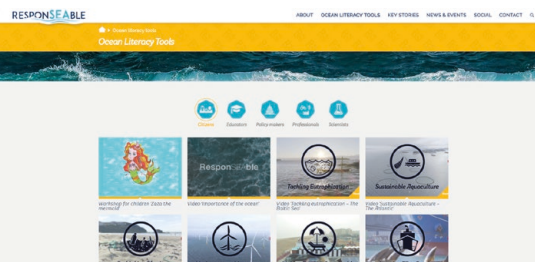


SOURCE OF INSPIRATION

Ocean literacy tools



One of the goals of the project was to co-develop and test efficiency of ocean literacy tools. The challenge was that these tools are scientifically valid and at the same time engaging communication and learning products that are re-usable in multiple contexts and platforms.

The focus has been on **innovative, interactive, mutual learning** and **computer-based** Ocean Literacy products that are expected to **complement effectively more traditional ways of engaging citizens**.

Ocean Literacy tools must be capable of **influencing behaviour**, therefore it is vital that we understand the target audience's **motivations and behavioural models**, in order to inspire changes in attitudes and behaviour. It is also very important to understand the problems in overcoming **cognitive dissonance**,

where our behaviour is in conflict with our values and beliefs will be important.

All the products followed the same co-creation process (living lab) and testing effectiveness.

Products can be divided into several categories depending who they target: citizen, children, consumers, policy makers, professionals. They also have connection with one or several key stories developed in ResponSEable.

Different type of products were developed:

- Social Media
- Films and multi media
- Serious Game
- Interactive problem solving
- Interactive vizualisation platforms & maps
- Educational products

In addition, knowledge base and interactive guidance (in the form of Webdoc) were developed to consolidate the knowledge and recommendations from ResponSEable project.



All the Ocean Literacy tools are available in open access at:

responseable.eu/ocean-literacy-tools

The detailed information about target groups, ocean literacy objectives of each product, design approach, testing undertaken and

analysis of effectiveness can be found in the Deliverable documents (D5.1-D5.10), and interactive guidance (available in April 2019). Many of the products are available at the DEMODECK and its catalogue of the Ocean Dialogues.

Ocean Literacy Tools for Professionals

App Learning Game

Workshops for children

Quiz

Actors portraits and videos

System Dynamics Approach

Kumu

App Learning Game

#KeeptheBalticblue

Surveys

Interactive Internet Platform on ferries

Ocean Literacy Question Center

Cartoons/animations

MOOC

Films

