

1st EU4Ocean event “Designing Ocean Literacy actions in Europe” Thematic workshops report – 25 September 2020

The workshops in a nutshell

The three EU4Ocean parallel workshops covered Climate and Ocean, Food from the Ocean, and Healthy and Clean Ocean. Organised as online World-Café style workshops, the participants from the three EU4Ocean Coalition communities and other external participants discussed and gathered ideas on how to help citizens in European landlocked or inland areas become Ocean Literate.

The workshop participants were introduced to three personas representing citizens in European inland areas with different genders, age, and socio-economic status:

- a mechanic in Slovakia,
- a postal worker in Luxembourg, and
- a criminal lawyer in Austria.

Each persona was addressed in one breakout session (i.e. three breakout sessions). The workshop participants were then tasked to provide one action per breakout group to answer the following questions according to the theme they selected (Climate and Ocean, Food from the Ocean, and Healthy and Clean Ocean)

- How can we persuade *the persona* that his daily actions influence and are influenced by the Climate and Ocean?
- How can we convince *the persona* that the seafood he eats needs to be sustainable?
- How can we convince *the persona* on why is important to have a Healthy and Clean Ocean?

After each breakout session, some breakout groups were invited to present their action, and all were requested to send their actions to a central e-mail address.

The fruitful discussions generated many great ideas, ranging different level of details. This report brings together these ideas by overarching themes. This report will remain available on the EU4Ocean website to all workshop participants and anyone interested as suggestions on how Ocean Literacy activities can turn someone into an Ocean Champion. The facilitators will also explore the implementation of some of these initiatives to collectively build Ocean Literacy activities around these topics with the ideas gathered in these workshops.

General ideas gathered considering ocean literacy in landlocked areas:

- Are people from landlocked countries less ocean literate? Isn't this just an assumption?
- Is ocean literacy just a human-centric view? How about the environment' rights?
- Don't make changes a burden. Don't tell people what they are doing is wrong, offer alternatives.
- Link ocean issues with the environmental issue of that (inland) area (e.g. extreme weather or access to drinking water).
- A single action (e.g. developing an app) is not enough, it has to be framed in a set of activities at different levels.

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Ideas gathered in relation to hobbies and social dimension

Messages:

- Beer needs clean water and sun, thus predictable climate.
- How your holiday destination has changed throughout the years and will continue to change over the next decades, affecting you, and your (friends'/relatives') children.
- If you don't help in mitigating climate change (e.g. reduce flying, travel closer, consume local & sustainable food) or change your habits (e.g. use of single use plastics), your holidays destinations or nature that you enjoy close to you will "disappear" (e.g. melting glaciers, extreme weather, polluted environments).

Actions:

- Approach public at bars. Collaboration with a beer producer to create a series of beer coasters/mats containing ocean/climate facts, quizzes and discussion points. Beer producer is likely to be open to improving its sustainability messaging and should be happy to have a QR code on the mats back to its website and sustainability information. The idea is easily scalable – with the same facts etc. translated into different languages and the same proposal for the collaboration offer can be sent to beer makers in all countries. Specifically targets young people.
- Entertainment at sports events. Half-time shows with ocean/climate messages. Messages on publicity screen with alternative less climate impactful behaviour/diet.
- Convey ocean messages in (inland) tourist information offices, viewpoints in trails or marine sculptures to catch attention. Information on the water cycle: from the mountains to the oceans.
- Messages in travel/ sectorial magazines. Promote travel agencies to offer climate/ocean friendly tourism, offering options for transportation, accommodation and places closer to home. Campaign for European tourism. Bonus programme for eco-friendly travel.
- Produce "realistic" photos (polluted) of holiday destinations.
- Challenges, via or others, to show and reduce CO2 footprint or gathering litter. Among co-workers, school families also. Provide coaches to suggest ways to reduce CO2 footprint or litter. Example: <https://www.greenapes.com/en/sustainability-social-network/sustainable-community-in-the-world.html>. For the winners, a weekend in an all included with zero-emissions.
- Develop (family or school) games, such as Taboo, with environmental terms (e.g. deforestation, ocean acidification).
- Promote school initiatives that are climate/ocean friendly (e.g. car sharing to/from school). Design school projects to encourage parental involvement (e.g. making it relevant to something in the family like the parents' job or the annual family holiday).
- Produce video showing the (future) impact of climate change in local structures/ landmarks.



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Ideas gathered in relation to the work environment

Messages:

- Your business will be affected in the near future due to climate change. (e.g. delays in supplies, change of clients' behaviour).
- Climate and ocean change are transversal issues, and impact all aspects of society (e.g. justice, health).
- The ocean is a complex system, as your work ("imagine the ocean as a car, how would you fix the ocean? The engine is a gyre, what would happen if litter got into the engine?").

Actions:

- Local competition to build and create an electric or renewable energy engine with a money prize. Approach local networks, corporations. In addition to money prize, offer a training course to increase expertise and make the link to impact on climate change through GHG emissions and the engines that are being repaired or created.
- Inform about training to transform businesses in line with climate change (new products or processes, or market change). Facilitate alternative career paths. Proposal to major car manufacturer or 'auto refit' association to offer mentorship or training to 'young mechanics' in return for ideas on 'car of the future' or possible adaptations to reduce environmental impact of existing cars.
- Suggest corporate/business policies and transformation that are climate/ocean friendly. Corporate Social Responsibility.
- Work with conferences and unions to develop discussions on ocean/ climate/ environmental issues and how these impact other aspects of society (e.g. relate extreme weather with increase of crime).
- Develop study programmes or courses linking with ocean/ climate/ environmental issues (e.g. environmental crime) for all university studies.
- Twinning programmes for exchange between in-land and coastal workers.
- Use local workers (e.g. postal worker) as influencers, as they are embedded in the community and trusted by it.
- Use business yearly traditions (e.g. events around Christmas) as a platform to raise attention for ocean issues.

Ideas gathered in relation to consumption habits

Messages:

- Relate sustainable consumption with a healthy life-style. Your health is important, your food is the key, outlive your clients eating sustainable seafood!
- Finding parallelism between sustainability and manual work or daily product (e.g. longer lasting tools are better than the cheaper and less lasting one; in the same way sustainable food is better and healthier; or long-lasting shoes).
- Eat fish less often but with better quality.
- Know what you eat and where it comes from.
- Every human on average ingests as much plastic as the weight of a credit card every week.





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- We create and eat what we dump into the ocean.
- The ocean might begin here, you decide where I end up.
- Polluting the ocean is actually a crime, an environmental one. If you are a polluter, you are actually a criminal.

Actions:

- Convey ocean messages/ information in daily products (e.g. stamps, food). Consider entire “value chains” (from raw resources to consumer).
- Sea Sustainable Master Chef - TV show. Promoting recipes that have in mind the seasonality of food and the accessibility (local), and promote other species outside their culture. To reduce food waste also (e.g. fish off-cuts).
- Campaign to restaurant owner and chefs to promote sustainably and ethically caught seafood. Information on sustainability on the menu. Sustainable fish of the month. Promote a 'traffic light system' on sustainable seafood.
- Consider supermarkets and the labelling of products and seafood (QR codes). Could have images like those that are on cigarette packaging – to show the shocking consequences of unsustainable practices or polluted environments.
- Loyalty Points Scheme. Collecting points for buying certified sustainable fish (in supermarkets, market or restaurant). Prizes might include: personal workshop with a chef, tasting session with friends / other experiences, gift baskets etc. Prizes could come from the different shops / restaurants involved in the scheme.
- Campaign similar to what has been done in France with pesticides (people were chosen, famous or not and their hair was analysed). Do the same with the salt he is eating or the fish etc. and show him that there may be some plastic in there?

