

# RESPONSEABLE

## The Jurmala Sea dialogue

5 - 6 april 2017

**11.00** Light Lunch & Registration

**12.00** Opening and Introduction Round

*Heidrun Fammiller, Baltic Environmental Forum*

**12.30** Session I - Introduction to the ResponSEAbLe approach to Ocean Literacy

**Key Note 1 - Connecting people to their oceans: why we need a different - ResponSEAbLe way**

*Olga Mashkina, ACTeon*

**Key Note 2 - What does it take to be "ocean literate"? – the essential elements (introduction to the ResponSEAbLe approach)**

*Maria C. Uyarra, AZTI ; Denis Bailly, UBO ; Tamer Fawzy, BEF DE*

**Key Note 3 - The ResponSEAbLe key stories: eutrophication, microplastics, invasive species, marine renewable energy, sustainable fisheries/seafood and coastal development/tourism**

*Kari Synnøve Johansen, GRID – Arendal*

**Feedback to the ResponSEAbLe approach to Ocean Literacy**

*Maris Stulgis, European Commission, DG MARE Unit A1*

*(Maritime Innovation, Marine Knowledge and Investment)*

*Steve Fletcher, UNEP WCMC (World Conservation Monitoring Centre)*

**Moderated feedback by the plenary:**

*What is the advantage added value of the ResponSEAbLe approach?*

*Which aspects are challenging, cause doubts or opposition?*

**14.00** Coffee break

**14.30** Session II - What is worth knowing about human-ocean relationship?

**What knowledge is communicated in education and science (experiences/ illustration from Sea Change project)**

*Fiona Crouch, Marine Biological Association MBA (H2020 SeaChange)*

**Illustration of "knowledge and gaps in knowledge" from the ResponSEAbLe key story on microplastics & cosmetics**

*Tamer Fawzy, BEF DE*

**Microplastics in personal care products: knowledge and perceptions of environmentalists, beauticians and students**

*Steve Fletcher & Sabine Pahl, Plymouth University*

**Making ocean-literate policy: who needs to know what?**

*Ivan Conesa-Alcolea, European Commission, DG Research & Innovation F4 (Marine Resources)*

**Moderated Discussion:** *What is worth knowing about human ocean relationship*

**16.00** Coffee break

**16.30** Session III - Who needs to have the knowledge? Who is the actor?

**The organization of "value chains" of consumer, retailer or industrial activities that put pressure on marine ecosystems – ResponSEAbLe approach**

*Denis Bailly & Joanna Cousinou, University of Brest*

**Illustration of who are the actors in the "value chains" from Eutrophication Key Story**

*Laura Remmelgas, BEF Estonia*

**Fishermen and consumers – two actors in the value chain**

*Kari Stange, Marine Stewardship Council, Sweden*

**Actors of the plastic industries in the value chain**

*Ingo Sartorius, Association "Plastics Europe"*

**Group Discussion:** *Opportunities that might exist within the value chains to do things differently – who are the actors where behaviour change is most likely, and are they actually addressed?*

**19.00** Dinner in Hotel Jurmala

AGENDA  
Wednesday, April 5

# AGENDA

## Thursday, April 6

### 09.00 Start of the day

#### Opening

Heidrun Fämmler, Baltic Environmental Forum

### 09.10 Session IV - Building ocean literacy through communications, awareness raising and other initiatives about the oceans for different audiences

#### Communication channels to transfer knowledge with regard to fisheries – results from the ResponSEAbLe analyses

Cristina Silva, Lusofona University Portugal

#### Perception of fishery related actors and consequences of perceptions for education, for Ocean Literacy

Erik Bogaard, Pro Seas

#### Aquaculture and literacy – a lot can go wrong

Martyn Futter, Swedish University of Agriculture

#### Facilitated discussion:

Who gets what message today? What are the communications channels?  
Whom is it targeted at? Is it right?

### 10.30 Coffee break

### 11.00 Session V - Is there a specific Blue Growth dimension in literacy?

#### Introduction: What is Blue Growth to you?

Pierre Strosser/Gloria de Paoli, ACTeon

#### How Blue Growth is framed in the EU policy discourse

Maris Stulgis, European Commission, DG MARE

#### Challenges for Blue Growth in 3 key sectors - aquaculture, marine renewable energies and coastal tourism

Pierre Strosser/Gloria de Paoli, ACTeon

#### Blue Growth and Ocean Literacy - current EU initiatives, e.g. Blue Skills

Maris Stulgis, European Commission, DG MARE

**Brainstorming session:** Who needs to be targeted by Ocean Literacy in a blue growth perspective? What needs to be shared as an information?

### 12.00 Session VI - What are the preconditions for behavior change?

#### Behavior change – is knowledge sufficient? If not, what else is needed?

Prof. Susanne Stoll Kleemann, Greifswald University, Germany

### 12.30 Session VII - Conclusions

#### Common lessons: moving from knowledge to behavior change - ideas about effective ocean literacy

John Crump, GRID-Arendal, Pierre Strosser and Olga Mashkina, ACTeon

#### Ending & Farewell

Heidrun Fämmler, BEF

### 13.30 Lunch and departure



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