



*Making connections -
Cycleau Communications Strategy*

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Cycleau overview...

- Water management project
- Sharing knowledge and experience
- Involve local communities

Project life - 3.5 years (2003 - 2006)

- Programme funded by NWE Interreg IIIB
- Budget - 13.1m€, ERDF funding 7.8m€





Cycleau Project Philosophy

- Cycleau 'laboratory' for decision-making processes in water environment management.
- Striving to deliver not just environmental improvements...
-and guidance on good practice.....
- but also trying to improve joint decision-making between those who live and work in the areas and those tasked with doing the actions
- Key principle is **involvement**



So why's this connection thing important?

- Tap into a full range of knowledges
- Need both technical expertise and societal acceptance
- Build mutual understanding and respect

- Shaking it up
- Value of creating and making decisions together
- New thoughts on old problems

So what's stopping us?



- **Language**
 - (mis)understandings
 - signals and senses

- **Responsibilities and obligations**
 - linkages
 - respect

- **'Know-how'** *(yes - new stuff can be scary!)*



‘ Connection Pie’ - the Cycleau recipe

- **Ingredients**
 - an open mind
 - a large dollop of inclusion
 - season with common sense, creativity and a large pinch of fun
- **Method**
 - Mix well and simmer for 3 years in a European partnership project.....





What did we do?

Some examples from the Cycleanu project

- **Experiential learning**
 - workshops at conferences
 - inspiration and 'food for thought'
 - mutual support
 - space and time for new methods to be tried and assessed

- **Getting the actions done locally**
 - design of events and information
 - sectoral exchanges
 - tapping into our sense of place
 - linking communities/communities of interest



..so this 'connection' stuff can help us all?.....

- 'fresh eyes' on old problems
- mutual respect
- building a common knowledge and sense of proportion
- spirit of European co-operation in action

Thank you

- www.cycleau.com

