

AUDIENCES

Professionals & businesses



Ocean literacy is an **issue for everyone** beyond groups that are traditionally referred to such as educators, scientists, aquariums... It is relevant to **professionals** from marine sectors (like fishing, maritime transport, marine renewable energy...) but also land-based sectors who impose pressures on marine ecosystems (e.g. agriculture, industry...). Developing ocean literacy initiatives, with and for professionals such as fishermen or ship-owners that go beyond private interests addressing wider social, economic and environmental issues, is challenging but clearly rewarding. Perhaps because it touches directly societal, economic and emotional issues and values.

Professionals that are relevant to ocean literacy are many! You can think of...

- Economic actors **working at or with the sea** with many different skills and practices that have nothing in common one with each other. In many cases, these professionals have experienced drastic changes in their practice and profession in the last decades. Also, the economic operators of **sea product value chains**, such as retailers, sea food processing, technology developers...
- Rarely referred to in relation to ocean literacy, **land-based professionals** whose activities are impacting the health of marine ecosystems: agriculture (eutrophication), industry (microplastics, chemicals), communication (cables) ...

To contribute to the sustainable management of the sea while seizing the development opportunities the ocean offers, professionals need **different knowledge and skills**. How-

ever, it is important to first establish sound working relationships (partnerships) recognising the value and richness of the experience and knowledge professionals provide. –to build trust! Challenge is not to accuse professionals which practice can be driven by many factors.

Professionals do play a **substantial role** in the sustainable development of the maritime sector and more widely the management of the ocean. For that, they need to be aware of the **impact of their actions** and have **options for doing differently**, being **aware of her/his ability to make a change**.

BEST PRACTICES, EXAMPLES FROM AND PRE-CONDITIONS FOR SUCCESS

When working with maritime professionals, be clear and honest, be curious and ensure you understand their practice, **do connect** where you can with their activities.

It is better to **agree to disagree and have a dialogue**, instead of defending your own opinion. When you do that, you can move on to respect each other's perspective, build trust and find solutions together.

Be aware of the **values and perceptions** of your target group and how it might differ from your own ones. Ask to clarify and show respect for everybody's knowledge and opinions/perceptions.

Ocean Literacy & Communication need to **reach individuals at all levels of an organisation** to provide **accurate, relevant, credible and up-to-date** information and identify **clear incentives** of the long-term effect of the actions and how they will be



rewarded if they change it. Also, inform about issues and processes of a **scale larger** than what professionals are used, to illustrate macro-implications and connections that are not always visible. This is especially important when working with actors who have contradicting interests.

An effective communicator needs to create **acceptance**—of the role of the communicator, the knowledge shared—and how it is shared, the communication channel used.... This requires finding keys to connect to professional groups, building on their own passions, priorities and what drivers them (individually and collectively).

Success formula from ProSea :

Effectivity = knowledge X acceptance. If your organization, communicator and/or story is not accepted by your professional target group, the effectivity of your communication

will be low, no matter how high the quality of your knowledge is.)

FOOD FOR THOUGHTS FOR FUTURE INITIATIVES

Make people **feel 'powerful'**—having the ability to make the change and to make a difference

Business leaders should offer **learning opportunities** to the people within the company to build a culture in **which learning and changing behaviour is the norm** and to create **opportunities for peer to peer learning** where people share views and perceptions and **establish platforms** where business knowledge can contribute to the wider collective knowledge base on the ocean and opportunities that business development offer. This accelerates the sustainable development of a business and sector.



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:



Jerry Lust - ProSea



Jean-Yves Pradillon - Pole Mer/ENSTRA



Emma Cunningham - MCS



Esther Luiten - Aquaculture Stewardship

www.responseable.eu/news/the-responseable-webinars

