



ACADEMY OF FINLAND
RESEARCH FUNDING AND EXPERTISE

BONUS Day – Learning Café

Theme 3: Cross-sectoral communication forum - Ecosystem
Goods and Services

Synthesis of group discussions

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1. What are the untested but strongly held beliefs on ecosystem goods and services that decisions-makers use?

- We will not be able to have the Baltic Sea unchanged.
 - Policies need to be designed accordingly.
 - Also adaptation needs to be done.
- We need to find sustainable solutions for the Baltic Sea as it changes.

2. How to communicate with decision-makers in order to replace untested but strongly held beliefs with scientific research results? How to commit stakeholders and decision-makers to use scientific research results on Ecosystem Goods and Services?

- All scientists also need to learn how to communicate to different audiences. Politicians are a difficult audience.
- Educated journalists could help scientists to make messages clear.
- There are a lot of initiatives and a lot of communication to politicians, but they only take the part of the message that fits their agenda.
- The scientific community needs to analyze, why the message is not heard by the politicians. This message can be taken directly to the general public by the scientists.
- Science should have a common view even though its not really fit for the “normal scientific thinking”. Then politicians cannot pick the point of view that fits their purposes.
 - Should have a “Rome club” for the Baltic Sea.
- A powerful way of communicating is a disaster.
- There are always trade-offs in policy making. In a specific area it's easy to say what to do, but the actions might be different when trying to achieve other objectives.
- At least in Finland, the high level politicians are really committed to doing something.
 - But in agriculture sector, there are many conflicting interests.
 - In all countries, this is not the case.

3. How to communicate research results to wider audience?

- We need to work on local level with communities. Need to make sure that people agree with the actions planned.
 - Participatory research

Comments on the message

- We also have to deal with what's happening on the land. Not just measure the sea.
- We must have a holistic approach and not just lift up single issues.
- The politicians may not stay passive. We need a huge effort to improve the status.
- The role of Helcom must be strengthened and a common ground scientific panel should be established.
- More resources on monitoring and modelling
- Baltic Sea specific policies are needed.
- We need to provide incentives for countries to do something. The problem is that there is no binding legislation in international issues.
- Cost-efficiency and realism of the measures needs to be taken into account.
- Measures to be adopted should also consider the impact of climate change
- The message should be short and to the point