

Welcome to the series of webinars on Ocean Literacy!



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RESPONSEABLE WEBINARS #4

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

Join us on November 8th

Hosts: Olga Mashkina (ACTeon) and Jerry Lust (ProSea)

www.responseable.eu

#SeaDialogue



Why these webinars?

- Ocean literacy a new term for old challenges embeded into awareness raising, capacity building, education...
- Coming from the US (science and education), mentioned in the Galway statement on transatlantic cooperation, the focus of two H₂₀₂₀ projects SeaChange and ResponSEAble
- Increasing importance for science, education & training, policy (e.g. the achievement of the objectives of marine policy, for ensuring Blue Growth is sustainable)



As a starting point...

- An Ocean Literate person?
 - Aware of the importance of the ocean, and of its current health
 - Understands the human's influence on the ocean and vive versa
 - Knows what to do to protect the ocean, and to seize opportunities the ocean offers

It is an issue for everybody

- Children, parents, citizens, consumers
- Professionals, civili society, decision makers
- Scientists

Objectives of the series:

- Sharing views, challenges and best practices on ocean literacy in all its dimensions
- Discuss how to collectively build effective ocean literacy in Europe - including how best to mobilise all «marine-connected» parts of society for enhancing ocean literacy
- Identify areas/issues that need «further work» (science, education, policy....)

Overall, to widen the European "community of practice" of ocean literacy practitioners



Expected results?

7 webinars – every second Thursday from 14h00 to 15h00 CET Consumers

Blue Growth

Effectiveness

Synthesis of the webinars with key messages and recommendations

Conference on « making change happen » (February 2019) Input to policy making (targeted products, participation in events)

Children

Economic actors

Strengthening

Education of maritime professionals....

- Skills gap, education offer vs. labour market needs (techn. developments & innovation)
- Lack of communication, of holistic approach
- Non-replacement of retired staff by new generation
- Poor image of marine sector
- Lack of knowledge of school leavers about career opportunities
- Lack of cooperation between industry and education at different levels, but mainly at local level.
- The need Blue economy sectors to become more attractive and exciting for students
- => Often challenging due to conflicts of interest between different groups

DG MARE Blue careers initiatives

- Blueprint for Sectoral Cooperation on Skills
- ✓ EU Partnerships:

Erasmus+ Sector Skills Alliances, COSME, EMFF, other possibilities in the future

✓ National roll-out:

ESF, ERDF, national/regional, private funding

 Blue Careers projects (EMFF,) €3.6M, 6 projects (76 submitted), 2017-2019). Aim - to establish cooperation platforms between business and education at local/regional or transnational level to develop and implement concrete actions to close skills gap, tackle the unemployment

A few words about how we use the ZOOM platform

- All participants are 'muted' as a default, except host and speakers.
- Can use chat button to ask questions not moderated – all participants will receive it
- You can use Q & A button moderated by hosts all participants will not see it
- Can 'raise hand' if you have a question/ want to speak





Today with us:



Jerry Lust Course Leader -ProSea

Esther LuitenEmma CunninghamCommercial Director –Senior Clean SeasAquaculture StewardshipAdvocate – MarineCouncilConservationSociety

Jean-Yves Pradillon PoleMer Atlanthique









Educational foundation for Maritime Professionals

Shipping Maritime services Fishery sector

IMO Model Course 1.38

Website 'I fish I knew'



People are very much connected to the ocean Especially those **working** with the ocean Their daily choices impact the ocean

People

This Webinar

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of economic actors

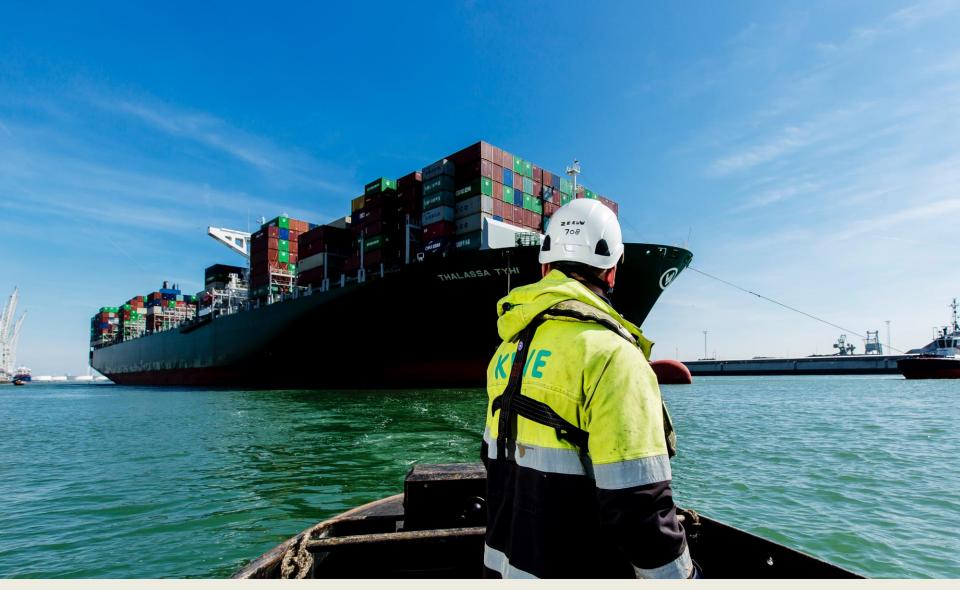


Questions for today's webinar

Question 1 – Why would it be important for Maritime Professionals to be Ocean Literate?

Question 2 – How can you connect to a target group very different from you?

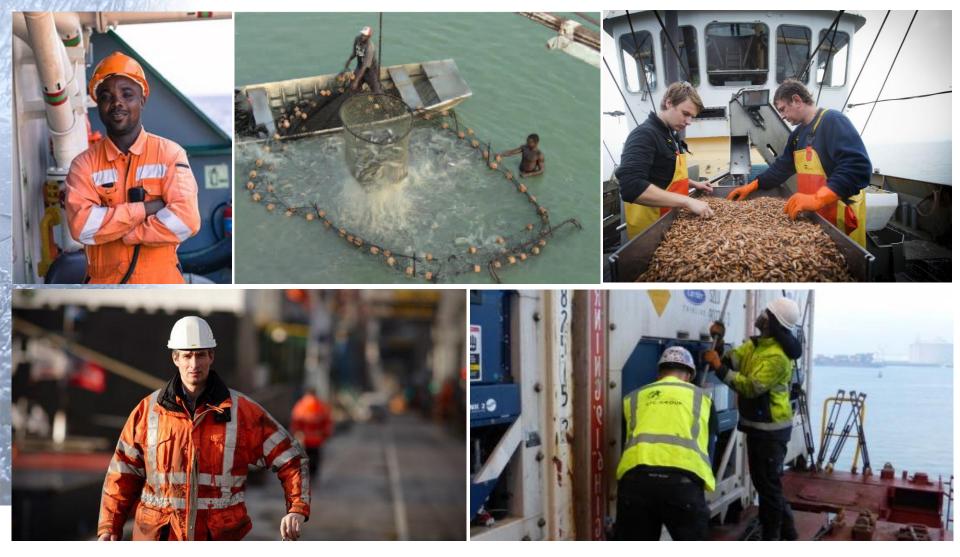
Question 3 – What are challenges & solutions in effective Ocean Literacy Communication with Maritime Professionals?



Question 1: Why would it be important for Maritime Professionals to be Ocean Literate?



Maritime Professionals...





The world of maritime professionals has changed



'Everyone' is interfering with it!



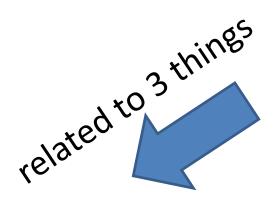


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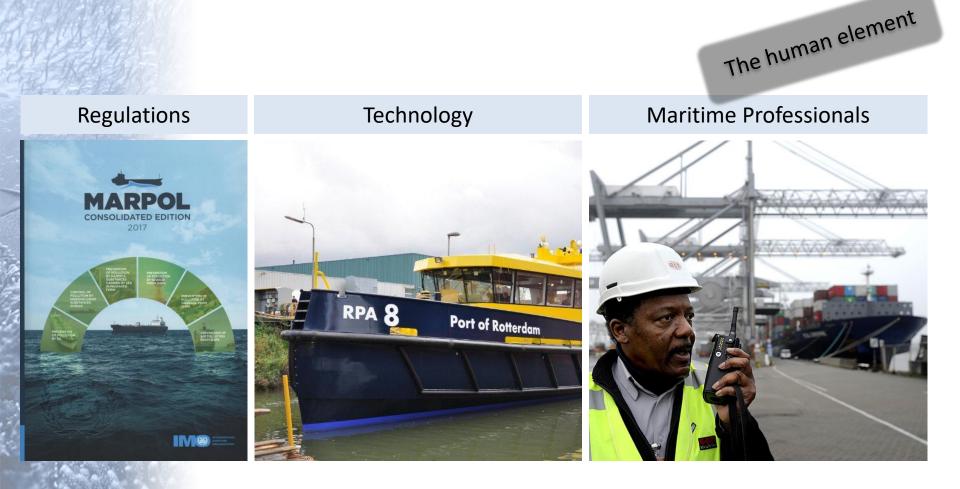


What information do the professionals need to be ocean literate?



- 1. Work M. professionals has changed
- 2. Their role in sustainable development of their sector has changed
- 3. Their study didn't provide anything related to ocean literacy

The maritime sector and its road to sustainability





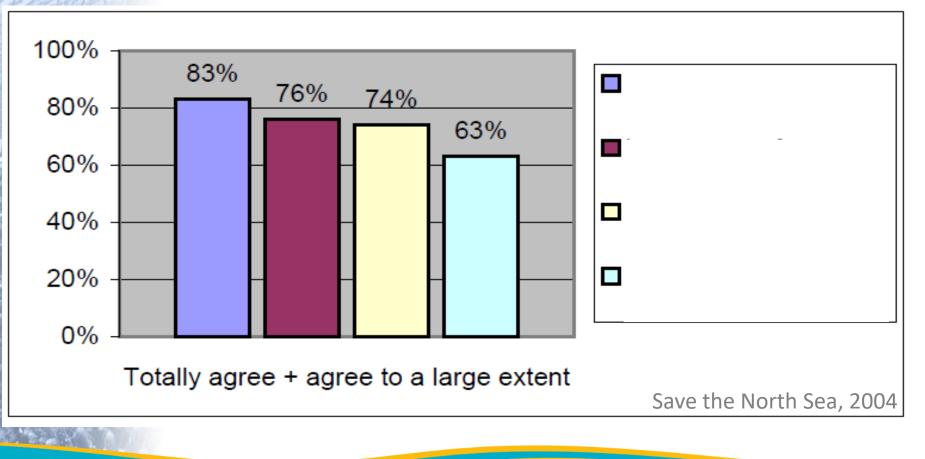
Poll 1:

Who has had contact with **maritime professionals**? And how? (put it in the chat!)



Why the Human element?

Why did you throw waste overboard?



22

Why the human element?

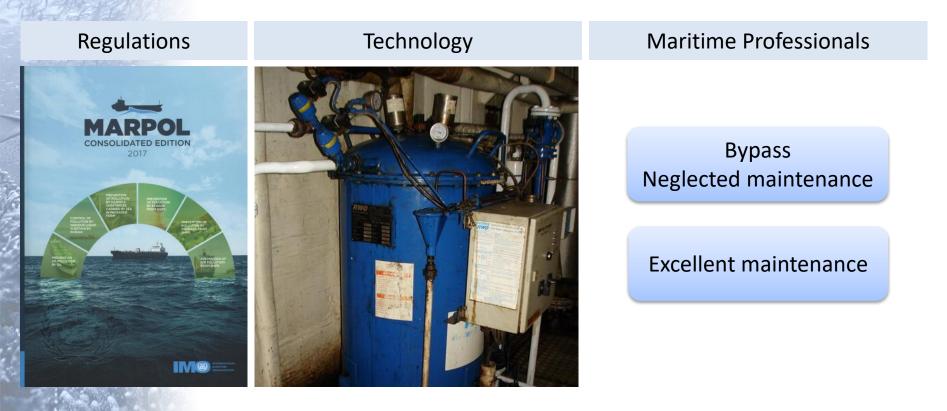
"After checking with the office and my port of destination, I found out that my ship could not be unloaded before Wednesday. I could have sailed faster and arrived on Monday evening. But by reducing the speed, I arrived at the port for unloading well ahead of schedule and saved 10% of fuel, and a lot of emissions."

--Officer

Example provided by LISCR



Why the human element? Example oil discharge





Why the human element?





Question to panel:



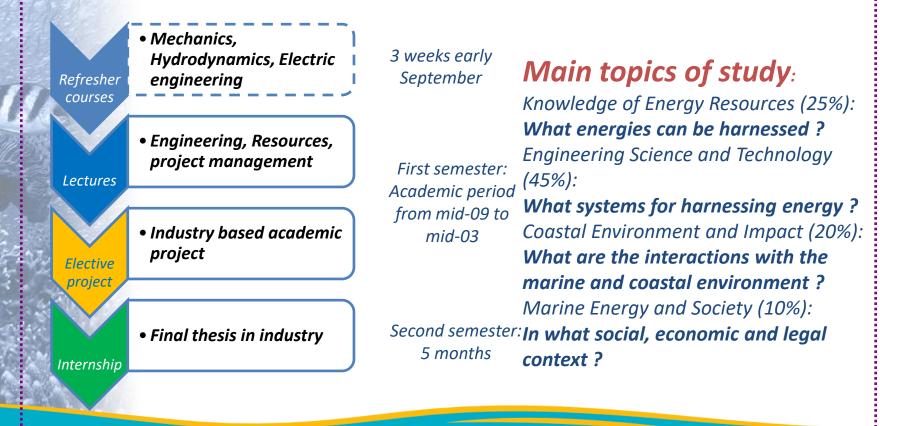
Esther Luiten Aquaculture Stewardship Council

Emma Cunningham Jean-Yves Pradillon Marine Conservation PoleMer Atlanthique *Society*

1. In what way is the human element important in your sector?

Post Master's Degree in Renewable Marine Energies of ENSTA Bretagne and its local academic partners [École Navale, Telecom Bretagne, ENIB, University of Western Brittany, IFREMER]

<u>Training for:</u> project or program manager dedicated to the development of energy production systems and farms at sea.



Any questions from the audience?



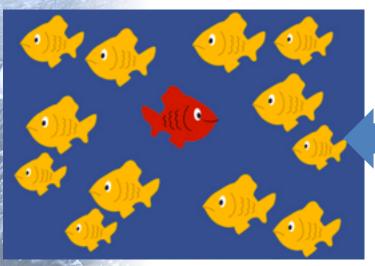


Question 2: How can you connect with a target group which is very different from YOU?



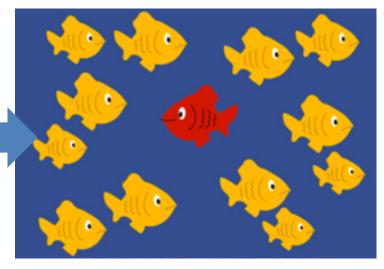
Different perceptions

WHAT IF YOU'RE RIGHT



AND THEY'RE WRONG?

WHAT IF YOU'RE WRONG



AND THEY'RE RIGHT?

30

Different perceptions

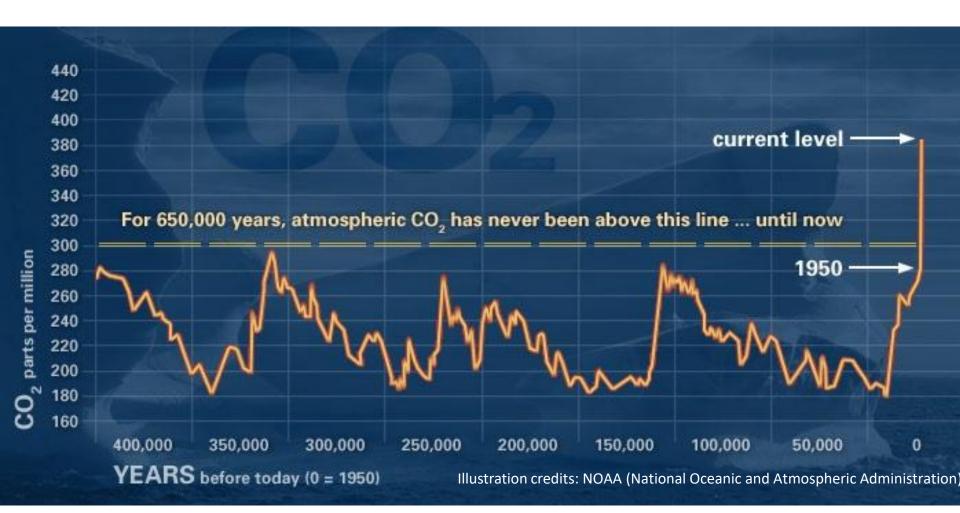


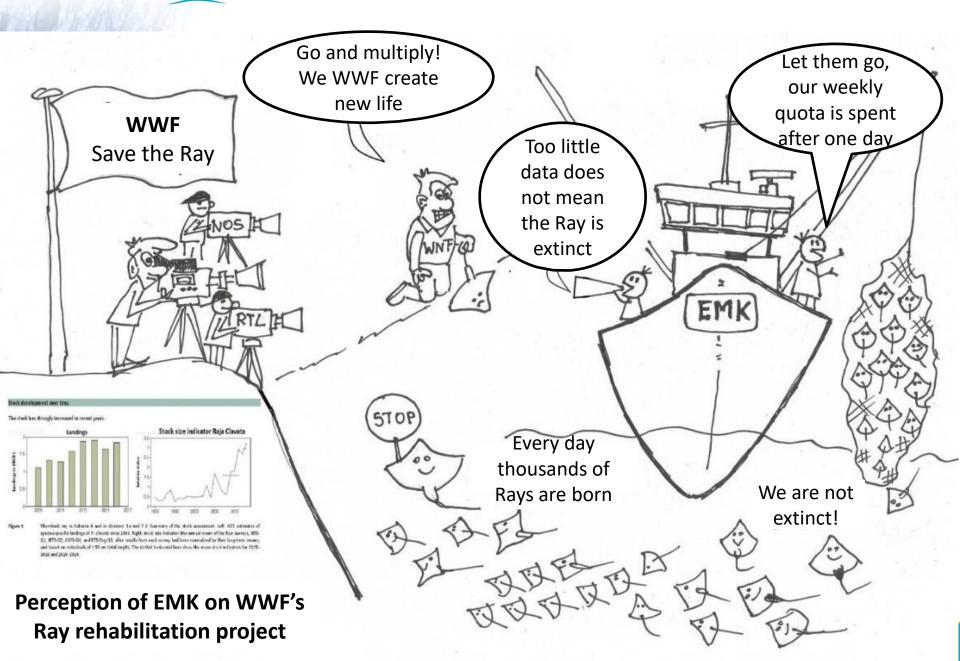
Different perceptions





Lets test some perceptions... what is wrong with this graph?





Question 2: How can you connect with a target group which is very different from YOU?

Focus on a specific target group !

Know your target group Know their perceptions Know your own

Value and respect perceptions of your target group



Questions to panel:



Esther Luiten Aquaculture Stewardship Council

Emma Cunningham Jean-Yves Pradillon Marine Conservation PoleMer Atlanthique Society

- 1. Where do you see a difference in perceptions?
- 2. When/where does it cause challenges?
- 3. What **solutions** did you find?



Question 3: What are challenges & solutions in effective Ocean Literacy Communication with Maritime Professionals?



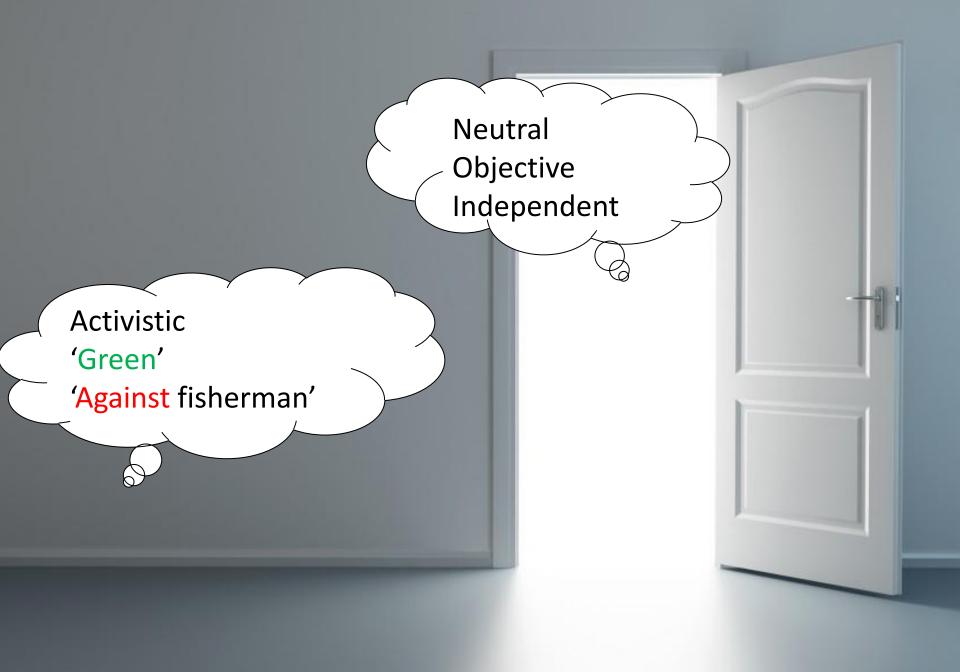
Poll 2: Where do **maritime professionals** get their **knowledge**?



One main challenge: Getting accepted

Effectivity = Knowledge X Acceptance

Organization
Trainer
Story





Acceptance of the communicator





Acceptance of the story

What you say How you say it When you say it

"... so shipping is running behind..."

> "We are not running behind... that's ridiculous ! "

"Well on regulation-base you are, but let me explain ..."

"We are not ! "

"That's an opinion you can have..." "... so shipping is running behind..."

"We are not running behind... that's ridiculous ! "

"Well on regulation-base you are, but let me explain ..."

"We are not ! "

"That's an opinion you can have..."

RESPONSEABLE

100

Acceptance of your report



Question 3: What are challenges in effective Ocean Literacy Communication with Maritime Professionals?

Create Acceptance

Of your **organization**, your **person**,

> Of **what** you say, **How** you say it, **When** you say it.



Lessons learned... tips to be effective

- Show respect for the knowledge and the opinions of fishermen
- 2. Provide accurate, relevant, up-to-date information
- Create an open-minded atmosphere and encourage sharing with others (preferably with people that have different opinions)
- 4. Choose a for fishermen acceptable information channel
- 5. Challenge participants, do not accuse

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Questions to panel:



Esther Luiten Aquaculture Stewardship Council

Emma Cunningham Jean-Yves Pradillon Marine Conservation PoleMer Atlanthique *Society*

- 1. What **effective solutions** did you find that work in communication with economic actors?
- What should be done to support your work with professionals in the future? policies/multipliers/trainings, etc)



Poll 3:

What can help to build **better ocean education** for **economic actors** in the future? Where should we put our efforts? (please choose 3 most important)

Any questions from the audience?



Next steps....

- Webinar series continues!
- Ocean Literacy tools have been developed to target different groups and marine issues (now undergoing tests for effectiveness)
- Forum that will consolidate the findings of the project and bring the views maritime professionals, youth, policy makers, and citizen to be organized in Brussels (February/March). Stay tuned!



What other questions we need to address, which were not covered today?

- Let us know in Q and A NOW!
- You can write your suggestions in the **feedback FORM after** the webinar
 - or contact us directly: info@responseable.eu





Webinar series continue...

Every second Thrursday from 14:00 -1500 CET, unless otherwise noted

Date	Title
December 6th	Ensuring sustainable Blue Growth: opportunities and challenges of ocean literacy for policy makers
January 17th	Think, Hope, Change: assessing effectiveness of ocean literacy tools
Previous webinars are available on line in recording:	

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



Thanks for your contributions! Looking forward to seeing you in the next webinars!



PROJECT COORDINATOR Olga Mashkina o.mashkina@acteon-environment.eu ACTeon, France 0033 (0)3 89 47 39 41

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Please, don't forget to give us your feedback in the survey after the webinar



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