

*Challenges in communicating science
and engaging public in Russia:
Large country – different expectations*

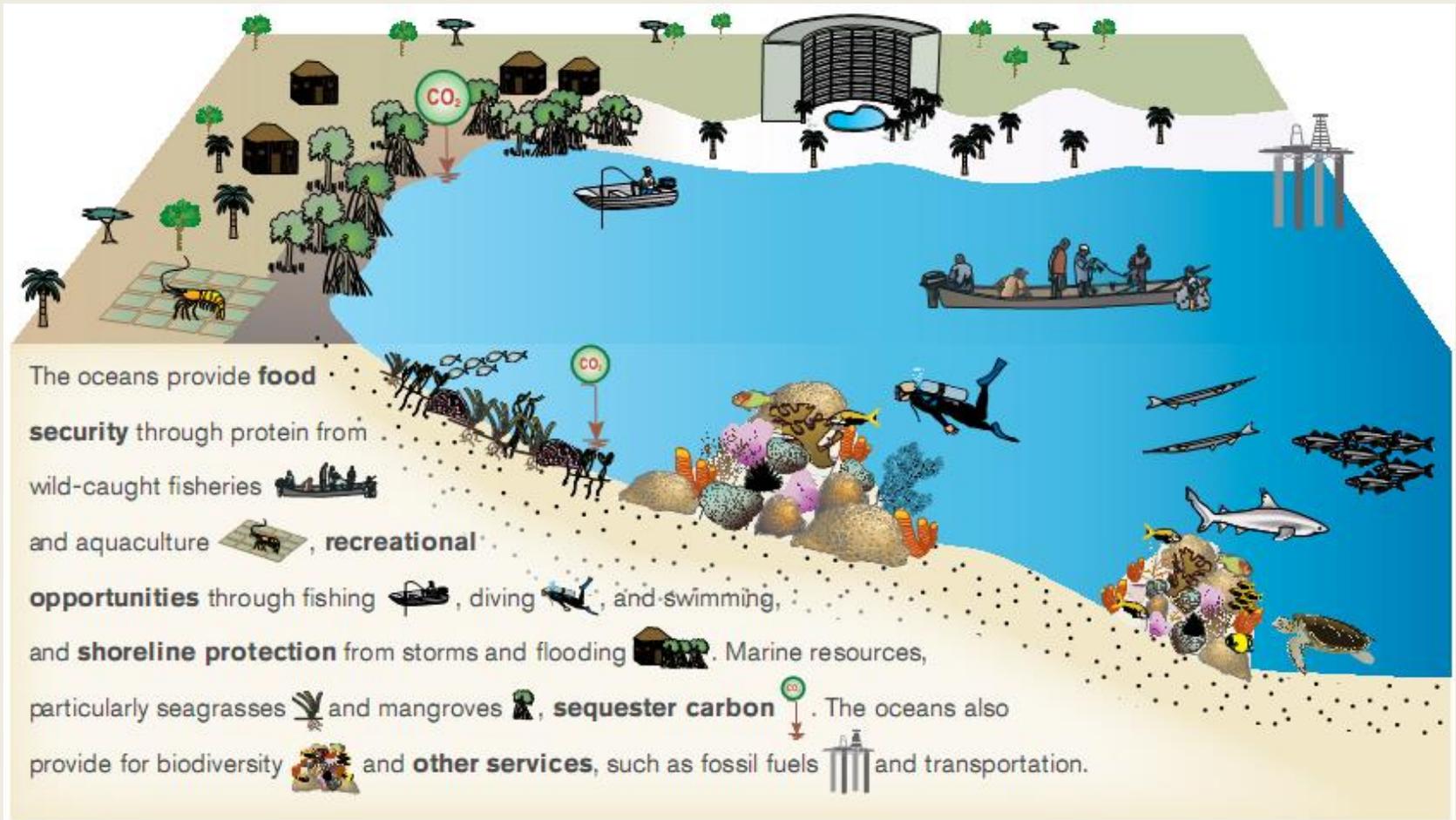


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Ocean ecosystem services

Picture credit to *Peoples and Oceans: managing marine areas for human well-being*. Published by Science-to-Action



What is communication?

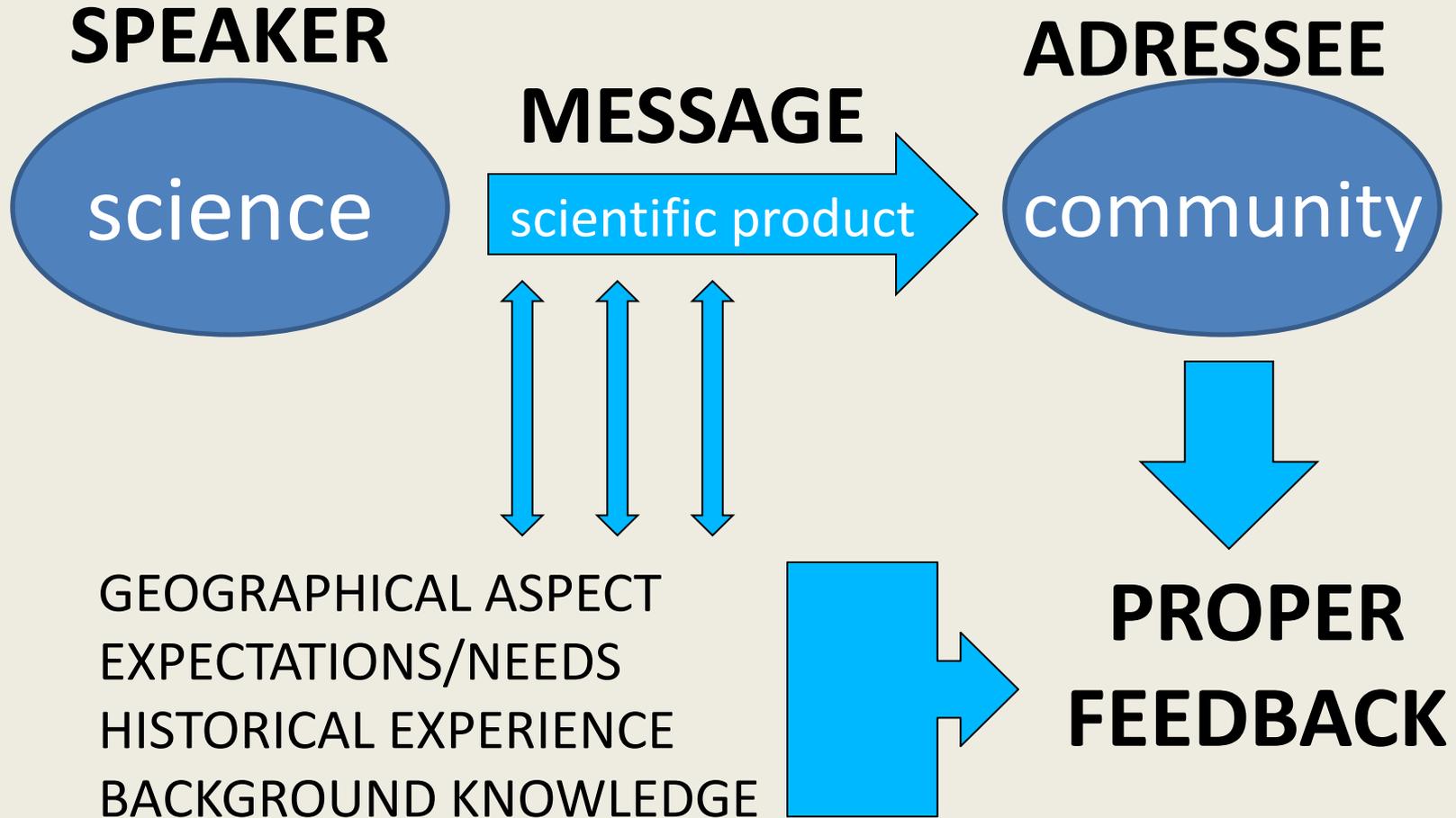


Communication is the activity of conveying information through the exchange of thoughts, messages or information as by speech, visuals, signals, written, or behavior.

The communication process is complete once the receiver understands the sender's message.

Effective communication serves the purpose for which it was planned or designed.

Effective communication



Challenges in communicating science

- remote territories
 - numerous small ethnic communities
- 
- differences in background knowledge, historical experience, educational level
 - communicative barriers + lack of communicative tools (lack of the Internet users)



Misunderstanding

The Russian Far East



Territory – 6170 thousand square km, that is 36% of all Russian territory.

Population – 6.3 million people.

Density of population – less than 1 person per square km.

About 20 small ethnic communities with peculiar historical experience, traditions and languages.

North Sea of Okhotsk coastal area

- 14 settlements
- Total population – about 8000 people
- 10% of population are engaged in fisheries
- 20% of water bioresources catches in the Khabarovsk Krai (territory) are produced in this area.

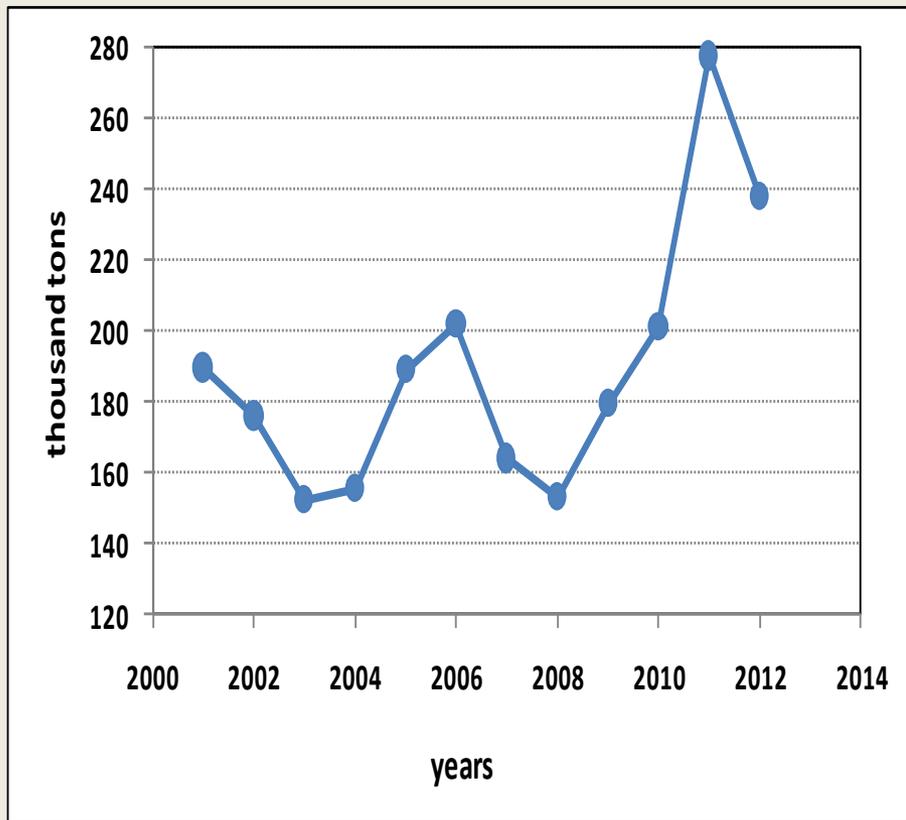


Herring catches

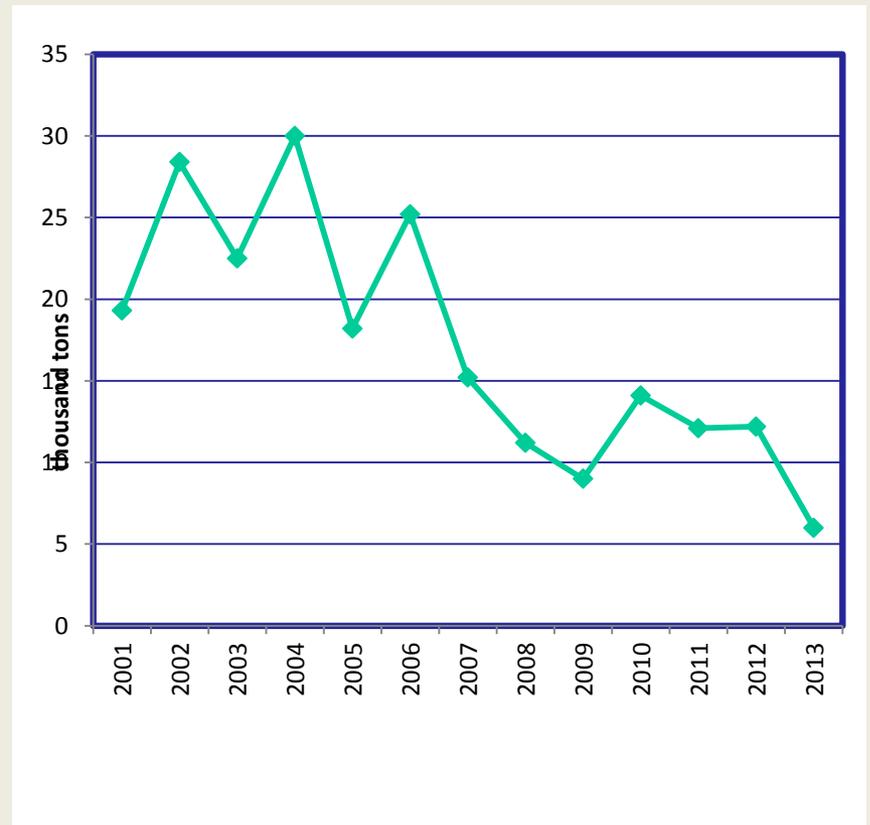
Herring is one of the most valuable commercial fish species. Herring fishing strongly depends on ice conditions in the coastal area of the Sea of Okhotsk.

Herring catch in the northern Sea of Okhotsk

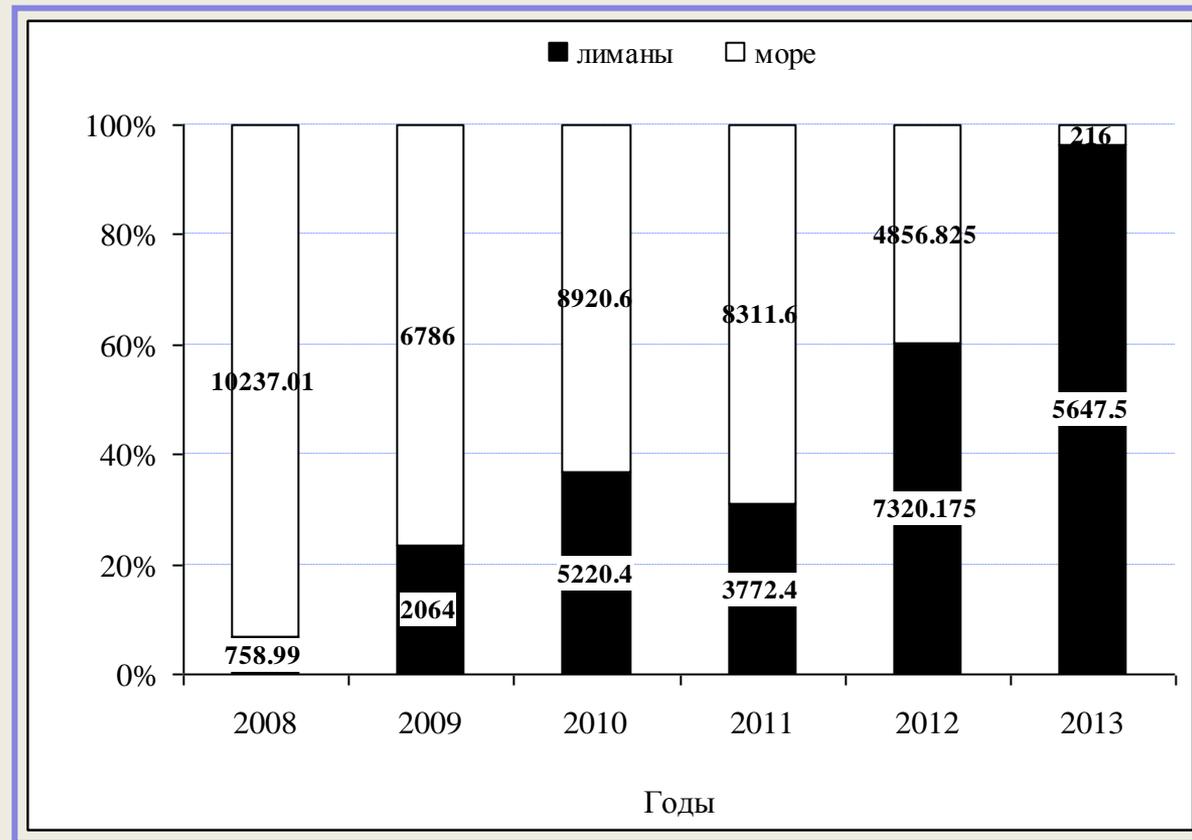
Total catch



Catch of spawning herring

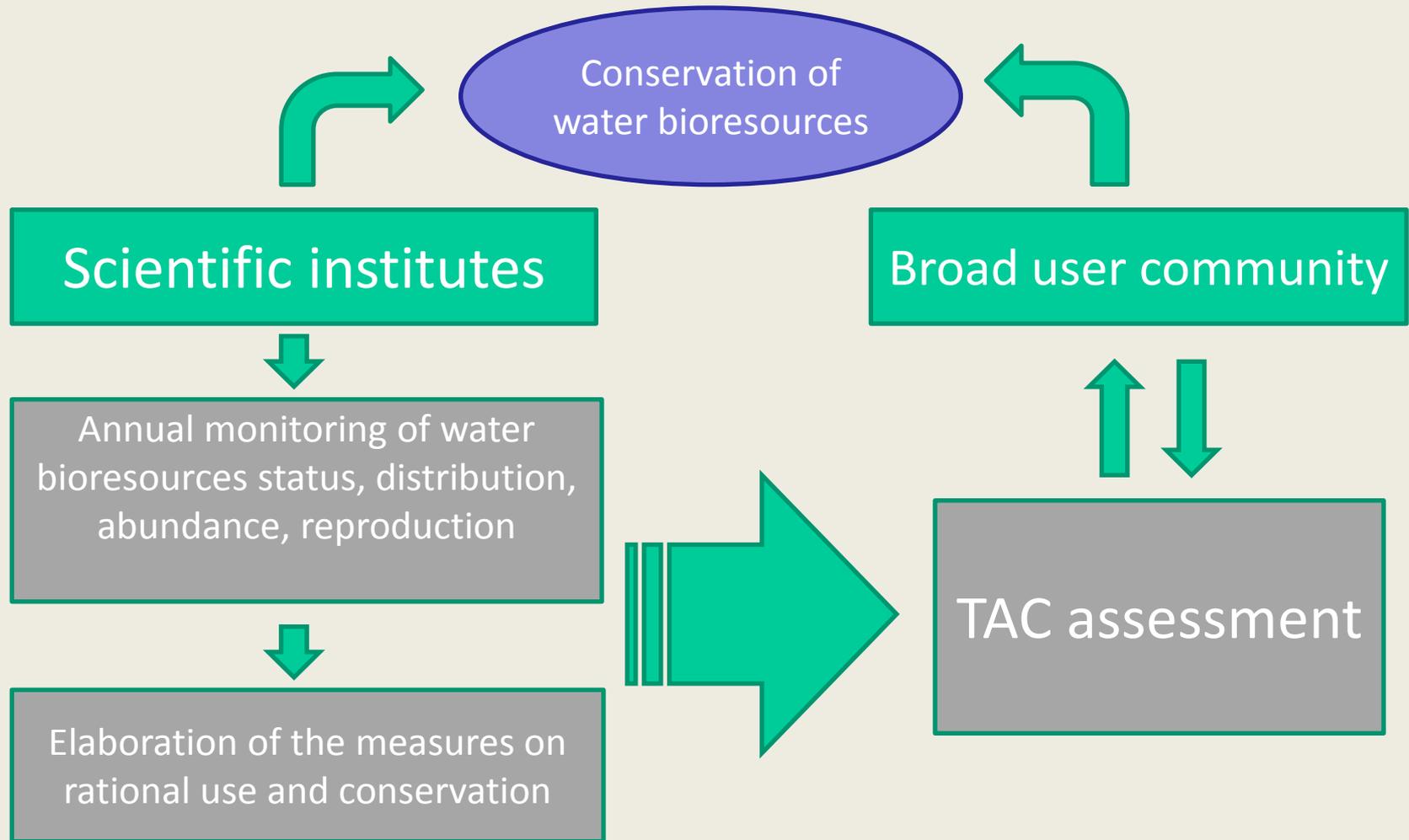


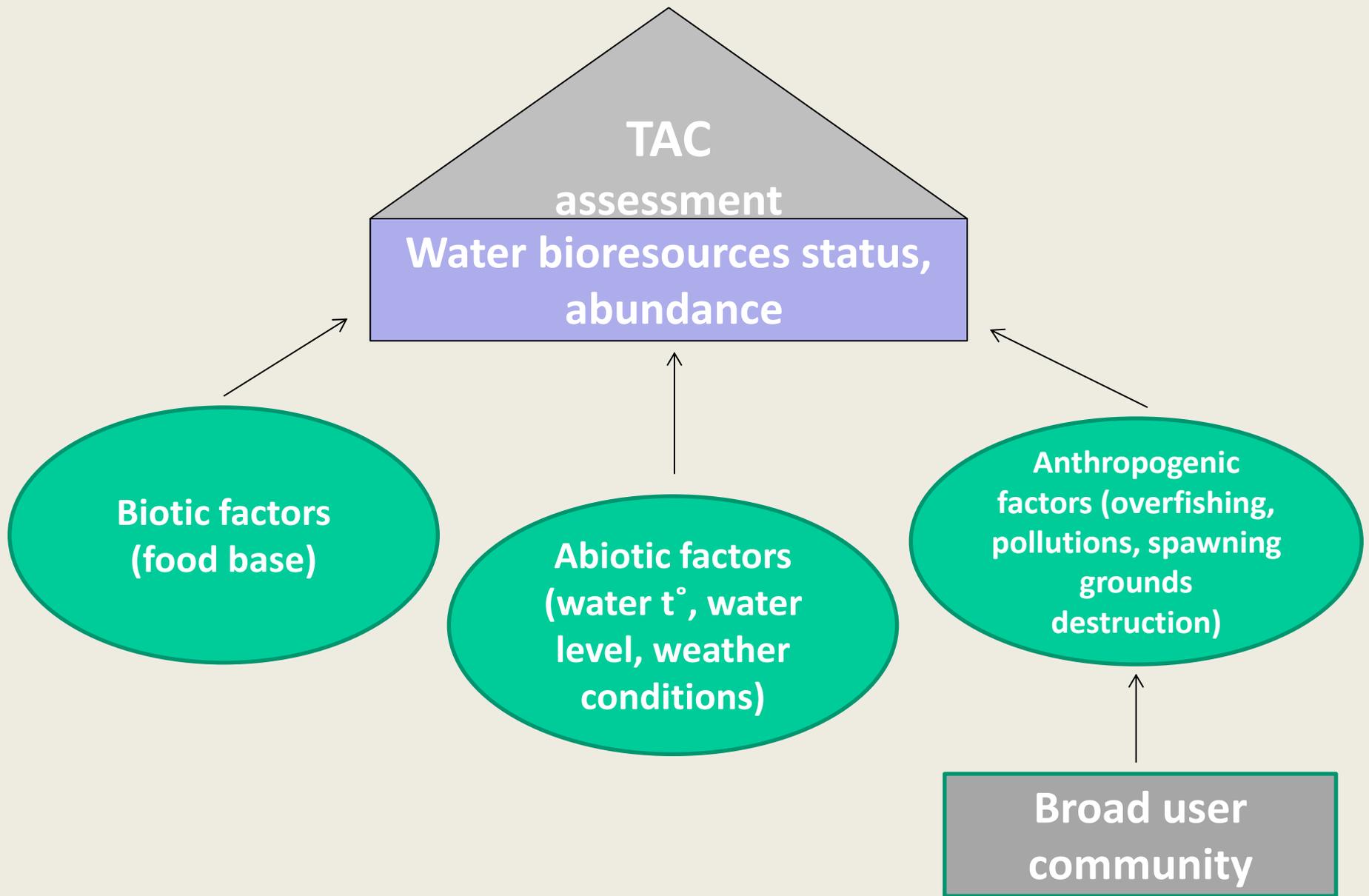
Ratio of spawning herring landed in coastal waters and estuary parts of the rivers



- catches in estuary parts of the rivers
- catches produced in coastal waters

Water bioresources as a basic component of human well-being





Decision-making on TAC: transparent and socially open process

□ Public hearings on the materials to determine TAC are organized. Representatives of fisheries associations, legislation bodies and public participate in Public hearings.

□ Annually scientific fisheries research institutes conducts sessions to present main results of their work. These session are open for authorities and largest fisheries associations.



Communicating science and engaging public

Fishery forecasts



Tagging programs

Joint researches on commercial vessels



Scientific papers, periodicals

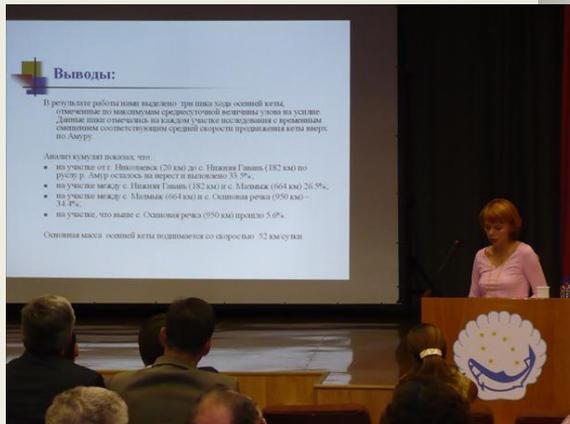
Communicating science and engaging public

press releases
on official web-
sites

participation in
student
conferences

cooperation
with social
funds

university
students
fieldwork



Education
programs

cooperation
with mass
media

*We shouldn't expect an effect of our joint efforts immediately, as ecological and socio-economic changes take time.
We invest in our FUTURE.*

Thank you for attention!