



SETAC EUROPE 28th ANNUAL MEETING
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Responsible and Innovative Research for Environmental Quality



ResponSEable is a research project funded by EU Horizon 2020. Topic BG-13-2014-Ocean Literacy-Engaging with society-Social Innovation, project N 652643)

RESPONSEABLE

Ocean Literacy: changing attitudes and behavior of society in the face of the problems of the oceans

Angel Borja



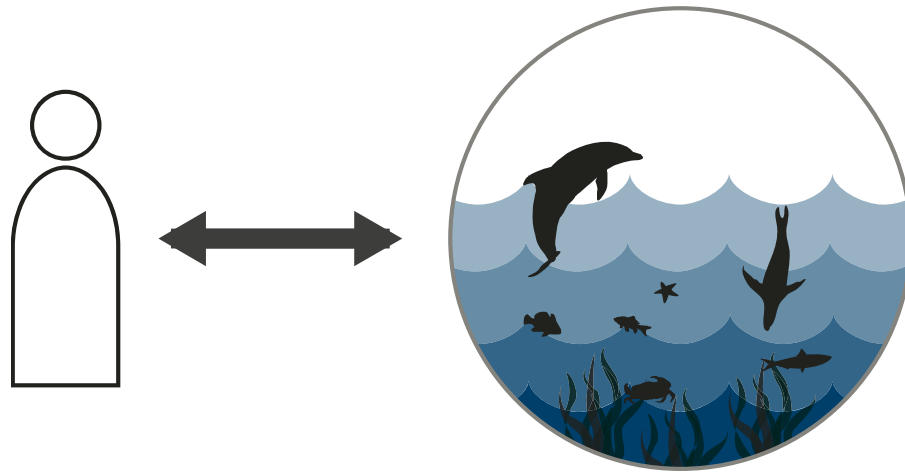
LET'S DISCOVER!



European Union
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Development Fund



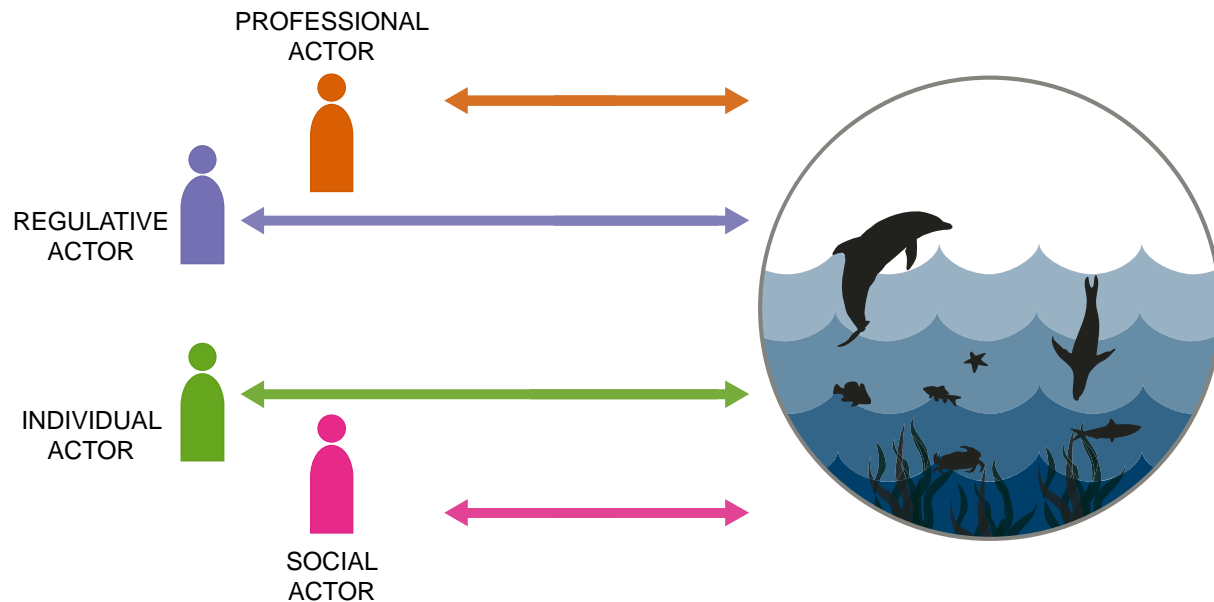
What does it mean to be Ocean Literate?



#1

To understand your influence on the ocean and the ocean's influence on you

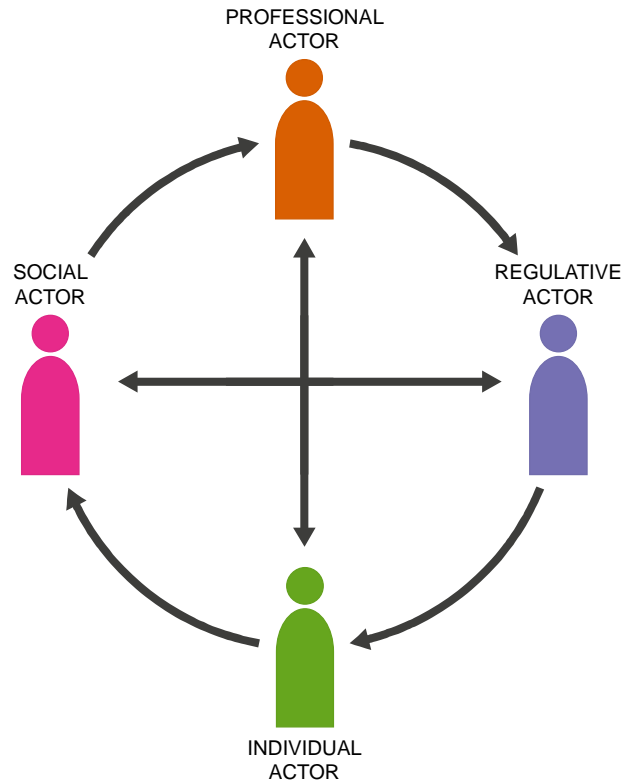
What does it mean to be Ocean Literate?



#2

To understand your influence as an individual, professional and social being

What does it mean to be Ocean Literate?



#3

To be able to communicate responsibilities for the ocean to others

What does it take to be Ocean Literate?

Knowledge can be structured to point out **links between humans and the ocean**, and responsibilities of actors:

- What **drives** human activities at sea?
- What **activities** lead to environmental **pressures**?
- How can we respond to the environmental **impacts** that these pressures produce?

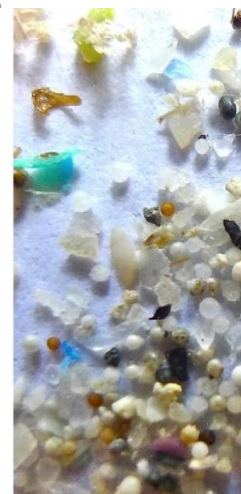


#1

Specific knowledge on the environment and human interactions

What does it take to be Ocean Literate?

Knowledge on the environment and human interactions



We identified six challenging environmental pressures for the ocean and the causing activities

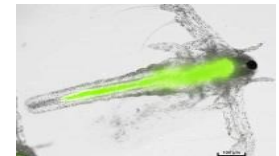
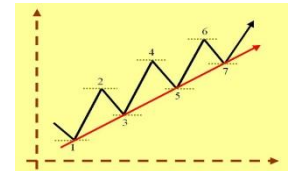
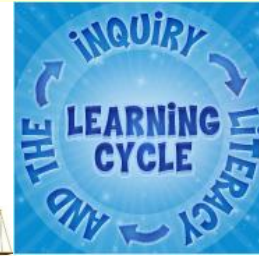
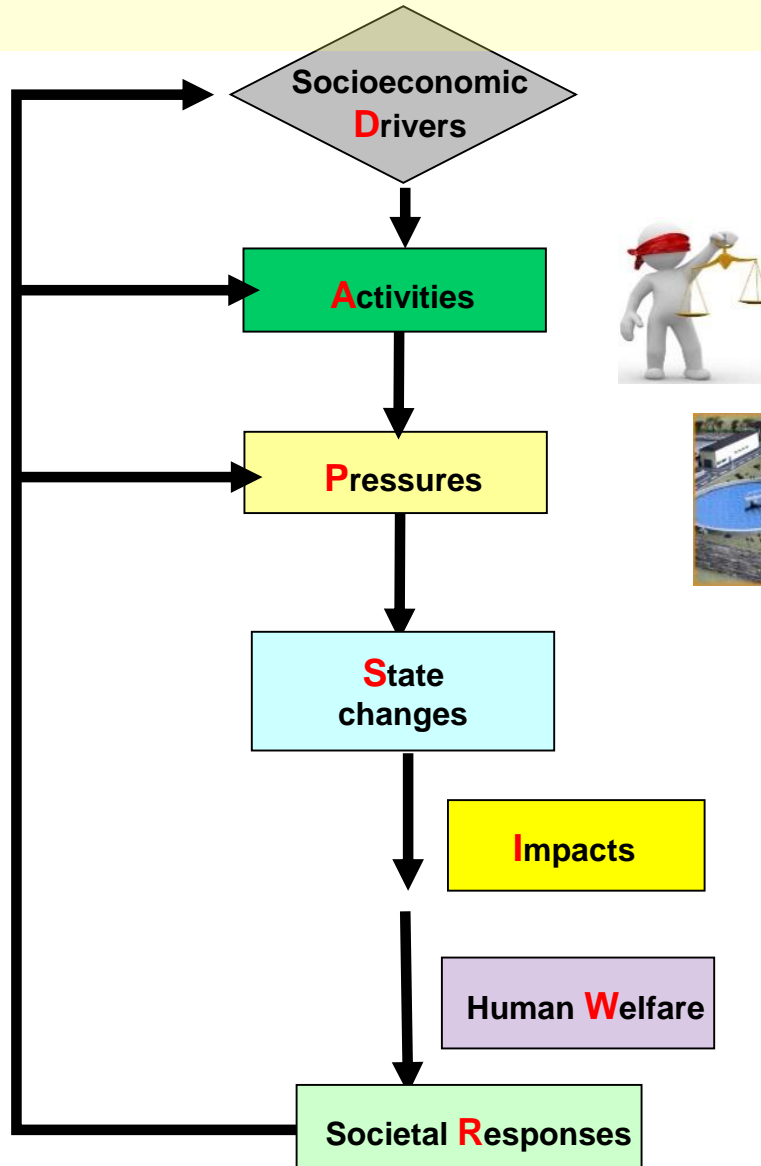
What does it take to be Ocean Literate?



We set up a system to structure knowledge on our Key Stories.

DAPSI(W)R(M) and microplastics

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What does it take to be Ocean Literate?

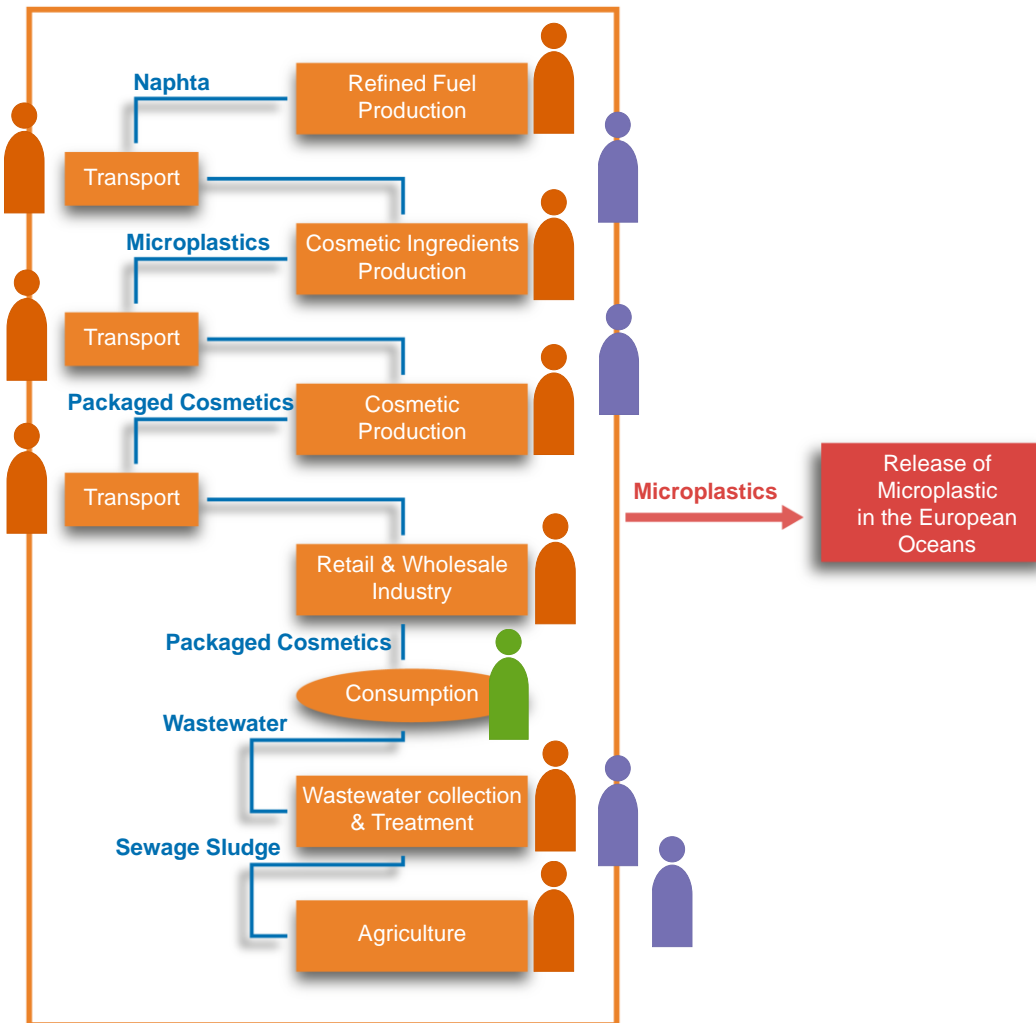
Activities exerting pressure are depending from suppliant (upstream) and supplied (downstream) activities.

The way they are carried out is depending on a wide number of actors related to each other by governance, information or commercial relationships.

**#2**

Knowledge on the specific actors and their interrelationships


What does it take to be Ocean Literate?



We searched for the « nexus of influence » / « key actors » that would reduce the impact on the marine environment by changing behavior.

What does it take to be Ocean Literate?

Living labs



Date	Title
June 14	<i>How do we change behaviour: can better information help... or not?</i>
September 13	<i>Children and the oceans: opportunities and challenges for ocean education</i>
October 11	<i>Linking the oceans to our consumption habits: opportunities and challenges of consumers literacy</i>
November 8	<i>Connecting business to our oceans: opportunities and challenges of ocean literacy for economic actors</i>
December 6	<i>Ensuring sustainable Blue Growth: opportunities and challenges of ocean literacy for policy makers</i>
January 17, 2019	<i>Think, Hope, Change: assessing effectiveness of ocean literacy tools</i>
February, 2019	<i>Supporting the strengthening of a wider European Ocean Literacy initiative</i>

#3

The ability to communicate within and between actor groups

What does it take to Ocean Literate?

**Documentary films
about 6 key stories**



Social media campaigns

Film competition

Education for

Education for

Interactive

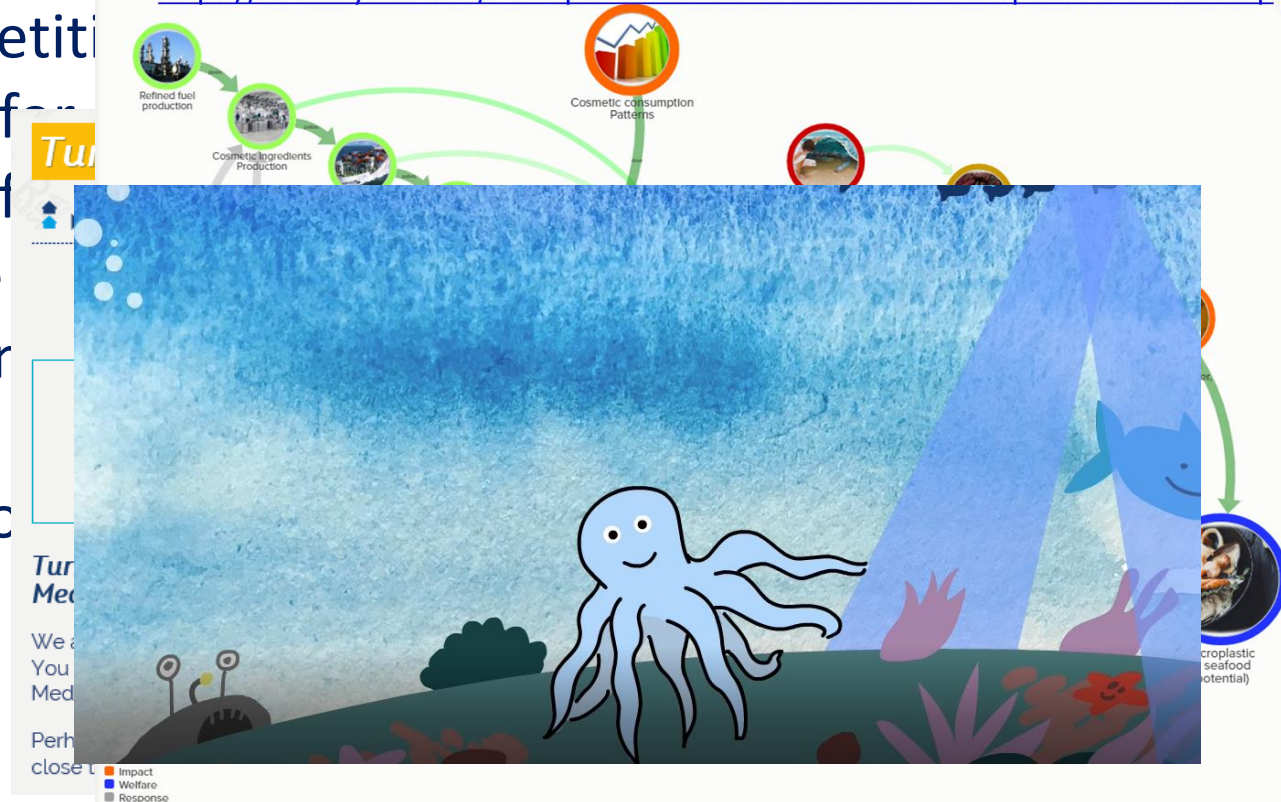
Serious games

Videos

Visualizations

Cartoons

<https://omolloy.kumu.io/microplastics-in-the-oceans-and-our-response-a-causal-map>



#3

The ability to communicate within
and between actor groups

Food for thought

- Ocean literacy concerns all of us: consumers, economic operators, policy-makers, educators, children, scientists,...
- Ocean literacy needs a combination of tools and efforts targeting all components of society, all actors directly or indirectly linked to the status of marine ecosystems.
- We have “shared responsibility” – and we are all part of the solution

Food for thought

- From understanding to ... taking action – The road might be long
- There is a need for “collective actions”, each of us doing a small step in the right direction – individually or collectively.
- Literacy is only one among many other factors that explain that we act, individually or collectively.
- Sometimes, social pressure, or emotions drive our acts and decisions and behavioral change

For any further information about
Respon-SEA-ble project,
please write to info@responseable.eu

Thank you for
your attention!

BECOME RESPONSEABLE WITH US

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Project coordinator

Partners

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