 1.80m by 1.20m placed in the 3 communes of the lower Saône valley (4 panels in each commune), in busy places. Like the letters of the Saône, they have been published quarterly since the end of 2021 and give an account of the progress of the project and

the forthcoming deadlines and work sites. One article is devoted to the progress of the Otter Valley project and another gives the floor to a stakeholder in the territorial project;

- Summer exhibitions: These exhibitions are composed of 12 panels measuring 1.80m by 1.20m placed in the 3 communes of the lower Saône valley (12 panels in each commune), in busy places, between June and the following winter. Since 2021, these exhibitions have enabled tourists during the summer period to learn about the project and the territory (2021), the biodiversity and natural environments of the valley (2022) and the inhabitants of the valley and their opinion on the project (2023).

7. PACCo Education Pack

The bilingual educational tools developed (educational packs and programmes for school visits) will embed understanding of the principles of PACCo into future generations. We will facilitate cross-border educational exchanges by working with existing exchange programmes. In collaboration with local education organisations we will jointly develop a bilingual educational pack. It will include interactive materials such as videos, citizen science data collection packs and historical maps. The packs will be used at the hubs and will be made available on the project website. This education pack will give an overview of the resources developed for PACCo and point teachers in the direction of other helpful resources. It contains:

- Resources for primary and secondary.
- Project videos
- Information on relevant citizen science data collection methods
- Historical maps
- GCSE, KS3 and A Level Lesson Plans and Resources

All education resources are available for download at: <https://www.pacco-interreg.com/downloads/>. These include the following resources:

- GCSE Coastal Realignment
- GCSE student worksheet mapwork

- GCSE student worksheet mapwork answers
- Key Stage 3 Landscape Change
- Key Stage 3 Landscape Change student worksheet
- A Level Sustainable Coastal Management
- A level Sustainable Coastal management Teachers Notes

7.1 Historical maps

Lower Otter

Historical drawing for the original 19th century embankments by James Greene

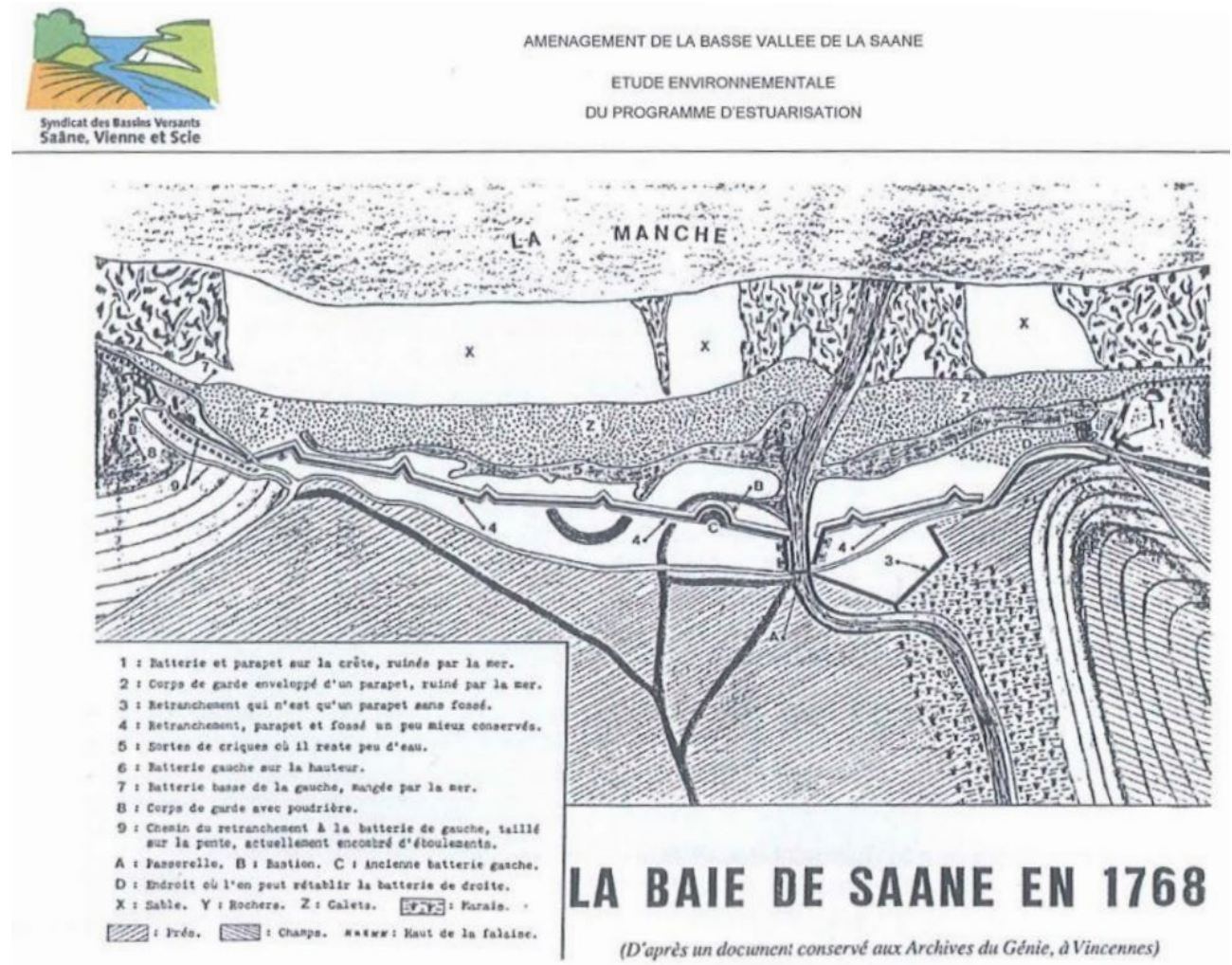


Donn's Map 1765 of Exe Estuary



Saône Valley

Map of the Saône Bay in 1768:



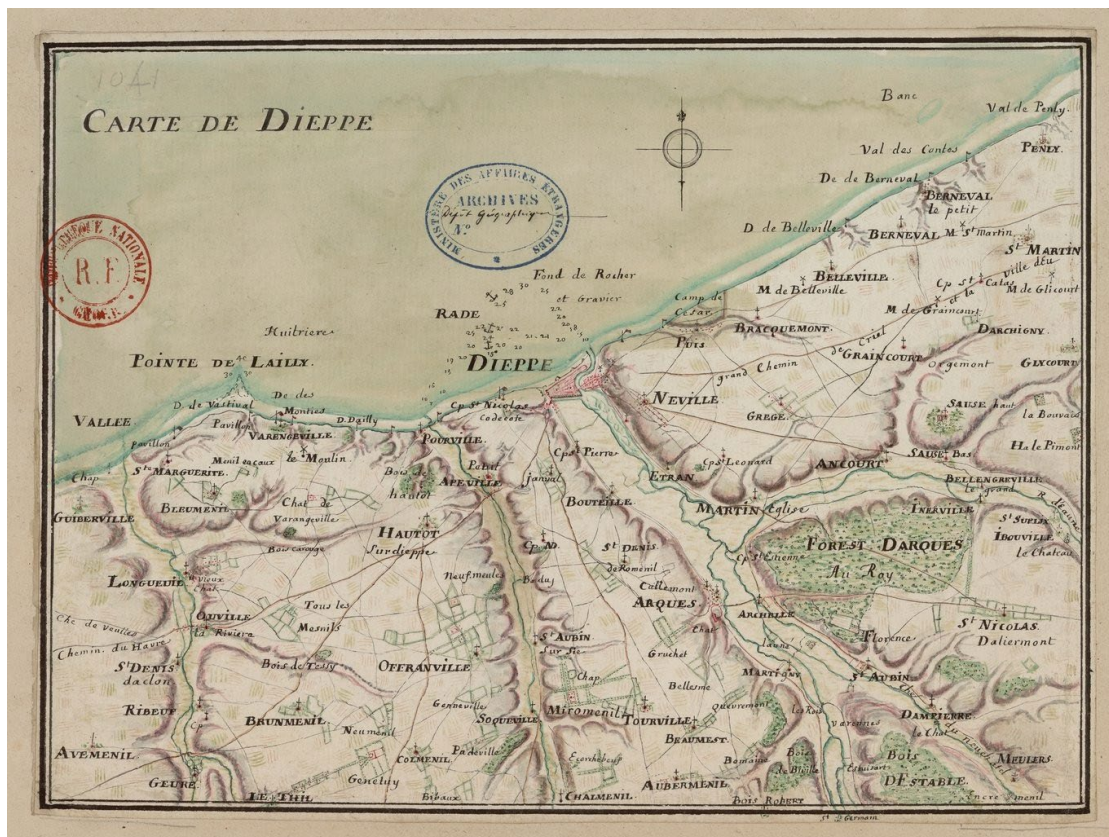
Map of the Lower Saône Valley XVII:



Saône military map 1820 – 1866:



18th century:



Source gallica.bnf.fr / Bibliothèque nationale de France




8. Citizen science data collection

Below we have signposted relevant citizen science resources where data can be recorded centrally.

Bird Monitoring

<https://bto.org/our-science/projects/wetland-bird-survey>

Time / skill required

-  One visit per month, preferably on the Sunday Core Count priority date.
-  Identify waterbirds that regularly occur at your allocated WeBS site.
-  Contact your local organiser for information on training and mentoring opportunities in your area, or join one of the [BTO WeBS training courses](#).

WeBS surveyors monitor the UK's internationally important non-breeding waterbirds. Following a tradition begun in 1947, wetland sites are counted once per month, providing data for population and trends in abundance and distribution. "Waterbirds" includes wildfowl (ducks, geese and swans), waders, rails, divers, grebes, cormorants and herons. Gulls and terns are optionally included.

Over 3,000 volunteer counters contribute to the Core Counts survey, making over 40,000 visits each year to 2,800 sites. Each counter adopts a place to count monthly. Non-breeding waterbird numbers peak in different numbers for different species, so counting is done year-round where possible and reported on WeBS years running from July to June, although the core counting season is September to March. As non-breeding waterbirds can be very mobile, the Counts are nationally synchronised, with counters requested to visit during the day on priority Core Count dates (Sundays) if at all possible.

[Training courses | BTO - British Trust for Ornithology](#)

At coastal locations, counting is done at high tide. At large sites, several counters will be working as a team. Each counter surveys the whole of their defined count area, known as a WeBS sector, identifying all the waterbird species present and counting the number of individuals of each species. Counters can also add



supplementary data, such as evening roost counts of gulls, or casual counts of notable numbers of passage species that are higher than those present on their Core Count visits. There is also a Low Tide Counts scheme where extra counts at low tide are occasionally made on estuaries.

CoastSnap

<https://www.coastsnap.com/>

CoastSnap is a global citizen science project to capture changing coastlines. No matter where you are in the world, if you have a smartphone and an interest in the coast, you can participate!

CoastSnap relies on repeat photos at the same location to track how the coast is changing over time due to processes such as storms, rising sea levels, human activities and other factors. Using a specialised technique known as photogrammetry, CoastSnap turns your photos into valuable coastal data that is used by coastal scientists to understand and forecast how coastlines might change in the coming decades. Photogrammetry enables the position of the coastline to be pinpointed from your snaps to an accuracy similar to that of professional coastal survey teams. All they ask is that you take the photos at the same location (by using one of our official CoastSnap camera cradles or a do-it-yourself adaptation) and record the precise photo time in the App. The more photos of a particular site, the better our understanding becomes of how that coastline is changing over time.



1

Download

Get the free Citizen Science App on Google Play for Android or in the Apple App Store.

2

Register

After the start of the app, you can register your own user account with just your eMail address.

3

Start!

Start observing! You are automatically logged-in after registering to add your first observation.

Download the App on your smartphone now or open the map in your browser:

