

# AUDIENCES

## Consumers



Reaching consumers and clarifying how consumption habits impact—directly or indirectly—the ocean is a clear challenge. It touches all aspects of our life, our living model, our habits....

What catch consumers' eyes and thinking? How to share information—and what to share - so consumers progressively consider consumption choices from an ocean's perspective? How to arouse interest of consumers on such issues—including all those (the majority) that live far from the sea? Which alternatives to offer so there is real consumption choice accounting for other characteristics of products?

### CHALLENGES/ISSUES WHEN WORKING WITH AND FOR CONSUMERS

- Consumers are not 'evil', most of them don't have an intention to harm the nature. They often **do not understand the consequences of their consumption habits**.
- Even when people are aware about the issues as consumers, **making a smart consumer's choice is challenging**.
- To inspire change and catch the eyes, we need **simple positive examples** and guides, paired with digital tools that can support (swift) consumers choices—easy to use, **making consumers feel they contribute to making a difference**
- One consumer? Clearly not: many **different types of consumers**. We need to find a smart combination of ocean literacy initiatives targeting all and specific groups

- But providing a solution that is custom-tailored for different groups is challenging. Of importance though: to find mechanisms for providing rapidly **feedbacks on impacts resulting from their efforts**. This contributes to continuous engagement.

### BEST PRACTICES AND PRE-CONDITIONS FOR SUCCESS

**Inspiring change** requires summing up and combining different parts of the puzzle (e.g. microplastics and fish).

Developing **mobile applications** for supporting consumers' choice

Information is key! But **repetition of the information is needed**, as it takes time to change consumers' choices.

We need to **target social circles of target groups**—to ensure the full group is engaged in peer support - for example, awareness campaigns for children and mothers are good doors to encourage behaviour change.

**Partnerships between schools and businesses/professionals** (e.g. bringing chefs to schools) can illustrate the reality of our link to the sea. And it is fun!





## FOOD FOR THOUGHTS FOR FUTURE INITIATIVES

- Do not underestimate the **work of bloggers and volunteers**
- Make the problem/impact a personal one to each group** (show the smokers the impact of cigarette butts, etc..)
- Literacy/awareness raising campaigns should be **positive processes**—bring people together to explore and feel (e.g. taste) sustainable solutions!



The challenges and opportunities of how to do ocean literacy with this group were at the heart of a focused ResponSEABLE webinar discussions and reflect the opinions of the following speakers:



**Florence Huron** - Nausicaa (Mr. GoodFish)



**Stella Höynälänmaa** - WWF Finland



**Julien Guerrero** - Surfrider

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