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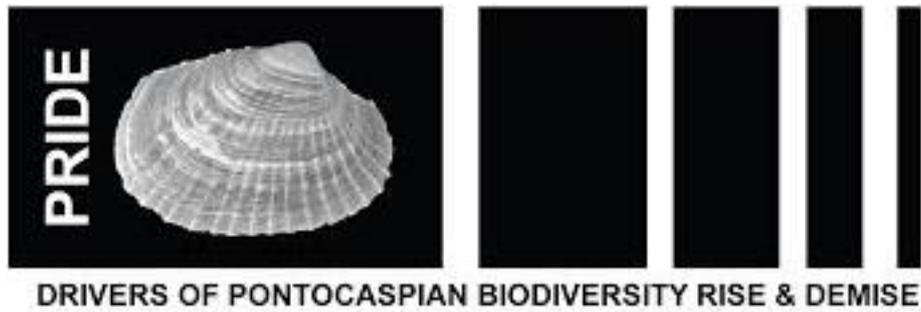
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Deliverable D4.3 Outreach programme established and approved

Frank Wesselingh, Aleksandre Gogaladze, Caroline van Impelen, Niels Raes

Public version

MSCA-ITN-2014-ETN, grant agreement no 642973



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Summary

PRIDE (Drivers of Biodiversity Rise and DEmise) is an EU funded Innovative Training Network (ITN) that trains 15 early stage researchers (ESRs) over a period of 4 years. We study the evolution of unique Pontocaspian lake biota (molluscs, ostracods and dinoflagellates) in the Caspian Sea-Black Sea region integrating climate, geology and biological approaches. Effective and efficient outreach is an integral part of the PRIDE ITN that engaged all ESRs in the formulation of this plan. The result is an outreach plan that identified stakeholder target groups, developed an outreach strategy and describes pilot studies proposed by ESRs. This document will be at the basis of all outreach activities by program participants for the period 2016-2019. This document was approved by the Supervisory Board and the Scientific Advisory Board in October 2016.

“To raise awareness of the unique and diverse Pontocaspian biota, to understand their role in ecosystems and to mitigate their demise” is the main message of the PRIDE programme. The Pontocaspian area has a unique and spectacular geological history that has produced an abundance of endemic Pontocaspian biota (molluscs, ostracods and dinoflagellates) over millions of years. Some of them survive today, but many have also gone extinct as results of natural but dramatic changes in their environment. **At present, these unique endemic biota are threatened by anthropogenic factors of pollution, aquatic infrastructures, fisheries, climate change, invasive species, etc.** This is causing extinctions right now and what will remain is an impoverished fauna. An impoverished fauna is more vulnerable to catastrophic events, i.e. one disease can decimate entire populations. This is not only a problem for the mollusc fauna, but also the food chain as a whole. One disastrous event can have a cascading effect through the entire food pyramid. Therefore it is of the utmost importance to understand, protect and conserve the diversity of the Pontocaspian fauna.

For each of five stakeholder groups the PRIDE project has developed specific messages and devised appropriate means to reach out at different levels of engagement. The first stakeholder group represents the **scientific community including scientist and employees at academia, governmental and non-governmental organisations in the Pontocaspian region** that will be reached through our partner institutes and associated partners, but PRIDE is also open to further participation with the wider scientific community. PRIDE will reach out to the **general public, the EU and ‘Pontocaspian’ citizens with an interest in nature conservation** through communication of the main PRIDE message, and with a more detailed approach towards **organisations and citizens in the coastal areas of the Danube delta in both Romania and Ukraine**. Additionally, two specific stakeholder groups were identified, namely **port authorities in the Caspian Sea** (for the so-called green port agenda) and **the mollusc specialist group of the International Union for the Conservation of Nature (IUCN)** in order to seek wider impact of our work on threatened Pontocaspian biota.

The PRIDE outreach program uses three online tools to support its outreach activities: the PRIDE project website (<http://pontocaspian.eu/>), the Pontocaspian taxonomic platform (PC-TAX - <http://mollusca.myspecies.info/>) and the interactive Pontocaspian information system (PC-IS – to be launched in 2018). This outreach plan outlines our activities for the remainder of the PRIDE program (2016-2019).

This version has been discussed with ESRs and external experts in Reading (August 2016) and has been approved by the Supervisory Board and the Scientific Advisory Board (November 2016).

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Introduction

Outreach is important for PRIDE– Our Innovative Training Network PRIDE (Drivers of Pontocaspian Biodiversity Rise and Demise: 2015-2019) studies the evolution and turnover of the unique brackish lake biota in the Black Sea and Caspian Sea region (“Pontocaspian region”) throughout the past 2 million years. By understanding lake basin evolution (the Black Sea and Caspian Sea basins have been occupied by successive lake stages in the past 2My) through an integrated climate, geological and biological approach we will be able to document and understand the abiotic processes behind natural variation and turnover of biodiversity. We then use this baseline information to quantify the effects of anthropogenic activities since the 20th century. The semi-isolated nature of Pontocaspian lake basins makes them an ideal model system to study biodiversity crises under natural and man-made conditions. With the insights from the Pontocaspian region we aim to contribute to discussions on threats and potential pathways of the unfolding global biodiversity crisis (the sixth mass extinction, Barnosky et al., 2011).

Biodiversity crises (contracted periods of strong turnover involving extinctions) have been common in the Pontocaspian region over the past 2My, yet the crisis induced in the 20th century, involving habitat degradation and the introduction of invasive species is of unprecedented magnitude (Kosarev & Yablonskaya, 1994; Grigorovich et al., 2003; Gallien & Carboni 2016). The consequences of the crisis are poorly understood and appropriate mitigating strategies are difficult to implement as basic information on species identities, their distribution, ecology and lake system behaviour in relation to climate variation and anthropogenic impact is poorly understood. The PRIDE program combines geological, climatological and biological approaches to improve our understanding of the current biodiversity crisis of Pontocaspian brackish water biota (molluscs, ostracods and dinoflagellates) and to propose mitigation actions against their demise. The poor appreciation of the unique character and role of Pontocaspian biota in ecosystems by policy makers and citizens in general, is the first challenge to overcome in order to improve general conditions for mitigating actions for biodiversity loss.

The main message of PRIDE is **to raise awareness of the unique and diverse Pontocaspian biota, to understand their role in ecosystems and to mitigate their demise**. The Pontocaspian region has a unique and spectacular geological history that has produced an abundance of endemic Pontocaspian biota. Many of them have survived to the present day, but some have also gone extinct as result of natural changes in their environments. Today, these unique endemic biota are threatened by pollution, fishing industry, climate change, invasive species, etc. Currently many species face extinction and the fauna is rapidly changing into a species-poor communities that are dominated by invasive species. An impoverished fauna is vulnerable to catastrophic events, i.e. one disease can decimate entire populations. This is not only a problem for the mollusc fauna, but also for the food chain as a whole. One disastrous event can have a cascading effect through the entire food pyramid. Therefore it is of the utmost importance to understand, protect and conserve the diversity of the Pontocaspian fauna.

According to the ‘Stakeholder engagement handbook’, outreach is defined as “engagement and participation of others in some aspects of a research project” (Durham et al., 2014: 11), and a stakeholder is “any person or group who influences or is influenced by the research” (Durham et al.,

2014: 12). **Outreach is important** to PRIDE for a number of reasons: **a) to communicate** our research on the Pontocaspian biodiversity crisis in the region affected; **b) to involve and collaborate with academia, and governmental and non-governmental organisations** (especially in the region) in the study of the Pontocaspian region; and **c) to empower regional organisations** (as part of the network component of PRIDE) with knowledge on the Pontocaspian region to devise effective conservation measures. At the same time, we believe that appropriate outreach will **strengthen the impact of our message that the unique Pontocaspian biota and systems are important to understand and protect**, and will also **enhance the future career perspectives of our Early Stage Researchers (ESRs)**.

The aim of this outreach programme is to identify stakeholder groups, define specific messages/goals and means to communicate and to establish a planning to maximise the impact of our outreach activities in the final two years of the PRIDE program.



Our approach

Outreach as training opportunity – The PRIDE program runs from 2015-2019, supporting 15 early stage researchers (ESRs) involved in three year research projects, most of which run from the end of 2015 to the end of 2018. In the first year of the ESR projects we have used four network training events (NTEs) to teach and discuss the basics of outreach and to develop jointly the PRIDE outreach plan. Four groups of ESRs were given assignments to identify stakeholder groups, develop tailored outreach policies and investigate different ways of engaging stakeholders. From the initial four proposals, two were selected on grounds of effectiveness and have defined the selected stakeholder target groups (see below). From the beginning of the project we have incorporated Pontocaspian researchers and institutes, and students from the region. Additionally, in the process we have identified specific additional groups represented by the Caspian port authorities and authorities dealing with invasive species, and IUCN.

The PRIDE program has one ESR (C3), Aleksandre Gogaladze, designated to organize, design and build the infrastructures for effective outreach and data exchange, as well as to coordinate appropriate outreach strategies. Insights from his first year in the program have been incorporated in the PRIDE Outreach Strategy. With the formalisation of the outreach plan, the ESRs, together with their supervisors, institutes and partners become responsible for much of the outreach activities in the remaining two years.

BiodivERsA guides our approach – PRIDE has adopted various parts of the ‘BiodivERsA Stakeholder Engagement Handbook’ (Durham et al., 2014), and tailored the approach to meet the PRIDE outreach goals. The full implementation of BiodivERsA guidelines is beyond the capacities of the ongoing programme, yet much of the structure and approach is inspired by their recommendations. The most important and unresolved issue is how to **measure the impact of outreach activities**. Often the effects of outreach activities are not appropriately addressed, and the assessment in general is fraught with difficulty. We aim to develop assessment criteria along the way that matches the relative short time span available in the PRIDE programme.

Stakeholder engagement and expert opinion – Seven regional PRIDE partners were involved in the formulation of the PRIDE research proposal to secure a collaborative network between EU and Pontocaspian research groups from the onset of the PRIDE project. The PRIDE program has multiple scheduled training events, meetings and conferences within the Pontocaspian region and has reserved budgets that allow participation of regional partners, as well as other interested scientists and students. PRIDE is actively engaging with regional scientists, specialists and students through discussions and invitations to our meetings as well as participation in training and fieldwork. In the countries of Ukraine and Romania we involve partners and associate partners specifically to develop effective outreach efforts by building on local expertise.

During a workshop meeting in Reading, UK (August 2016), PRIDE invited four external experts to discuss our outreach strategy plan and to advise on its execution. Natalia Gozak and Alena Tarasova of WWF Ukraine are experts on stakeholder engagement in the Pontocaspian region; Simon Gardner from the Environment Agency UK is an author of the BiodivERsA Stakeholder Engagement Handbook; Yuri Matteman from Naturalis Biodiversity Center is expert in museum education. Finally, we used our institutional capacities in the fields of public education, communication and PR, biodiversity policy, data management, presentation techniques in the PRIDE network to enhance our outreach efforts.

An integrated e-infrastructure for data exchange and outreach – Our online e-infrastructure has three components as described in detail in the Data Management Policy Plan: **1)** the PRIDE website www.pontocaspian.eu that is the main portal for visitors to engage with our programme, **2)** PC-Tax (<http://mollusca.myspecies.info/>, our taxonomy platform) and **3)** PC-IS (to be launched in 2017), an interactive toolbox that will allow policy makers, NGOs, academia, and the public to explore the effects of different scenarios of anthropogenic pollution and environmental change on Pontocaspian biodiversity.

The **PRIDE website** contains news, blogs, and information and provides access to the two online platforms, PC-Tax and PC-IS (see below). It targets colleague researchers, students and stakeholders from the Pontocaspian region, as well as from EU and beyond. Furthermore, the website is a communication and sharing platform for PRIDE participants within a shielded participant section.

PC-Tax (Pontocaspian Taxonomy Platform) is the PRIDE “Wikipedia” of Pontocaspian taxa organised in a taxonomic framework. A unified taxonomic approach is hugely important to enable efficient communication, both in scientific and public domain. Our taxonomic expertise will be shared through PC-Tax to a number of global online biodiversity data platforms and PC-Tax will also use data from such platforms.

PC-IS (Pontocaspian Information System) is an online platform and data repository where we will combine data from climate, lake basin models, climate models, anthropogenic pollution, species distributions and ecology to allow interactive explorations on the effects of predicted future changes.

Besides the three main online vehicles we have setup a Facebook page (“Pontocaspia!”), and use the hashtag #PRIDEScience to promote PRIDE research on Twitter.

Identifying and prioritizing our stakeholder groups – Potential stakeholders have been identified from the initial phase of the PRIDE project onwards. Our programme has the potential to reach a very wide range of stakeholder groups ranging from the general audience, people living or visiting the Pontocaspian region, to governmental departments and commissions, and NGOs dealing with biodiversity or environmental management. This makes stakeholder prioritisation important given the limitations (duration, financial and manpower) of the PRIDE project. PRIDE aims to engage with both general and specific stakeholder groups. Furthermore, we explored the possibility to maximise outcomes with minimal efforts.

During the stakeholder identification process ESRs and supervisors have engaged with (representatives) of the stakeholder groups to identify their needs. By determining the level of influence and interest, stakeholders can be classified into four groups that each require their own effective approach (Fig. 1; Durham et al., 2014). Stakeholders can be **informed, involved, consulted,** and **collaborated** with.

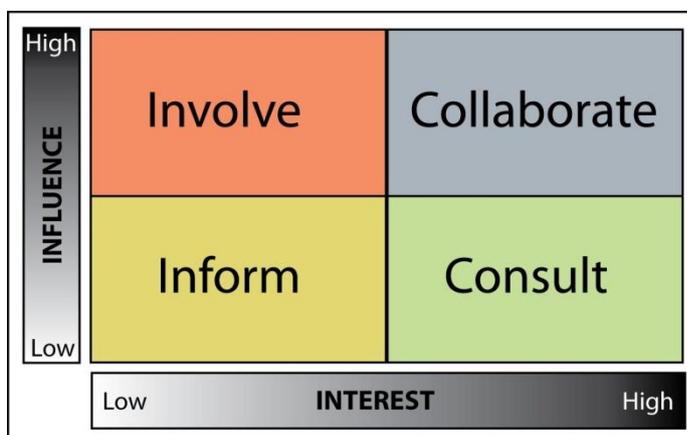


Figure 1. By determining the level of influence and interest, stakeholders can be classified into four groups that each require their own effective approach. Scheme adapted from Durham et al, 2014: 42.

Stakeholder groups

We have defined the following five stakeholder groups for our outreach activities during our discussions (with external experts) on outreach:

1. Pontocaspian scientific community (regional scientific, governmental, and non-governmental institutes, scientists, and students).
2. EU and Pontocaspian citizens with an interest in nature, conservation and evolution.
3. Citizens in coastal areas of the Danube Delta in Ukraine and Romania.
4. Caspian Port authorities.
5. IUCN expert group on Mollusca.

1. Pontocaspian scientific community (academia - scientists and students, governmental and non-governmental organisations)

Who are they? – Researchers, post-docs, PhD and MSc students, and employees from research institutes, governmental departments, and non-governmental organisations in the Pontocaspian region (Romania, Bulgaria, Ukraine, Russia, Azerbaijan, Iran, Georgia, Turkey) that study (aspects of) climate, geology and biodiversity of the Pontocaspian lake systems. Several of the researchers and institutes are partners or associated partners of PRIDE, but many more have no formal connection with the PRIDE program. We invite as many as possible relevant researchers, students and institutes (academia, governmental and non-governmental) to collaborate in the PRIDE project.

Why are they interested and how much influence do they have? – Pontocaspian biodiversity, research and conservation are their core business. Involvement with large networks will increase the visibility and effectiveness of their projects, empower them in their own institutions, and advocate their conservation messages through the network and beyond. The PRIDE program grants access to facilities and potential funding and may raise the quality of their work. Connecting with PRIDE may result in joint publications. PRIDE aims to **collaborate** with this group. Research requirements of this stakeholder group have already influenced choices within projects of the PRIDE program. As for the young researchers, they can learn from our integrated approach and build relevant networks to further their own career; several young scientists are already collaborating with PRIDE through fieldwork and research projects.

Why we want to engage them (our aims)? – To learn from their knowledge and expertise; to increase their visibility in the respective countries and thereby increasing the demise of the Pontocaspian biota; to benefit from their access to the region and collection material; to include the data that they collected in the past; to work on joint publications and projects; to support their policy plans and conservation targets with state-of-the-art scientific data; to involve them in our outreach activities and simply to enjoy working together on the subject.

What is our message? – Only together we can successfully work on the cross-disciplinary study of drivers of Pontocaspian Biodiversity Rise and Demise and devise effective conservation strategies. And for the students: join us in learning about the evolution of Pontocaspian lake systems and their unique biodiversity.

How do we connect with them? – Some were involved in the PRIDE proposal phase; Participation in meetings (and secure budget to invite them), NTE1 Bucharest, NTE4 Baku, NTE8 Rostov/Astrakhan, NTE10 final conference, location to be established); Enable visits to PRIDE beneficiaries; Joint expeditions funded by PRIDE; Joint publications; Organise ESR secondments in their respective institutes; Organise workshops and conferences together, e.g. in Baku we organised a one day mini-conference together with and at the Geology institute of Baku; by asking our partners and associate partners to identify potential young scientists, e.g. in each of the countries where we organise NTEs we ask our partners to propose a number of young scientists to join our activities.

Planning – The Pontocaspian scientific community has been involved since the formulation of the PRIDE program proposal. Currently 12 partners and associated partners are involved in joint activities. Aleksandre Gogaladze and Vitaliy Anistratenko have visited scientific, governmental and non-governmental organisations in Ukraine in June and September 2016, and will visit more organisations in 2017. The involvement is continuous and guarded by the programme management. Budgets have been allocated to ensure the participation in meetings.

2. EU and Pontocaspian citizens with an interest in nature, conservation and evolution

Who are they? – This is a broad stakeholder group residing both in EU and Pontocaspian countries. It concerns citizens with an interest in nature in general, that read popular scientific journals and/or are member of nature organisations (WWF, nature conservation societies, Greenpeace etc.), but also students at high schools and universities, and school children.

Why are they interested and how much influence do they have? – The interest of the target group is general and we aim to **inform** them about the unique Pontocaspian systems and their biota and the threats they are facing. Additionally, PRIDE aims to inform the general public on its unique project that involves 15 early stage researchers from different connected disciplines (biology, geology, climatology) all studying the same Pontocaspian region.

Why we want to engage them (our aims)? – Within the Pontocaspian region we aim to increase awareness through an audience that may assist in advocating measures to convert the plight of Pontocaspian biodiversity. We want to reach out to EU citizens in order to justify EU funding for projects like ours.

What is our message? – The Pontocaspian biota (here molluscs and dinoflagellates) are unique, play a key role in the ecosystem (they are important for fish, birds, water quality), are beautiful, and are important to protect.

How do we connect with them? – We develop multiple lines of action. To inform the wider audience we will engage with journalists, natural history museums and conservation organisations (societies, NGO's, museum and visitor centres). We take an active approach to inform them through mails and invitations to our meetings. We start at the local level with the aim to publish on the PRIDE project in newspapers, and local radio and television programmes. For each country we will target relevant newspapers, relevant societies, natural history museums and institutes, and other key players. On the PRIDE website we will develop a section with articles, news items and blogs for the public. Through our EU officer we engage with outreach/PR organizations of the EU itself and supply them with articles and publications on PRIDE.

Planning –Both ESRs (Sergei Lazarev, Sri Nandini, Yavar Moshirfar, Diksha Bista, Manuel Sala, Arthur Sands, Liesbeth Jorissen, Sifan Koriche, Sabrina van de Velde) and the programme management (Frank Wesselingh, Caroline van Impelen) will be involved in outreach activities. Outreach activities start with identifying the message that we want to send out; each of us should define a message that highlights their own research within the main PRIDE message. We then contact the communication departments of our institutes to use their expertise and assistance. We will contact local newspapers, radio and television programmes to broadcast our message. Successful media coverage will be followed up by twitter messages. Meanwhile we try to draw attention to blogs on the PRIDE website. We will produce infographics that can be used as side material.

3. Citizens in coastal areas of the Danube delta in Ukraine and Romania

The Danube delta is an international UNESCO world heritage site that harbours a diverse Pontocaspian fauna. Despite the recognition of its high biodiversity value, the unique and diverse Pontocaspian fauna remains unappreciated until today.

Who are they? – We will focus on three stakeholder sub-groups in the Danube Delta area; a) youth and schools, b) volunteers/active citizens, and c) visitors of Natural History Museums and Danube delta visitor centres.

Why are they interested and how much influence do they have? – Reaching out to children brings awareness to a new generation and reaches their parents as well. Volunteers/active citizens already have an interest through their activities, and their willingness to participate is realistic. Visitors to museums and visitor centres have a positive mindset to nature in general and are receptive for information on Pontocaspian diversity. We aim to **consult** and **involve** this stakeholder group.

Why we want to engage them (our aims)? – We want to raise awareness of the demise of Pontocaspian biota and habitats and create conditions that support future conservation. We want to call for action to protect and conserve the diversity of the Pontocaspian fauna.

What is our message? – The Pontocaspian area has a unique and spectacular geological history that has evolved an abundance of endemic Pontocaspian biota. The endemic mollusc is currently under threat of anthropogenic climate change, pollution, aquatic infrastructures (hydro-electrical power dams and dikes that change sedimentation rates and lake basin water levels), and introduced invasive species which has resulted in the demise of many Pontocaspian biota. Impoverished faunas are less resilient against external shocks e.g. a disease can decimate an entire mollusc population. which can have a cascading effect through the entire food pyramid. Therefore to protect and conserve a diverse Pontocaspian fauna is of utmost importance.

How do we connect with them? – We will connect with them via partner institutes (Vitaliy Anistratenko in Ukraine; Silviu Radan and Luis Popa in Romania), and our local contacts. WWF Ukraine has offered to transfer the PRIDE message in Ukraine using their volunteer network with 1,000 members.

Planning – The following ESRs are involved, Aleksandre Gogaladze, Matteo Lattuada, Anouk D'Hont, Alberto Gandara, Lea Rausch, and Justine Vandendorpe with their supervisors/partners, Niels Raes, Silviu Radan, Luis Popa, and Vitaliy Anistratenko. Firstly, we intend to develop a field identification

sheet including both native Pontocaspian and invasive mollusc species of the Danube delta region. This allows interested citizens to contribute to data collecting for the PRIDE project, and science in general, through observation platforms like observation.org. Secondly, we develop school educational materials on a) the geological history of the Pontocaspian region, b) on Pontocaspian molluscs and dinoflagellates, and c) on their important role in the food web. We disseminate this information through courses for school teachers (instead of school children, and provide them with education materials. This methodology has proven to be an effective way to reach a large number of school children, e.g. WWF's Black Sea Box.

4. Caspian Sea port authorities

Who are they? – We are in contact with the Port Authority of Baku (Azerbaijan) and in the process to make contact with the Iranian Port Authority (Tehran). These organisations are responsible for the management of invasive species in the Caspian Sea ports represented by these countries.

Why are they interested and how much influence do they have? – PRIDE can provide assessment tools to monitor invasive species and their impact on biodiversity, as well as training to personnel. Port authorities are increasingly subject to regulations such as the IMO (International Maritime Organization) ballast water convention and are developing “green port” strategies, aiming at reducing the impact of port activities on the environment. PRIDE aims to raise awareness and provide training opportunities for these two Caspian Sea port authorities, taking into account the fact that Azerbaijan has not signed the ballast water convention while Iran has done so. The ballast water convention, which will go into force in September 2017, is expected to have severe consequences on the major shipping routes worldwide and within the Caspian Sea. This may hamper trade where one country has signed the ballast water convention and the other country has not. Moreover, we will develop recommendations to deal with invasive species, which can be used by these organisations in developing their invasive species policy.

Why we want to engage them (our aims)? – We want to **consult** and **involve** port authorities by organising a joint training event in the Baku port area (May 2017), and to gain access to sampling stations for ESR project C2 on invasive species. Furthermore, we aim to establish monitoring stations and train local staff to continue monitoring after the end of the PRIDE program to develop longer time series data of biotic change. By doing this we hope to assist the port authorities in dealing with conventions like the ballast water convention and with reducing the impact of (mostly maritime) activities on the environment in general.

What is our message? – Learn together to identify and manage the potential impacts of aquatic invasive species in the Pontocaspian region.

How do we connect with them? – Visits of Arjan Gittenberger to Baku - May 2016 and Tehran - October/November 2016.

Planning – After the visits of Arjan Gittenberger, he together with Anouk D’Hont (ESR C2) will work out further visits. We aim to engage with the Baku Port Authority in the network training event in Baku in May 2017. Engagement with Iranian port authorities will be further arranged during fieldwork of Anouk D’Hont in 2017. Vitaliy Anistratenko will travel late 2016 to Kazakhstan trying to

initiate the monitoring there. Depending on time, feasibility and costs we may engage with more countries bordering the Caspian Sea. This will be assessed early 2017.

5. IUCN expert group on Mollusca

Who are they? – The role of the IUCN (International Union for Conservation of Nature) expert group is to provide information to IUCN on biodiversity conservation, the inherent value of species, their role in ecosystem health and functioning, the provisioning of ecosystem services, and their support to human livelihoods. This information is fed into The IUCN Red List of Threatened species. Within PRIDE four projects deal with molluscs, hence the choice of the mollusc expert group.

Why are they interested and how much influence do they have? – We aim to **involve** and **collaborate** with the IUCN expert group to contribute to the IUCN Red Lists, and to discuss the opportunities that the PRIDE program can bring to assist in species Red List assessments in the Pontocaspian region. Currently no Red List information on Pontocaspian molluscs is available.

Why we want to engage them (our aims)? – Provide IUCN with distribution maps of Pontocaspian molluscs, and to assess their threat status based on anthropogenic pollution factors and predicted impacts of climate change.

What is our message? – PRIDE can provide Red List status information on threatened Pontocaspian species.

How we connect with them? – There are already good personal contacts with the chair of the expert group through Tom Wilke. He and Frank Wesselingh will invite her to attend and participate in NTE6 (December 2016, Giessen) to provide training, and to participate in discussions on how to optimise connections with IUCN approaches and bodies.

Planning – NTE6 will take place in December 2016. The ESRs and supervisors involved are Alberto Gandara, Luis Popa, Tom Wilke, Christian Albrecht, Matteo Lattuada, Arthur Sands, Arjan Gittenberger, Anouk D'Hont and Manuel Sala.

PRIDE Outreach planning, milestones & budget

The PRIDE outreach plan has three phases. Phase 1 (Sept 2015-Sept 2016) is the training phase where ESRs and program management together learn about outreach and formulate the PRIDE outreach strategy. This is now complete. After adoption of the PRIDE outreach plan the ESRs and supervisors will implement these plans (Nov. 2016 - Aug. 2018) in phase 2. During this phase a set of impact measures will be developed measure the effectiveness of our activities. A final symposium on outreach efforts of PRIDE will be organised as part of the final PRIDE symposium (NTE10) in August/Sept 2018). The third and final phase will be the impact assessment by the program management (Sept. 2018 - Feb. 2019).

Milestones/deliverables

2015-8	Launch PRIDE website.
2015-10	First joint network meeting (Bucharest, Romania).
2015-12	Launch PC-TAX.
2016-4	Regional workshop (Baku, Azerbaijan).
2016-9	Outreach sprint (Reading, United Kingdom).
2016-9	Outreach action plan approved.
2017-8	Launch trial version PC-IS.
2017-9	Regional conference and network meeting (Rostov/Astrakhan).
2017-9	Assessment criteria to be established.
2018-8	Launch PC-IS.
2018-8	Outreach symposium and joint network meeting.
2019-2	Assessment of PRIDE outreach activities.

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