RESPONSEABLE

Building European Ocean Literacy strategies: series of webinars

Organization and implementation of ResponSEAble webinars

Work Package 4

Deliverable 4.3

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ACTeon
environment
research & consultancy

Project beneficiaries:

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NIVA Norwegian Institute for Water Research

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BEF GERMANY

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Building European Ocean Literacy strategies: series of webinars

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Table of contents

Introduction

In the second year of the project in addition to the EU workshop in Jurmala (April 2017), we have organized 4 regional workshops in Ville franche for the Mediterranean, in Berlin for Baltic Sea, in Brest for Atlantic Ark and in Oslo for the North Sea with objective to present and validate our ResponSEAble approach and to gain regional perspective on key stories chosen for each region, existing regional ocean literacy initiatives, and actors who have room for changing behavior[1].

After analysis of the first series of the regional workshops, the challenges and results, we have come to a decision to change format for the next series of the workshops and transform the second series regional workshops of ResponSEAble.

This deliverable explains the reasons behind such change of the format, explains the new format and its advantages. It presents the objectives and main thinking behind the Webinars series. Document also contains the planning and organization process necessary for successful implementation, technical platform, target audience, possible speakers, and time schedule as well as expected results and next steps.

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[1] See Deliverables 4.1 and 4.2 for description of these workshops, issues and options which were raised

Second series of consultations - webinars

Lessons from regional and EU workshops

As was mentioned in the deliverable 4.2 the regional workshops underlined the need for revised concept of ocean literacy – Ocean literacy 2. 0 as many on - going issues are not tackled by the traditional OL approaches.

The analysis of ResponSEAble project shed the new light on the old issues, asking ourselves who needs to hear the message. Should the message be different than last year? Should we use virtual reality or a smart phone app? Should we think of economic incentives to the actors, who may change behaviour instead? Or provide a blue package' which brings attention to local sustainable producers? Are we using all we can with the Communication channels to give the message? How clear are our messages? (the effectiveness maybe many times fold if we can get 5 minutes on TV to address the general public/consumers or with a famous public figure).

Analysis of the barriers to change behaviour is a very important component of developing effective ocean literacy tools. According to the participants of the workshops the following were mentioned as barriers:

   -**Lack of knowledge** (especially for some specific issues, like invasive species)

   -**Lack of adequate supporting infrastructures** (what infrastructure need to be build)

   -**Price** (how affordable are the alternatives-

   -**Lifestyle/ habits** (thus, need for more indirect communication approaches such as addressing life style questions)

   -**Immunity to the information** (if the same message is repeated every time) in order to facilitate change the usual behaviour support, and affordable!

In addition, all regional workshops provided specific recommendations from regional seas (such as experiences from Regional Sea Convention on-going programs, initiatives), linking with marine and other policies,   and in particular their implementation in the regional Sea/ EU level (i.e. spatial planning in the Black Sea), EU convention on ballast water...etc.) , and identifying actors who haven't been targeted before….etc.

However, main challenge in carrying out the regional workshops was attendance of the key actors. Even though the workshops generated a lot of interest, at the end many people were not able to take part due to time constrain/ funding (even though limited funding was available to the participants). Thus, after discussion on experiences (and problems encountered) in carrying out regional workshops and preparation of the second series the

WP4 core group has come to decision that there is a need to change the format. This decision was approved by Steering committee and the project officer.

Format webinar and its advantages

A web-based seminar, better known as a webinar, is a way to project a message to a large audience, without asking guests to spend time and money travelling to a physical location. Webinars can be used in a variety of different ways. Webinar become a very popular way for hosting online conferences, seminars and lectures, presentations, participants in every field can benefit from this dynamic way of communication. Webinars can be used to:

1. Building community/ widening contacts. Webinars allow to include key people, who are usually very difficult to get as speakers in physical meetings (such as DG MARE/DG Research; companies, regional Sea Conventions, policy makers)
2. Providing a space for panellists from different countries across Europe and Atlantic–sharing experiences
3. Providing a interactive space for discussions
4. Promote and test effectiveness of a ocean literacy tool
5. Keep expenses low
6. Expanding network and contributing to ensuring the legacy of the project

Planning of the ResponSEAble webinars

Target audiences

We would like our webinars to target different versatile audience of practitioners who are involved in the ocean literacy, including not only the ones who are involved in it traditionally.

- Educators (from schools/outreach programs; etc..) EMSEA community- Scientists (including social scientists, behavioural psychology)
- Specific target group will be young professionals (World Ocean Council)
- Professional economic actors groups
- Policy makers (including regional conventions), local authorities;
- Consumer associations
- NGOs

Choice of themes for webinars

During the meeting of WP4 and further discussions we have identified several themes for ResponSEAble webinars. The first webinar is an introduction to the series and tackles the issue of behaviour change, approach of ResponSEAble and what do we need in order to change behaviour.

The first webinar is followed by 2 webinars devoted to the issues of ocean literacy and children and adults. They discuss the specificity of these target groups, brings example from the project and disuss chellanges and how to overcome them.

The following webinar tackles ocean literacy and marine professionals: how to best do ocean literacy with the maritime businesses, blue growth sectors. Panellists present examples from ResponSEAble project on fisheries (tools for Fishers academies) and maritime transport.

The next in the series is webinar which shows how ocean literacy can tackle the issues of eutrophication and aquaculture, both concerning the food supply and waste issues and how applying our approach can change the story and help to solve the issue.

The last 2 webinars are aiming at discussions about effectiveness of ocean literacy, and policy.

Organization of the core teams

It was proposed that each webinar is organized and run by a core group of partners, who has expertise in particular theme. The other partners, involved in WP4 (and all consortium) were engaged to propose name of key speakers, and invitees. The core team is responsible for preparing the content of the webinar from ResponSEAble project (including interactive polls/questions to participants), testing and running the webinar on the chosen date.

Key Speakers (panellists)

For each of the theme we propose to invite 2-3 panellists (key speakers) who can set up the context and introduce their perspective/a view of the issue, provide a practical illustration/ example of effective ocean literacy. During a webinar we also plan to have time for questions and answers, where some of the barriers/challenges can be discussed with the community of experts.

Invitations

Invitations to the webinars will be posted on website and shared via personal invitations (email) networks, as well as social media. The registration will be done to ensure that we have sufficient participants for the webinar, and that amount can be handled by platform (less than 500).There will be automated reminder sent a month, a week and a day before the event.

Webinar platform

After considerations of available solutions on the market and comparing features and quality/prices, ZOOM platform was chosen to run ResponSEAble webinars:

http://zoom.us

Features of ZOOM webinar platform:

- HD Video and Audio Conferencing: Up to 100 live video panellists can share their webcam and interact with the audience
- Packages that scale: Select 100, 500, 1000, 3000, 5000, or 10000 view-only attendees
- Live Broadcasting: Integrations with Facebook Live and YouTube
- Unlimited audio: VoIP and global dial-in (toll applies) for 60+ countries
- Desktop/application sharing: One-click HD screen sharing – even share video and audio clips with ease!
- Dual screen support: Show panellists and presentation at same time
- Customized branding: Add your logo and customize emails and registration forms
- Flexible registration options: Approve registrations manually or automatically, or go registrationless
- Practice session: Meet with other panellists to prep for your webinar
- Host Controls: You can mute/unmute panelists, and promote attendee to panellist, giving them audio & video capabilities for enhanced engagement
- Chat: Private and group panellist chat (can be enabled for attendees too)

- Polling: Receive and share audience input Q&A dialog box: Attendees ask questions with live or text answers Attendee Raise Hand: Increase attendee engagement with a simple raised hand
- Recording: Record locally or in the cloud in MP4 or MP4A format, and promote to additional audiences
- Reporting: Get reports on registrants, attendees, polling, and Q&A for follow up
- Security: End-to-end 256-bit AES encryption safeguards all log-in information and webinar session data
- Easy set-up and registration: Customize and brand your emails and registration forms. Flexible registration management, and multiple integration options for your CRM systems.

Platform will be tested by core group before live- webinar to ensure the smoothness of the event.

Webinars schedule (tentative)

The following time schedule is proposed for the 10 webinars. For easy reference each webinar will be held every second Thursday of the month (with some exceptions for holidays).

Date	Focus
June 14, 2018	*'How do we change behaviour: can better information help… or not?*
September 13, 2018	*Children and the oceans: opportunities and challenges for ocean education*
October 11, 2018	*Linking the oceans to our consumption habits: opportunities and challenges of consumers literacy*
November 8, 2018	*Connecting business to our oceans: opportunities and challenges of ocean literacy for economic actors*
December 6, 2018	*Ensuring sustainable Blue Growth: opportunities and challenges of ocean literacy for policy makers*
January 17, 2019	*Think, Hope, Change: assessing effectiveness of ocean literacy tools*
February, 2019	*Supporting the strengthening of a wider European Ocean Literacy initiative*

Example of a webinar agenda

We plan about 1 hour for each webinar and below is an example of an agenda with 2-3 panellists. Each webinar could change format according to its panellists and include polls/votes and decrease or increase number of speakers/ time for discussion.

14:00	Brief intro to the theme of the webinar, and explanation how we would work – technical/ability to ask questions, etc..
14:05	1 st speaker (ResponSEAble): ppt 10 min + Questions/answers 5 min
14:20	2nd speaker: ppt 10 min+ Questions/answers 5 min
14:35	3rd speaker: ppt 10 min+ Questions/answers 5 min
14:50	Survey/vote - what are recommendations for developing strategy for this target audience? Intro to the tool/ invitation to test…..Open discussion (moderated) to develop recommendations
15:00	Conclusions/Closing of the webinar

Post production

After each webinar we plan follow up activities and post production activities. These are presented below.

Follow-up activities

The participants of the webinar will receive the presentations and other materials used (PowerPoint presentations, videos, etc) and will be invited to follow the project (including other webinars) and take part in other events of ResponSEAble.

Video recording of the webinar/and materials will be also available and will be placed in the open access on the website/ResponSEAble YouTube channel and used for the dissemination of the project results.

Document summarising the main conclusions will be disseminated to participants (and be a basis for Deliverable 4.4). Participants will be invited to take part in the live event of ResponSEAble (final conference).

Expected results and next steps

Series of webinars will help to widen our community of ocean literacy practitioners and to enable busy people to connect with us. Periodic webinars will allow to keep the momentum and to engage people. Several ocean literacy tools of ResponSEAble will be tested during the webinars and participants will be invited to further collaboration/adapting/testing in their organizations/countries.

After the last webinar, the next deliverable 4.4 will be produced, which will highlight the outcomes, recommended steps forward. The best practices which will be highlighted in the webinars will be included into the interactive guide for practitioners, as examples. In addition to the webinars, WP activities will include attendance of key regional events (not organized by ResponSEAble); (link to strategic events) construction of the interactive platform (D.4.4) – electronic manual for practitioners.

These activities will pave the way to the final conference of the project (February 2019) - to bring together key policy people and practitioners from the regional seas, EU and Transatlantic initiatives, key stakeholders from industry and consumer organizations, as well as scientists and marine educators for a interactive event.

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Annex 1

This part includes short descriptions of each webinar:

Webinar 1. *How do we change behaviour: can better information help or not?*
This introductory webinar will focus on general public, to discuss the link between knowing and acting. The dilemma ' I know, still I don't act' - will be the main thread for discussion among the panellists, whose presentations will focus on which issues (such as emotional, economic drivers, or social pressure) can become pre-conditions for change of behaviour, especially when dealing with challenges in marine environment. Experiences will range from communicating/working with different target groups: be it educators/children or professional actors, policy makers or consumers.

Webinar 2. *Children and the oceans: opportunities and challenges for ocean education*
This webinar will be discussing the A's B's and C's of ocean literacy for our children. They are the next generation that will inherit the Earth and with it the problems that our generation have created and are now trying to solve.How do we teach our children the basic elements of ocean literacy in a educational system that does not have it as part of the curriculum and is already over burdened and under funded? How do we help the kids have hope therefore ensuring that information is factual and not all negative? How do we nurture creativity so they can find new solutions as they grow up and even improve the world?

Webinar 3. *Linking the oceans to our consumption habits: opportunities and challenges of consumers literacy*
Unlike children, by nature more receptive, it seems difficult to change representations and benchmarks which framed adult's model lives. In everyday life, adults/consumers may not have enough time to spend on issues such as protecting the oceans, even more if they live far from the sea or haven't been already "educated" to maritime issues. How do we arouse interest of adults/consumers in these issues? How to do this without making them feeling guilty? Should we talk to everyone or via specifics groups? Webinar will provide examples from the tourism and microplastics/cosmetics sectors.

Webinar 4. *Connecting business to our oceans: opportunities and challenges of ocean literacy for economic actors*
Following ResponSEAble approach Ocean literacy should go beyond targeting traditional groups, such as school education, aquariums, consumer campaigns, and include a wider variety of actors, including the professionals. However, preparing ocean literacy programs/tools for economic actors, such as fishermen, or ship-owners is very challenging, as very often there conflicts of interest between different groups, such as economic actors, scientists and policy makers. What

knowledge should be provided to the economic actors? What do they already know and what is missing? How do they usually get their knowledge? Which channels they trust? What makes them change their behaviour? What is important to know when we design the programs/campaigns which target particular economic actors? Webinar will provide illustrations from courses in Fishermen academies, and working with ship owners concerning Ballast Water Treatment Systems, as well from working with multiple small businesses in agriculture.

Webinar 5. *Ensuring sustainable Blue Growth: opportunities and challenges of ocean literacy for policy makers*

Improving Ocean Literacy in all components of European society is a major challenge to foster behavior changes expected from all actors of Blue Economy so to achieve SDG14. The webinar will focus on specificity of information needed about sustainability to the businesses and what is required to get social acceptability of the projects. The panelists will show the importance of getting the information in the following Blue growth sectors: Marine Renewable energy, aquaculture and coastal tourism. Complimentary to the previous webinar, we will discuss the opportunities and challenges of the Ocean Literacy for policy makers in the sectors of the Blue Growth: local governments that promote marinas and coastal tourism, industry associations and national agencies in charge of promoting and regulating MRE or aquaculture development.

Webinar 6. *Think, Hope, Change: assessing effectiveness of ocean literacy tools*

How can we say if the ocean literacy we produce is effective? What are the criteria for effectiveness? To answer these questions, panellists of this webinar will bring examples of their ocean literacy initiatives and explain how they assess effectiveness. The webinar will present the approach taken by ResponSEAble project for assessing effectiveness of ocean literacy tools developed by the project, which describes the evolution of literacy from basic awareness of a concept, through to changes in attitude and behaviour, and potentially active engagement activism for change, and applying Behaviour Change Model to Ocean Literacy - a "Theory of Change" .The webinar will discuss how *these frameworks and methods can benefit future ocean literacy tools and events in Europe and internationally.*

Webinar 7. *Supporting the strengthening of a wider European Ocean Literacy initiative*

Ocean Literacy needs to be embedded in, or connected to all policies and strategies. Ensuring the ocean finds its place in (formal and informal) education is an issue for education policy and strategies. Ensuring all actors of society become ocean literate is relevant to: marine and maritime policies, and Blue Growth strategies; (renewable) energy policy; industrial and agriculture policies; tourism development; consumer policy; communication & New Information Technologies. This webinar will discuss current policy and institutional constraints that would need to be adapted to support the development of Ocean Literacy for ALL sectors of society. The focus is on issues, inspirations, experiences, lessons and policy implications of how to do better ocean literacy, and what are the pre-conditions for success?