Ocean literacy for everyone: let's make the change happen!

- *Understand causality and drivers of change, including socio-economics and value chains*
- *Know your audience, what they know and how to best reach them*
- *Co-create Ocean Literacy tools with the target audience*
- *Make sure it works! Measure effectiveness and follow up*
- *Capture policy opportunities, including for land-based sectors*

www.responseable.eu

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Partners

This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652643. This publication reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.
The note builds on the ideas and contributions from different partners of the project and is a living document as the project progresses.

BECOME RESPONSEABLE! WITH US

RESPONSEABLE

PROTECTING THE OCEAN
OUR COLLECTIVE RESPONSIBILITY, OUR COMMON INTEREST

#OceanDialogues

Societal questions driving RESPONSEABLE

- *How to connect people to the ocean–including people living far from it?*
- *What should I/we understand from the complex human-ocean relationship?*
- *Who should understand what type of knowledge?*
- *Which channels to share knowledge effectively? Who could help in doing so?*
- *How to find my way in the "ocean of knowledge"–so I can catch knowledge that is relevant to me and to the sustainable management of the ocean?*
- *Which pre-conditions for ensuring it helps–to understand better, to change attitude, to change behaviour...?*

Building an Ocean Literacy Wave

It took 4 years, 15 partners with complementary expertise, and various interactions with all involved in ocean literacy to contribute to bringing ocean literacy to the European research and policy agenda and raise the awareness of citizens on how they affect–and benefit from–the ocean.

The RESPONSEABLE project investigated three pillars of ocean literacy to co-develop ocean literacy products and strategies and mobilise a wide range of stakeholders - consumers, scientists, educators, communication specialists, marine professionals, policy makers and citizens. Three pillars are:

1. What is the current state of **knowledge** on human-ocean relationships? Where are there gaps in this knowledge?
2. **Who** needs to become ocean literate?
3. How can **ocean literacy initiatives** reach different audiences effectively? What changes are we looking for? And how do we know if they were successful?

In order to engage potential "change makers" the project participants identified six **key stories** around which to build narratives that illustrated the challenges and opportunities for behaviour change.

These stories illustrate current knowledge and gaps, identify who needs to be targeted with the information, outlines mechanisms for sharing knowledge and identifies windows of opportunity for ocean literacy in current policies. These stories in turn drove the development of **Ocean Literacy Tools** and Initiatives for different target audiences. Among these is a serious game for youth, an interactive platform for sharing marine knowledge with passengers of ferries, an education module for children and schools and a training programme for fishermen, among many others.

As important as the products has been the capacity of RESPONSEABLE to **bring newcomers to the ocean literacy discussion** and to ensure its products and recommendations become the project's **legacy**. These include:

the project's **ocean knowledge base and interactive guidance** for ocean literacy practitioners which is open to anyone interested in these issues;

the March 2019 **Ocean Dialogues**, which RESPONSEABLE co-organised with the H2020 Marina research project on Responsible Research and Innovation, with support of the European Commission, and in cooperation with the European Parliament and the IOC-UNESCO Decade of Ocean Science, and the **Manifesto**, as one of the event's outputs.

the important role in the Ocean Dialogues reserved for **young professionals**, the future ambassadors of RESPONSEABLE's lessons and results; and

ocean literacy initiatives that will continue after the end of the project, such as training courses for **young professionals** from the Marine Academies and fishermen schools.