

# BEAC COMMUNICATION DEVELOPMENT PROJECT

**The International Barents Secretariat (IBS) is running a new project over the coming 6 months, seeking to strengthen the communication and cooperation among the BEAC working groups and to enhance participation of in their work. The project is run by the IBS, in cooperation with Northern Arctic Federal University, Syktyvkar State University, University of Lapland and Kainuu Regional Council and is supported by the Norwegian Barents Secretariat.**

## Background and purpose:

A recent survey by the IBS, based on feedback from 70 working group members, shed light on the opportunity for further strengthening communication, cooperation and participation in the BEAC working groups. Eight of the working groups welcome increased participation and many highlighted the opportunity for enhanced communication and cooperation. Five working groups ask for a reevaluation of their work mandate, to avoid overlapping activities. The IBS also notes the potential for extending the dissemination of information about working group activities.

Building on this feedback, the BEAC Communication Development Project seeks to strengthen communication, stimulate cooperation and improve the dissemination of information.

## Project outline:

The project is made up of three parts. First, an interview-based study of the working groups will be conducted by the IBS in cooperation with Northern Arctic Federal University and Syktyvkar State University. Through discussions with the working groups, it seeks to identify the underlying causes for the challenges related to communication, cooperation and participation as well as to develop possible solutions that could be implemented. The interviews will be conducted by a representative from the IBS who will participate in the upcoming working group meetings during the coming 6 months.

Secondly, an information platform will be developed on the IBS website, with assistance from University of Lapland, where updated information about the ongoing and planned working group projects will be published. Information about the project will be gathered at the working group meetings with the aim of publishing continuous reports about the ongoing activities throughout the project period.

Thirdly, a communication strategy for the regional cooperation will be developed by Kainuu Regional Council. The strategy will provide guidelines for how communication can be facilitated in the Barents Cooperation and will be developed in dialogue with the regional actors.

For further information about the project:

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