

## Project

**INFORMATION SOCIETY, DISSEMINATION AND PUBLIC PARTICIPATION**

I+D+i  
**GIZC**  
GESTIÓ INTEGRADA  
DE LA ZONA COSTANERA

Axis **Transfer of knowledge****Summary**

Within this plan there is the identification of activities to be carried out in terms of information, dissemination of research work from within the UGIZC, as well as participation and interaction mechanisms so that the ICAM R&D project reaches the general Balearic public.

**Actions**

-Promote the project in society and raise awareness of the importance of and need for the future Balearic Strategy for Integrated Coastal Management.

-Define the dialogue and exchange mechanisms necessary for the project to be a success.

-Communicate the complexity of the task before us and the vital role of science in decision making and the complex task that is the integrated management of our coast.

-Create good mechanism of scientific exchange to feed on information from other research groups.



Information posters for the ICAM R&D project



The ICAM R&D project at the Ibiza science fair 2006



The ICAM R&D project at the Menorca science fair 2007



Explaining the principles of integrated coastal management to little ones at the Palma science fair 2006

**Applications****Research**

This plan constitutes the basic mechanism of information exchange for this project, and postulates the necessary paths of communication to optimise relationships with other research groups involved in the ICAM R&D project.

**Administration**

Administration will benefit from the products of this dissemination and knowledge-transfer plan, through the training of staff competent in the field of coastal management.

**Enterprise**

The application of integrated coastal management principles to implement a model of sustainable development for the Balearic coast will be of vital importance to the business sector on the islands (especially tourism and anything derived from it). One of the main objectives of this new concept of development is that of guaranteeing the stable competitiveness of tourist activity based on the sustainable exploitation of resources, valuing the medium to long-term profitability of business strategies that lead to the sustainability of the coast. By means of this dissemination plan, lectures, seminars, round tables, etc., this is precisely the message that will be communicated.

**Citizens**

Sharing scientific discoveries with society, at all levels, whether school children, adults, professionals, and so on, is increasingly necessary for the scientific community, since the complexity of the challenges we face means that the public must be aware of the importance and the achievements of science, for us to progress together towards a society where our quality of life improves, every day, without compromising the quality of life of future generations.

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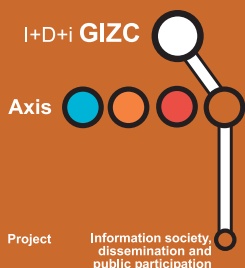
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