

The national coastal newsletter "Küsten-Newsletter" - DE

1. Policy Objective & Theme

- SUSTAINABLE USE OF RESOURCES: Sound use of resources and promotion of less resource intensive processes/products
- SUSTAINABLE ECONOMIC GROWTH: Developing Europe's regional seas sustainably
- SUSTAINABLE ECONOMIC GROWTH: Balancing economic, social, cultural development whilst enhancing environment

2. Key Approaches

- Knowledge-based

3. Experiences that can be exchanged

Newsletters, if they meet the demand, are a cost-efficient tool to support and promote ICZM.

4. Overview of the case

The German coastal newsletter "Küsten-Newsletter", established in 2002, is the most important source for coastal information in Germany and a major promoter of ICZM.

5. Context and Objectives

a) Context

The German strategy on ICZM states that ICZM shall remain an informal, supportive process with focus on information, communication, information dissemination and moderation. A recent Internet survey with 160 invited stakeholders (most of them from authorities, ministries and administrations) in Germany again underlined the high demand for coastal information. This demand was the reason for the foundation of the German coastal newsletter "Küsten Newsletter", in 2002 by EUCC – The Coastal Union Germany.

b) Objectives

The general objectives of the newsletter are a) to make recent data and information available to a large audience within a short time; b) to provide a forum for exchange and discussions and c) to raise the awareness about coastal problems and the need for ICZM.

6. Implementation of the ICZM Approach (i.e. management, tools, resources)

a) Management

The Küsten-Newsletter is maintained and published by EUCC – The Coastal Union Germany. EUCC-Germany members, the coastal and marine scientific community and a wide range of authorities, ministries and administrations contribute content.

b) ICZM tools

The coastal newsletter, which is accessible via the Internet and can be downloaded as a pdf-document. The 6 issues per year summarise recent coastal information separated into chapters: a) under "reports and backgrounds" authors have the possibility to inform the coastal community in some detail about new results, initiatives and activities; b) "international developments" informs about new international activities, the implementation of directives, new research programmes and translates the news for a German speaking audience c) "newsflash" gives an overview about national on-going discussions and controversial hot-topics d) "publication" and "other Newsletters" presents recent coastal and marine publications and links other newsletters and e) "new events" shows a collection of up-coming conferences, workshops etc. The newsletter is sent to subscribers via email. All issues are permanently available for download by the public, without a fee or formal membership. In 2009, the "Küsten-Newsletter" had over 1200 subscribers and several issues have been downloaded over 10.000 times.

7. Cost and resources

The Küsten Newsletter causes total annual costs of €3600. The development of new tools and innovations are funded by projects and sponsors.

8. Effectiveness (i.e. were the foreseen goals/objectives of the work reached?)

Already, after three years over 800 subscribers and over 1200 downloads per issue were registered. The first objectives (indicated by number of subscribers and total number of downloads) have been reached in a much shorter time than expected.

9. Success and Fail factors

Obviously the newsletter met a demand in Germany. From time to time, the newsletter is evaluated via online surveys and based on Internet statistics. This has led to several improvements in content, layout and distribution pathways and increased the acceptance.

10. Unforeseen outcomes

None so far.

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13. Sources

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- <http://www.eucc-d.de/plugins/kuestennewsletter/>



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