



1st EU4Ocean event “Designing Ocean Literacy actions in Europe” Ocean Literacy in action in the Baltic Sea – 25.09.2020

Main outcome & key messages

The workshop in a nutshell

The Baltic sea basin parallel workshop was hosted by SUBMARINER Network and HELCOM with the aim of operationalising a plan for further steps on ocean literacy in the Baltic. We were joined by 39 participants from across the BSR for a productive session to determine the next key actions.

Key messages/main outcome(s)

- The Baltic already has a lot of well-established activity in ocean literacy, our collective task is to take strategic actions that will enhance its impact and spread the message (even) more widely.

Some impressions from the speakers and panel:

- “Knowledge (of the ocean) is a solid basis, but to really achieve behaviour change, we need to create and appeal to emotion.” Joachim Hjerl, Havhøst
- “We (the primary researchers) want to be as efficient as possible in our OL activities. Therefore, we need to collaborate with professional educators to help us create appropriate content and format for our outreach workshops.” Tymon Zielinski, IOPAN
- “There is a risk that the ocean is still seen as something separate from land –in reality it’s of course all interconnected – so we need to be careful to continuously promote the ‘blue’ while at the same time communicating it’s actually ‘blue-green’!” Lisa Simone de Grunt, SUBMARINER Network

Agreed action for the (informal) Baltic Working Group on Ocean Literacy:

- Establish a library of existing ocean literacy material (with a Baltic focus)
- Develop a network with twin emphasis on education centres (incl. museums and aquaria) with their primary research supporters on the one hand and schools and supporting organisations on the other.
- Work on a unified approach to OL targeting consumers as a key group (promotion, involvement of retail).

Follow-up

The workshop organisers will be in touch with participants to invite them to the respective discussion groups and to check up on any open questions concerning individual (and organisational) contributions. We hope to have an informal working group established, that will be able to regularly update the wider Baltic stakeholder community. We agreed on a further (online) meeting in November 2020, also with a view to gathering ideas for the sea basin event 2021.

