



Connecting business to our oceans: opportunities and challenges of ocean literacy for economic actors

November 8th 14-15 CET

Webinar focused around the following 3 questions:

- 1. Why is it important for Maritime Professionals to be Ocean Literate?**
- 2. How to connect to a target group, which is very different from you?**
- 3. What are the challenges/solutions in effective Ocean Literacy with Maritime Professionals**

Speakers brought examples from 3 different perspectives:



Jerry Lust
ProSea



Emma Cunningham
MCS



Jean-Yves Pradillon
Pôle Mer/ENSTRA



Esther Luiten
Aquaculture
Stewardship

1. There are many different economic actors at sea, and therefore many different maritime professionals. The one thing they have in common is that their work has drastically changed. There is more attention towards sustainability, more and different regulation and different technology in recent years. To make Maritime professionals able to assume a role in the sustainable development of the maritime sector, they are in need of different skills and knowledge, including being Ocean Literate.
2. Maritime professionals can play a substantial role in the sustainable development of the maritime sector. For instance, a marine professional decides whether plastic waste remains on board or ends up in the ocean. For that they need to be aware of the impact of their work on the ocean and they need to feel 'empowered' – realize that they have the ability to make a change.
3. When communicating with maritime professionals, be clear and honest, be curious and ask questions, but most importantly, try to connect where you can and don't go into a defensive position all the time.
4. The general public doesn't exist! The general public is made up of a collection of different target groups with different perceptions. A producer in Vietnam has different perceptions than a producer in Norway. A fisherman in the North Sea has different perceptions than someone working for a NGO working on fisheries. Be aware of the perceptions of your target group and be aware of where it differs with your perceptions. Ask to clarify and show respect for the knowledge and opinions/perceptions of your target group.
5. Create opportunities for peer to peer learning where people share views and perceptions.
6. It is important for business leaders to offer learning means and opportunities to the people within the company so to build a culture in which learning and changing behaviour is normal. This accelerates sustainable development within a business and sector.
7. Inform about issues and processes of a larger scale than the audience is practically experiencing, to show the extent of the issue/process.
8. A main challenge in effective Ocean Literacy Communication is creating communication which is effective. ProSea states the following formula: Effectivity = knowledge X acceptance. If your organization, communicator and/or story is not accepted by the target group, the effectivity of your communication will always be low, no matter how high the quality of your knowledge/content is.
An effective communicator creates acceptance. Acceptance of the organization, of the communicator as a person, of what you say, how you say it and when you say it.

9. Find keys to connect to a target group, find something they feel passionate about or have a strong opinion on, and use that in your communication to open a conversation.
10. Better to agree to disagree and have a dialogue, instead of defending your own opinion. When you agree to disagree, you can move on to respect each other's perspective, build trust and find solutions together. This is especially important when you work with actors which have contradicting interests (like fishers & offshore wind farm operators).
11. Provide accurate, relevant, up-to-date information.
12. Challenge participants do not accuse participants.
13. Every stakeholder has a responsibility to make a step towards change, towards sustainable development.
14. In effective Ocean Literacy Communication, you should reach individuals on all levels, people on the work floor, people on the management board. You need them all in sustainable development.

Video presented in this webinar are available:

Title: How fishers think (different)

Fishers think different. It's a phrase you hear often, but how do they think? What is the reason they think different? And different from whom?

Erik Bogaard, trainer and senior project manager of the ProSea Foundation will answer these questions in this video which is a short version of his presentation at the Jurmula dialogue of the ResponSEAble project.

<https://www.youtube.com/watch?v=tcBwHFFWiYQ&feature=youtu.be>

Title: The work of maritime professionals has changed... but how?

The world has changed and so has the job of maritime professionals. People pay more attention to the maritime sector and the sector has to deal with more demands, more or different regulations and different technology. The maritime professionals of today have a very different job from the maritime professionals of 10 years ago. Tim Haasnoot of the ProSea Foundation explains why- and what this change is.

<https://www.youtube.com/watch?v=OuSOM3T5e98&feature=youtu.be>

Title: Perception of a fisherman on sustainability training of fishers

Sustainability training for Dutch fishers has been conducted for over 15 years. What do fishers think of this training? In this video we ask Klaas Jelle Koffeman, a fisherman who has joined such a course/training a number of years ago.

<https://www.youtube.com/watch?v=ZfTnot6TNvE&feature=youtu.be>

Title: Difference on perceptions, example: climate change

Not accounting for the perceptions of your target group in communication is very risky. If your target group perceives a different message than what you communicate, your communication might end there. In this video we show just one example.

<https://www.youtube.com/watch?v=5LTxP2EhHLM&feature=youtu.be>