



PRESS RELEASE

PRO-Coast Project Takes a Major Step Forward: 2nd Consortium Meeting Concludes in Bergen, Norway

Bergen, 17.06.2024- The PRO-Coast project, part of the European Horizon initiative, successfully held its second consortium meeting from June 11th to 13th, 2024, in Bergen, Norway. The University of Bergen, serving as a case study partner, graciously hosted the event, which brought together all 20 project partners to review the project's progress and strategize for the future. This meeting provided a valuable platform for partners to engage in in-depth discussions and share their experiences.

The PRO-Coast project aims to understand the complex factors that influence human behavior and decision-making in relation to environmental conservation. By exploring the role of behavior, gender specifics, lifestyle, religious and cultural values, and addressing the involvement of enabling players (civil society, policymakers, financiers, business leaders, and retailers), the project seeks to develop effective strategies for promoting environmental governance and sustainability. The two-day meeting provided a platform for partners to share their achievements, challenges, and goals.

On the first day, representatives from each of the 20 project partners presented their activities, achievements, and bottlenecks through the seven Work Packages and nine case studies. This was followed by an open discussion that facilitated collaboration and knowledge sharing among partners.

The second day of the meeting focused on wrapping up outstanding tasks and a case study visit on the Southwestern coast of Bergen. The visit highlighted the pressing issue of plastic pollution in the region, which emphasized the urgency of the project's objectives.

The three-day event culminated in a workshop on the final day, focusing on the social and ecological aspects of the case studies. This workshop facilitated a comprehensive examination of these critical components, further enriching the collaborative efforts of the consortium.

The PRO-Coast project aims to empower local communities and civil society to support the restoration and maintenance of biodiversity and ecosystem services across Europe. To achieve this goal, the project will engage stakeholders through various events, including workshops, training sessions, conferences, and online forums accessible through the official PRO-Coast website (www.pro-coast.eu).

The diversity of partners, including ecologists and social scientists, brought unique perspectives and ideas for long-term improvements in resilience and efficiency among stakeholder communities. The project will run for the next 30 months, but its innovative technologies and concepts are expected to have a lasting impact.

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About PRO-Coast: *PRO-Coast consists of 20 partners from 14 countries (Belgium, Greece, Spain, Italy, Germany, Estonia, Romania, Montenegro, Cyprus, Malta, United Kingdom, Slovenia, Norway, and Ireland). They have joined forces to stimulate and empower local communities and civil society in general, to support restoration and maintenance of biodiversity and ecosystem services across Europe, involving them more actively in environmental governance. Over the 3 years of the project, PRO-Coast will gather and synthesize knowledge for informed citizen decisions, improving co-participation in community decision-making, while integrating local knowledge into policymaking*

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