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ResponSEAble project
(H2020)

RESPONSEABLE

WEBINARS #3

Linking the oceans to our consumption habits: opportunities and challenges of consumers literacy

Join us
on October 11th

#SeaDialogue

photo © Shani Lacombe

Why these webinars on Ocean Literacy?

- **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 H2020 projects SeaChange and ResponSEAble, AORA

- 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**
  - Who? What? How?

- 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

Webinars: how do 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 the panellists:

Florence Huron
Nausicaa/ Mr Goodfish

Julien Guerrero
Surfrider

Stella Höynälänmaa
WWF Finland

Questions for today's webinar

Question 1 – What is specific about working with consumers ?

Question 2 – How to change consumer behavior: what is effective and what doesn't work at all in engaging with consumers?

Question 3 – Where we should put efforts in making future campaigns/reaching consumers?

Question 1:
What is specificity of working with consumers ?

Consumers... who are they?

- **We are ALL consumers!**☺

- **And very different - ** Consumer habits depend on age, income level/affordability, culture, accessibility, cool or 'trendy', social /educational background, level of awareness...

- **Disconnected from the sea**: link between consumption and the ocean is less evident

- **Some are more responsible than others**

- **Looking for a good quality/price ratio**

Consumers' powers

- With their choices and demands consumer **can influence a lot**: the quality/quantity/materials/labelling/origin of the products/ what happends to the product at the end of the lifecycle…

- **BUT**: Do they know enough in order to make responsible choices and put demands to businesses and policy makers?

Consumer knowledge...

1. **What types of knowledge** do consumer need to to help them link their consumption habits with the health of the seas?

2. **What is lacking** in current information available to consumers?

3. How to **influence consumer behavior**, so it results in taking actions?

First poll to the audience:

What are the 3 most important criteria for you when you buy fish/seafood?

Knowledge that consumers usually use for making their choices:

- **Price/promotions/sales;**

- **Quality/ Ingridients** (i.e. absence of additives, colorants, bio, organic) ;

- **Origins** +labels (such as Bio, organic, MSC, 'free range' GMO Free, wild catch/aquaculture etc..)

- Recommendations/ads

=> But how much information can they get about the impact of their choices?

Findings from ResponSEAble:

- **Knowledge on marine ecosystem, welfare, economic and technological impact** has been lacking

- For **general public**, it is mainly diffused information about the **state and pressures** via TV, social media

- Need better coverage of knowledge **in all segments (drivers, presures, activities, impact, response),** especially in the response– as this is where the link to emotional drivers and action to change behavior takes place.

Topics get different attention…

- Some, such as **plastics and microplastics** amount of information sky rocketed in the last 2 years, showing impacts and responses needed. A lot of campaigns and actions have beed developed on policy/local level (including plastic bag ban, plastic straw campaigns, art projects, zero waste shops, awareness campaigns using VR..)

- For **fish/seafood** – the work has been long ongoing with both fishermen, fishmongers, shops and consumers!

- In some topics, such as eutrophication – not too many consumers are yet aware how their 'meat eating' habits can impact the state of the sea….

Feedback from the panellists:

In your work/experience…

- **Who was your target group?**

- **Which consumer habits/behaviour did you try to change?**

- **What type of information/knowledge did you provide/based your campaign?**

Any questions from the audience?

Question 2:
What is effective in engaging with consumers?

Second poll:

1. What is the average percent* of cigarette butts on the beaches out of the all debris?

2. Average percent* of plastic in the fish stomachs (in tuna and swordfish)

3. Which from the following names are the acronyms for microplastics (usually used in cosmetics) that end up in the ocean

Ok, know the right answers!

….So What?

Do I change anything in my everyday behavior? How?

'I know – but I don't act?' Views from psychology

Literature explaining behavior models, such as:

- **Theory of planned behavior** (Ajzen, 1991) – knowledge is not considered

- **Model of Responsible Environmental Behavior** *(Hines et al. 1987. Analysis and synthesis of research on responsible environmental behavior: A meta-analysis).*

- **Model of Pro-Environmental Behavior** (*Bamberg and Moser, 2013. Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour)*

- **Model of Pro-environmental Behaviour** *(Kollmuss and Agyeman, 2002 Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?)*

- **Theory of cognitive dissonance** (*Festinger, 1957) contradictions personal expectations, values and reality*

- **Theory of change** (*Rahat and Collins, 2015) -comprehensive description and illustration of how and why a desired change is expected to happen in a particular context.*

Pro-environmental behavior
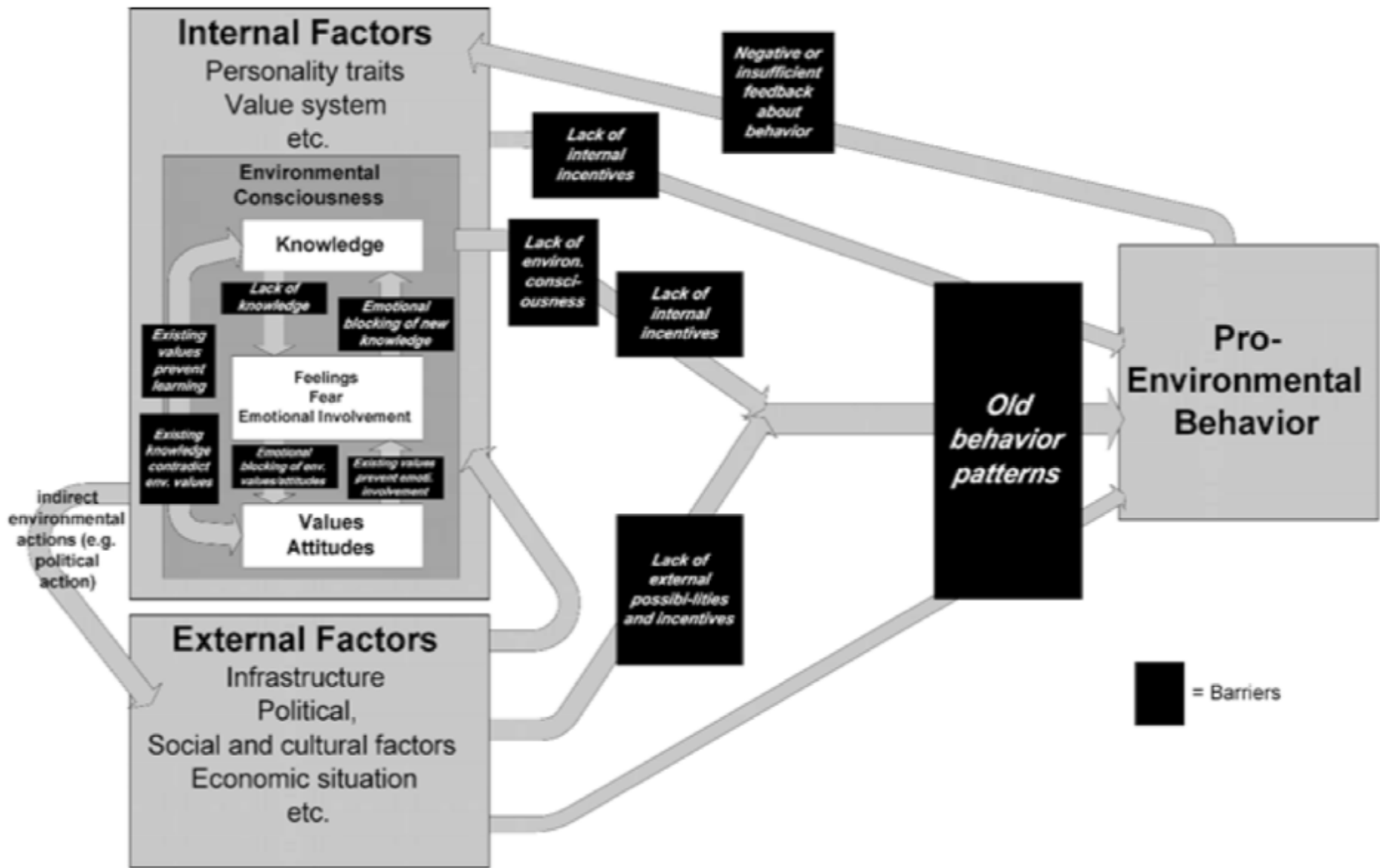
What works and what doesn't?

- **Knowledge** is a precondition **but is not at all sufficient** for behaviour change

- **The effectiveness** of environmental campaigns that relied **solely** on providing information **is very low**

- Important is the to capture the **attention of the audience**, gains their i**nvolvement** and **overcomes possible skepticism** about its credibility and usefulness

- *Financial cost* **or** *inconvenience* are the **main barriers to action**, leading to little or no effect on behaviors.

Behavior change

Motivating factors (internal and external drivers)

- Awareness

- Knowledge

- Attitude

- Social and personal norms (communication)

- Self-efficacy

Enabling factors

Motivation by itself, is not enough; one also has to be able to perform the desired behaviour.

Reinforcing factors (external)

feedback from peers, experts, authorities and customers.

'I know – but I don't act?'

Barriers:

- **Internal:** Lack of knowledge, cognitive dissonance, habits, lifestyle and identity issues

- **External:** Infrastructure, subsidies, externalisation, market concentration

Opportunities:

- **Behaviour:** new social norms, social marketing, critical mass, education/ information

- **Context**: Enhancing of infrastructure/supply, political and economic claims

Feedback from the panelistes:

How did you try to change consumer behavior in your campaigns? What approaches did you use to overcome barriers? What worked best and what you would suggest to avoid?

Any questions from the audience?

Question 3:
Where we should put efforts in making future campaigns/reaching consumers?

ResponSEAble project

- Several tools have been developed and being tested

- Serious game, documentaries and cartoons, storymaps, showing the links between drivers-activities-pressures-state-impact-response, courses with professionals…and many others..

https://www.responseable.eu/#oltools

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 FORM which will pop up AFTER the webinar is finished

- or contact us directly: info@responseable.eu

Webinar series continue…

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

Date	Title
November 8	***Connecting business to our oceans:*** *opportunities and challenges of ocean literacy for economic actors*
December 6	***Ensuring sustainable Blue Growth:*** *opportunities and challenges of ocean literacy for policy makers*
January 17, 2019	***Think, Hope, Change:*** *assessing effectiveness of ocean literacy tools*
February, 2019	***Supporting the strengthening of a wider European Ocean Literacy initiative***

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

November 8, 14-15 CET

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

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