

# AUDIENCES

## Policy maker



Improving Ocean Literacy in all components of European society to support transformation so as to contribute to healthy marine ecosystems and the achievement of the Sustainable Development Goal (SDG) 14 dealing with the ocean, is a major challenge.

In addition to supporting changes in traditional maritime sectors, it requires giving attention to new sectors that will make Blue Growth a reality, such as Marine Renewable Energy or biotechnology. More generally, the **Blue economy** is named the 7th economy of the world. Although traditional activities such as fishing and shipbuilding still employ over 5 million people, the fastest growth is in emerging new sectors are offshore renewable energy, coastal protection, aquaculture and marine biotechnology.

These emerging sectors help to meet EU goals such as emissions reduction, circular economy, energy transition and food security. But we need to **change their narrative to focus on sustainability and the smart use of the ocean**. We need **to move away from being sector specific to include all sectors and being trans-sectoral**, as blue economy does not concern only the ocean—but many land-based sectors. Thus, re-writing the narrative together to demonstrate that clean and healthy oceans are a pre-requisite to development.

*So... How to bring policies and policy makers, local authorities and decision makers to own this new narrative—and to contribute to make it reality?*

- Develop **large-scale visible success stories** that can demonstrate the added value of doing differently, and the role policies have in supporting success
- Widen the knowledge base to connect to their own interest: bring knowledge and understanding about governance and social processes, financing and regulation
- Facilitate regulatory and social licencing for industries to operate sustainably—support the ones taking responsibility to care about the ocean!

### WHAT ARE THE BEST PRACTICES AND PRE-CONDITIONS FOR SUCCESS

Ocean literacy has its role on policy development, raising public awareness as well as police-maker's perception of the benefits derived from smart ocean resources uses.

Work on how to use common resources collectively with many economic activities / by many sectors (example of MSP) taking into consideration cumulative impacts at specific sites.

Make use of common platforms (for example, the Common knowledge foundation in Norway or the European Maritime Spatial (MSP) Planning Platform) to facilitate sharing of experience, benchmarking, learning.

Practice and communicate about cumulative impacts and Integrated ocean management, including in the context of MSP.



## FOOD FOR THOUGHTS FOR FUTURE INITIATIVES

- Work with sectors and coastal communities, mainly at local and regional levels
- Develop coordination and dialogue between a diversity of actors (industries, NGOs and policy makers) at different decision making and sea-related levels/scales;
- Target individual policies and sectors with specific messages and content that relates to their focus and practice



- Raise the awareness of the wider public, and of elected people, about the **trans-sectoral benefits** of integrated ocean management



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:



**Alessia Clocchiatti** - European Commission, DG MARE



**Harald Hansen** - Norwegian Ministry of Climate and Environment



**Ricardo Haroun Tabraue** - Universidad de Las Palmas de Gran Canaria, Spain



**Denis Bailly** - University of Brest, France /ResponSEable project

[www.responseable.eu/news/the-responseable-webinars](http://www.responseable.eu/news/the-responseable-webinars)

