

Join forces for the ocean.  
Work together and inspire others!

*EU4OCEAN PLATFORM*

## **EU4Ocean Platform** Online workshop

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*24 September 2020, 10:30-12:00 CEST*

*#EU4OCEAN*



[www.eu-oceanliteracy.eu](http://www.eu-oceanliteracy.eu)

*Organized by EU4Ocean facilitators Seascope Belgium, European Marine Board, Acteon  
Co-designed with EU4Ocean Platform members*

*07/10/2020*

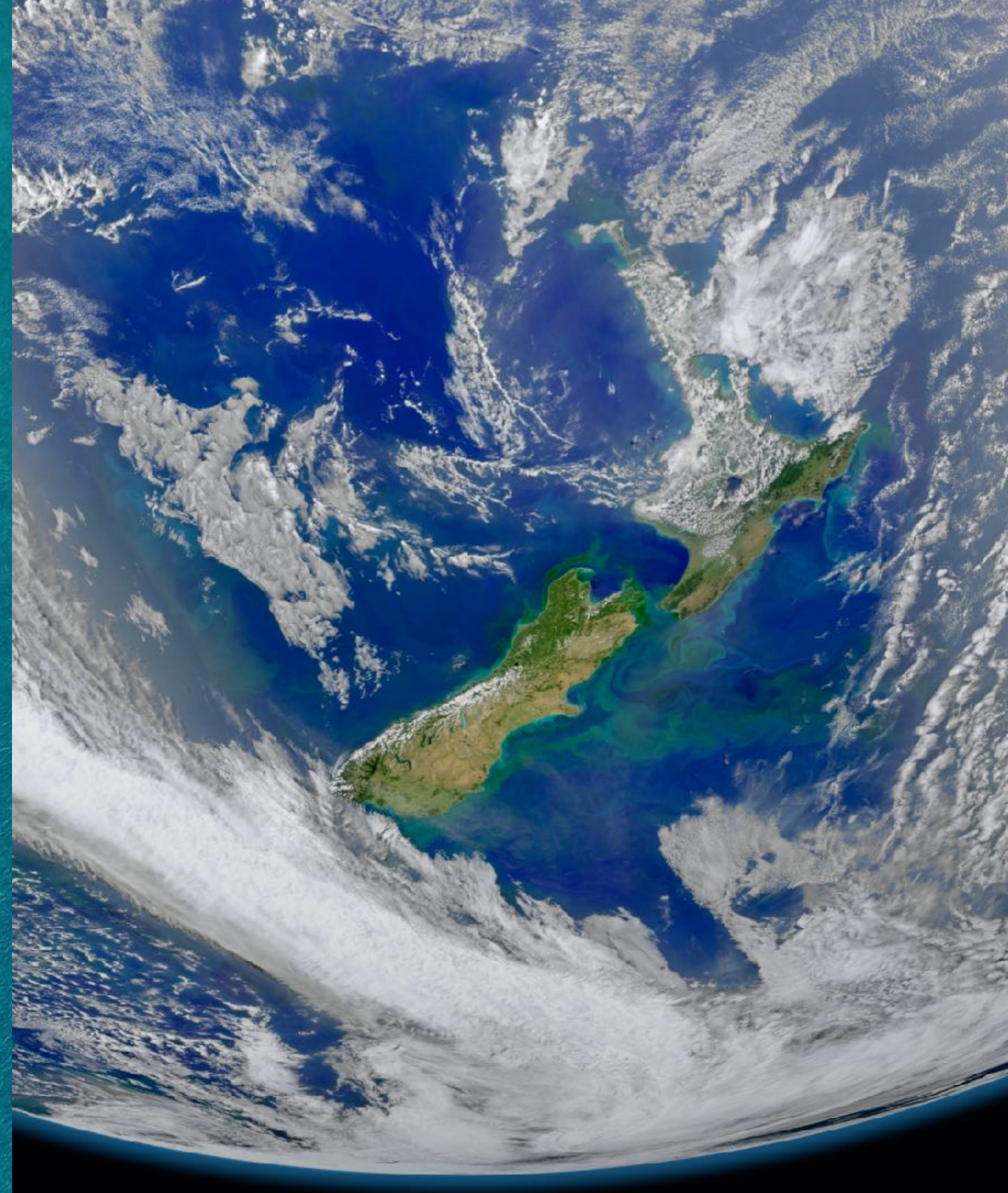


# EU4OCEAN PLATFORM : DEFINING OCEAN LITERACY ACTION

James Nikitine, CEO Manaia Productions, Platform Co-Chair



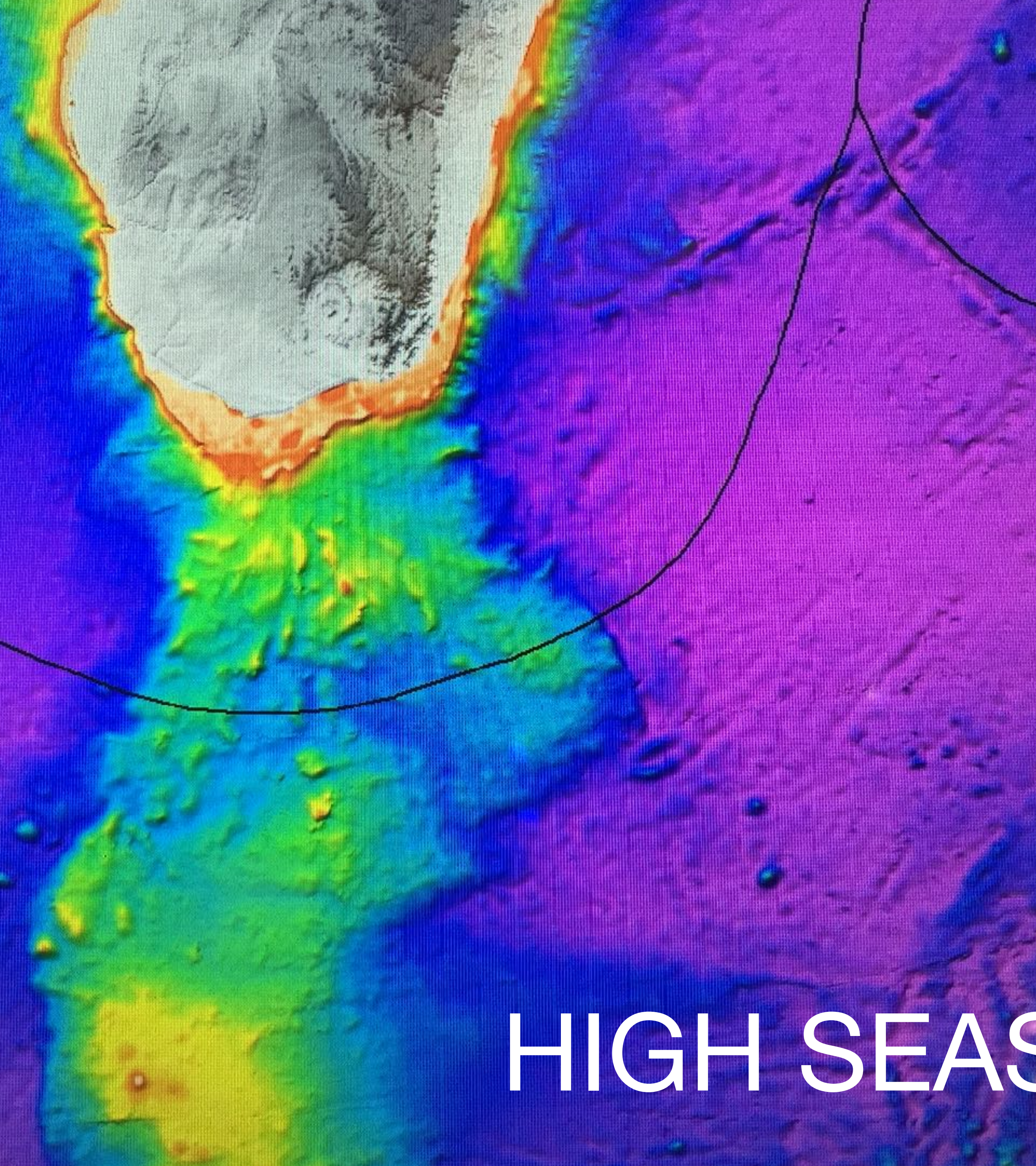
- JAMES NIKITINE
- French/British
  - Marine scientist
  - Filmmaker
  - Consultant
  - Founder / CEO





**Manaiia**  
PRODUCTIONS





# HIGH SEAS GOVERNANCE



# PLASTIC POLLUTION



# MARINE PROTECTED AREAS











# AQUACULTURE AND CONSERVATION





# ECOSYSTEM BASED MANAGEMENT



<p>AGRICULTURE AND FORESTRY</p>  	<p>COASTAL FISHERIES AND AQUACULTURE</p>  	<p>WATER</p>  	<p>INVASIVE SPECIES</p>  
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EVERYTHING IS CONNECTED



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**The EU4Ocean Platform**  
***Online workshop will start***  
***shortly.....Stay tuned!***

---

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07/10/2020

## EU4Ocean Platform members highlights



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## EU4Ocean Platform members highlights



SEA TEACH



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*07/10/2020*

# Welcome! Some Housekeeping rules

**The meeting today will be recorded** and we will be running interactive **Polls**.

This is a **Zoom webinar meeting**

- Use **Chat Box** to:
  - introduce yourself and to share ideas, links to resources etc
  - For technical questions [private chat to Nicolas Weiller, Acteon and Francis Strobbe, Seascope Belgium]
- Use **Q&A** to type your Questions and to vote for your favourite questions
- Facilitators will be checking the Q&A to guide the discussions
- All Chat and Q&A will be saved, for further follow-up by facilitators, as needed.
- Stick to short, specific remarks, questions & answers
- Give your name and who the question is for (if known)

**Feel free to introduce yourself in the Chat, giving your name, organisation/initiative and 1 word that sums up your connection with the Ocean!**

*The meeting is facilitated by EU4Ocean Platform facilitators Seascope Belgium, European Marine Board & Acteon, with co-design from EU4Ocean Platform members*

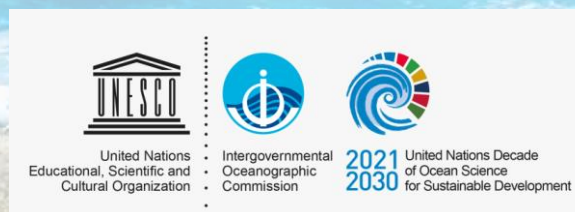


# EU4Ocean : Motivation



Together, driving ocean literacy actions that engage and empower people to:

1. **understand** the ocean and its role in the planetary system;
2. **value** the ocean and its interconnectedness with humankind;
3. **take action**, and promote societal change towards a climate-neutral and more sustainable life-style, business practice and society.



UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021

IN PARTNERSHIP WITH ITALY

#EU4OCEAN

# EU4Ocean Coalition

## 3 key components:



EU4Ocean Platform  
*Organisations, initiatives, people*



Youth4Ocean Forum  
*Changemakers 16-30 years old*



Network of European Blue Schools  
*Primary, secondary, technical & vocational*

***Together, driving ocean literacy actions that engage and empower people to:***

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## EU4Ocean Platform Chairs

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**Paula Kankaanpää**, Finnish Environment  
Institute (SYKE), EU4Ocean Platform Chair &  
**James Nikitine**, Manaia Productions, EU4Ocean  
Platform Chair

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## Keynote Introduction by Paul Rose

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*Broadcaster, expedition leader, published  
author, journalist.....*



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# **SOCIB OCEAN LITERACY: AN ISLAND PERSPECTIVE**

**“RESEARCHING THE OCEAN, SHARING THE FUTURE”**



**Eu4Ocean**

Rosa Rodríguez  
[rrodriguez@socib.es](mailto:rrodriguez@socib.es)

24th September 2020

# SOCIB

We *work intensively* to promote Ocean Literacy, and to disseminate the activity of *ocean observatories*, which facilitate our understanding of the ocean and the sustainable management of marine and coastal resources by providing *scientific knowledge, data and products to all stakeholders*.



*“Researching the ocean, sharing the future”*



# OCEAN OBSERVING AND OCEAN LITERACY A WIN-WIN DEAL



Almost all of the societal goals of the Decade of Ocean Science require integrated and sustained ocean observation



SOCIB's TEAM commitment: disseminate our research activities and promote ocean literacy, fully aligned with SDG14 from 2030 Agenda and UN Decade of Ocean Science for Sustainable Development



# HOW SOCIB INVOLVE STAKEHOLDERS?

Aligned with SOCIB Research and Observing Mission and with the goal of sharing knowledge, SOCIB promotes ocean literacy with activities to **discover, learn, generate awareness, inspire, enjoy and empower citizens and stakeholders with THE OCEAN.**



We carry out events and trainings  
On site activities for all audiences

**67** events & activities

**284.315** assistants



We organize contests  
Online activities for all audiences

**5** national contests

**3.330** participants



We design resources  
Especially focussing on the educational community

**60** resources & materials

**3** languages



We communicate  
Radio, TV, Social Media  
Research results, products, data, services and activities

**865** news

# ON SITE ACTIVITIES



Open Days R/V SOCIB

Meetings with scientists

Science fairs

Exhibitions

Talks and conferences

Workshops in laboratories and in direct contact with the ocean



# ONLINE ACTIVITIES: WEBS AND CONTESTS CONNECTED TO OCEAN SCIENCE

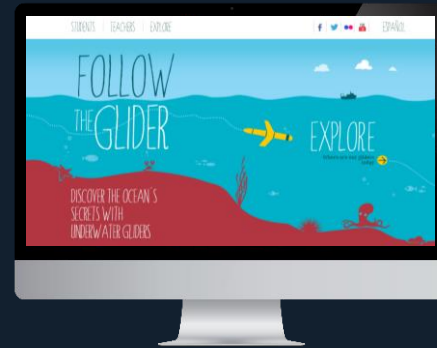
[www.socib.es](http://www.socib.es)



**SOCIB**

General information, research and news

[www.followthegliders.es](http://www.followthegliders.es)



**Follow the glider**

New marine technologies for ocean observation in the classroom

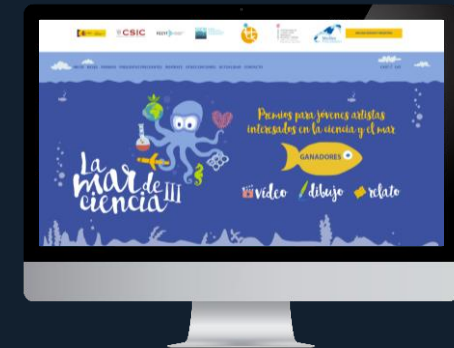
[www.medcliv.es](http://www.medcliv.es)



**MEDCLIC**

The research of the Mediterranean for all audiences

[www.lamardeciencia.es](http://www.lamardeciencia.es)



**The Sea of Science**

A contest to raise awareness about the meaning of science in the conservation of our ocean

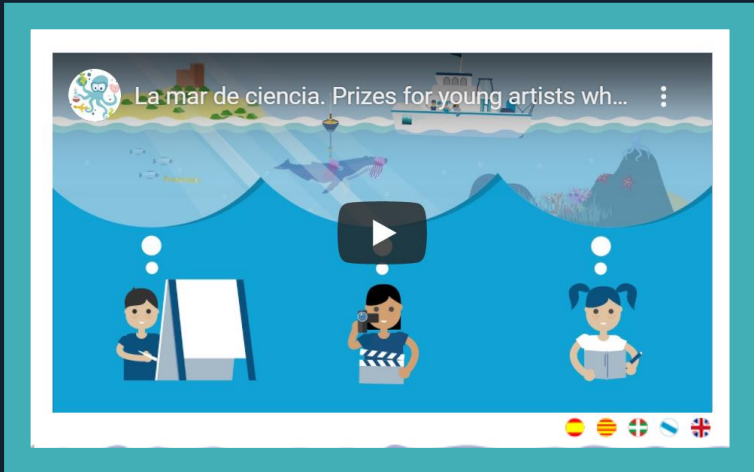
1,300 images 2,000 drawings 128 videos related to science and the ocean

Reconocimiento-NoComercial-SinObraDerivada 2.5 España
   
 (CC BY-NC-ND 2.5 ES)

# LA MAR DE CIENCIA: A SUCCESS STORY

AN ONLINE DRAWING, VIDEO AND STORY NATIONAL CONTEST FOR STUDENTS INTERESTED IN SCIENCE, SUSTAINABILITY AND OCEANS

What kids and youth have to say about the ocean and what they think about the science to save them?



[www.lamardeciencia.es](http://www.lamardeciencia.es)

2.899	598	209	2.159	3	330.000	120.000
kids	schools	teachers	submitted works	editions & oceanographic campaigns	Web visits	Unique visits

# THANK YOU!



*“Researching the ocean, sharing the future”*



[www.socib.es](http://www.socib.es)



ICTSSOCIB



@socib\_icts



ICTS\_SOCIB

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Work together and inspire others!

*EU4OCEAN PLATFORM*

**Session 1:** EU4Ocean Platform  
Status updates and highlights  
from members and Working  
Groups

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#EU4OCEAN



[www.eu-oceanliteracy.eu](http://www.eu-oceanliteracy.eu)

*Organized by EU4Ocean facilitators Seascope Belgium, European Marine Board, Acteon  
Co-designed with EU4Ocean Platform members*

07/10/2020


# What is the EU4Ocean Platform?



## EU4Ocean Platform

A focal point in Europe for professionals to connect, collaborate and mobilise efforts in Ocean Literacy

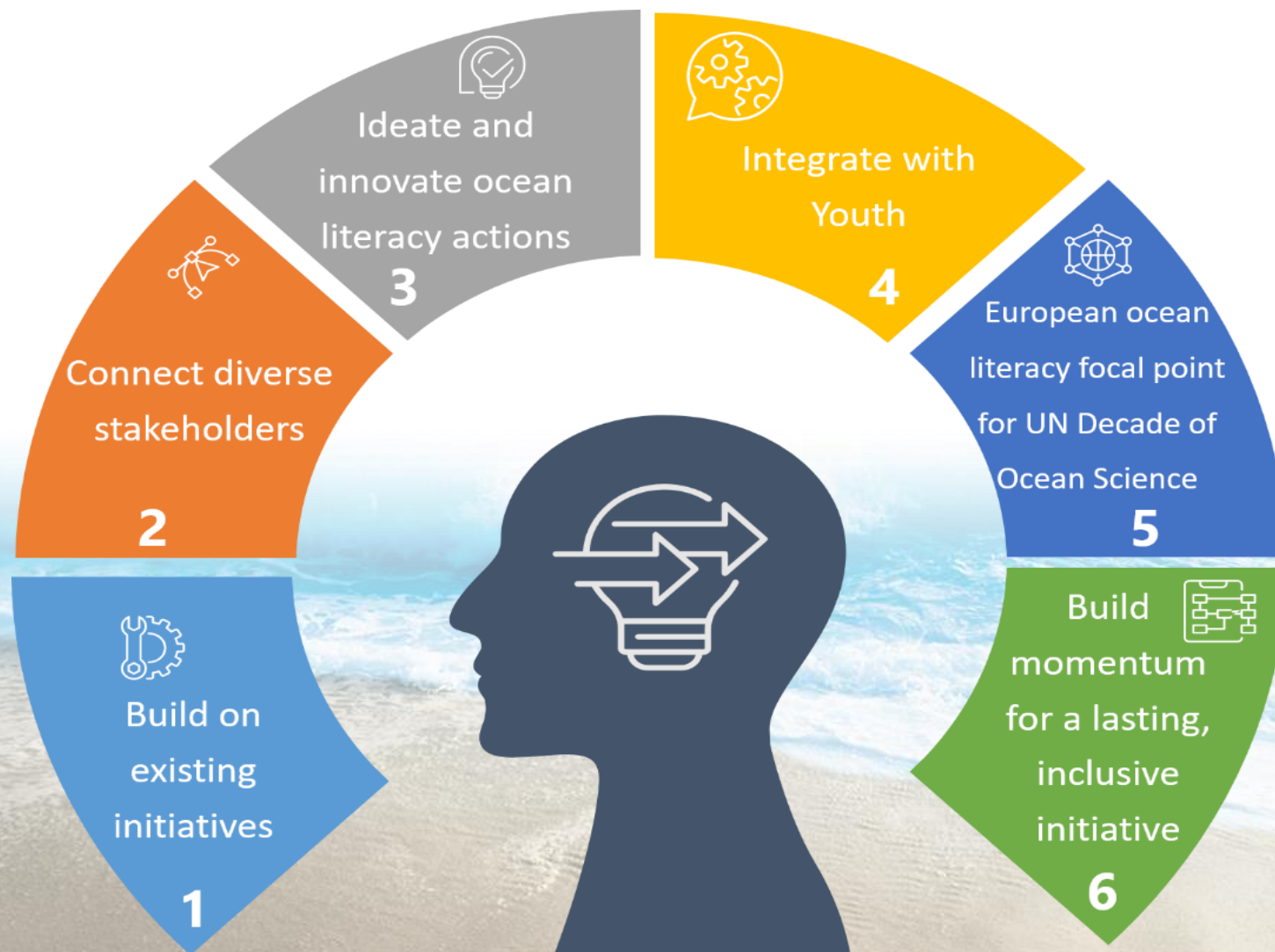
- *Community-driven, connecting and building on existing expertise & resources*
- *Voluntary, membership network*
- *Trans-disciplinary (beyond marine)*
- *Inclusive, open to all who show motivation for collaboration*
- *Shared responsibility*
- *Innovative “hub”*



#EU4OCEAN

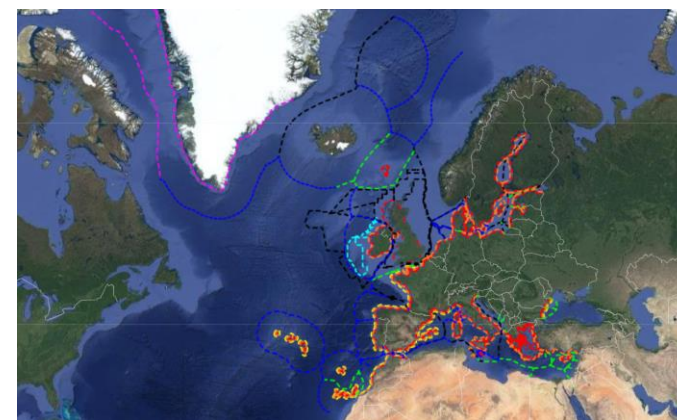
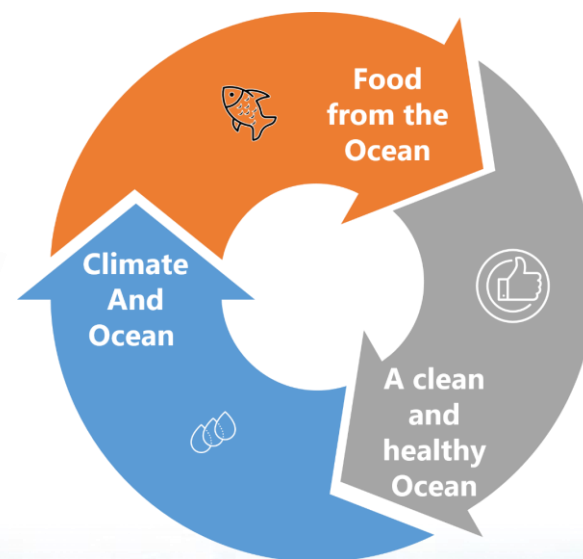


# EU4Ocean Platform: Key Objectives



#EU4OCEAN

# EU4Ocean Platform: How?



*The **EU4Ocean Platform** offers a **dynamic topic-oriented working environment** that stimulates collaboration, exchange of practices and dialogue across the many different target groups leading to the creation of new ocean literacy partnerships and innovative actions, **co-designed and driven by members**.*

***A light governance for an expanding, voluntary network***

***Sea-basin events, tailored to regional issues, relevant to national and local communities***

# EU4Ocean Platform: What's the benefit to members?

## What does the EU4Ocean Platform offer to members?

- ▶ Gaining visibility, added value and impact for existing activities;
- ▶ Increased connection between existing activities, towards a EU movement and narrative;
- ▶ Contributing to the central focal point for collaborative dialogue and action in Ocean Literacy in Europe, the EU4Ocean coalition;
- ▶ Working with other organisations and individuals and mutual learning around topics, including food from the ocean, climate and the ocean, and a healthy and clean ocean;
- ▶ Pooling and adding value to resources for scaling up ocean literacy activities into campaigns;
- ▶ Forming new partnerships, creating innovation and exploring diverse funding opportunities;
- ▶ Directly engaging with youth and young leaders e.g. the Youth4Ocean Forum;
- ▶ Contributing to the growing European movement in ocean literacy, as a contribution to international efforts and agendas e.g. UN 2030 Agenda.



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# EU4Ocean Platform: Who?



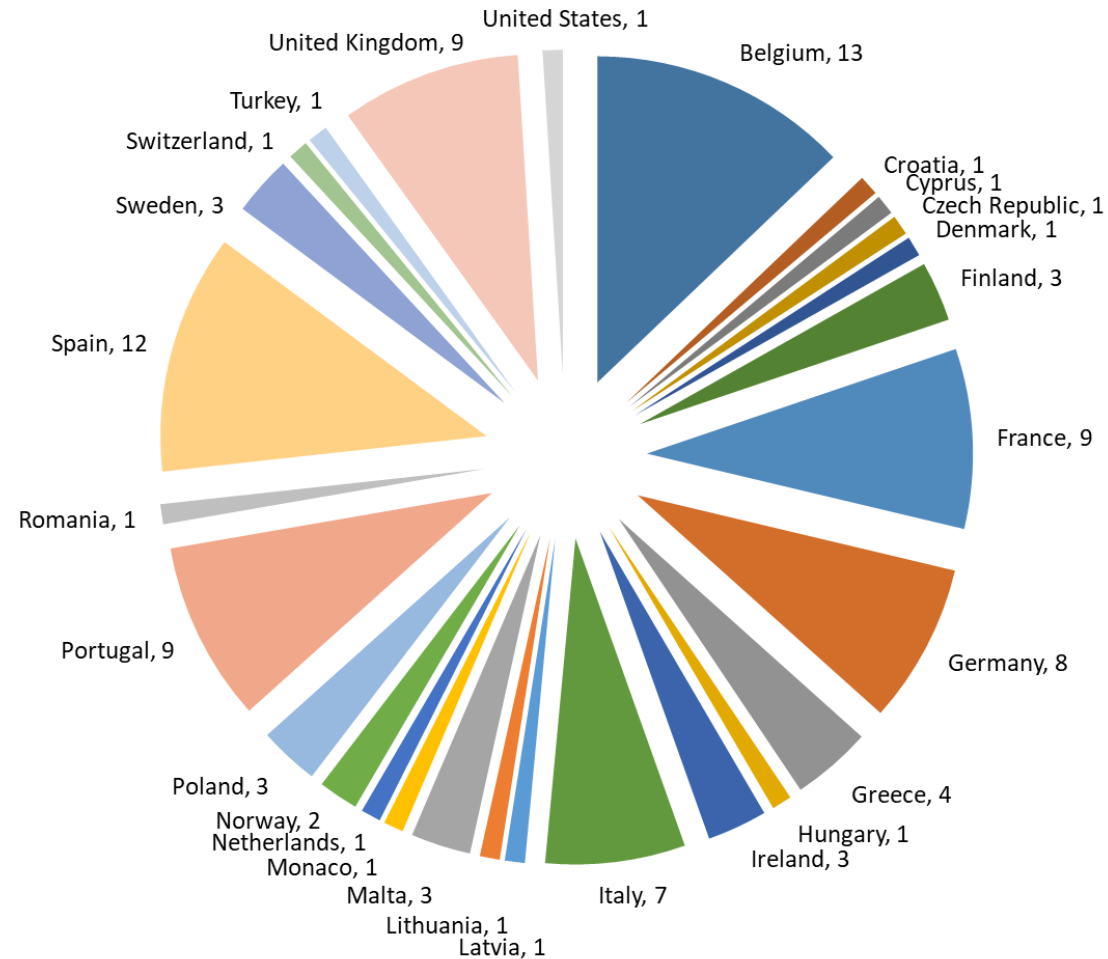
European Atlas of the Seas: EU4Ocean Platform members

[https://ec.europa.eu/maritimeaffairs/atlas\\_en](https://ec.europa.eu/maritimeaffairs/atlas_en)



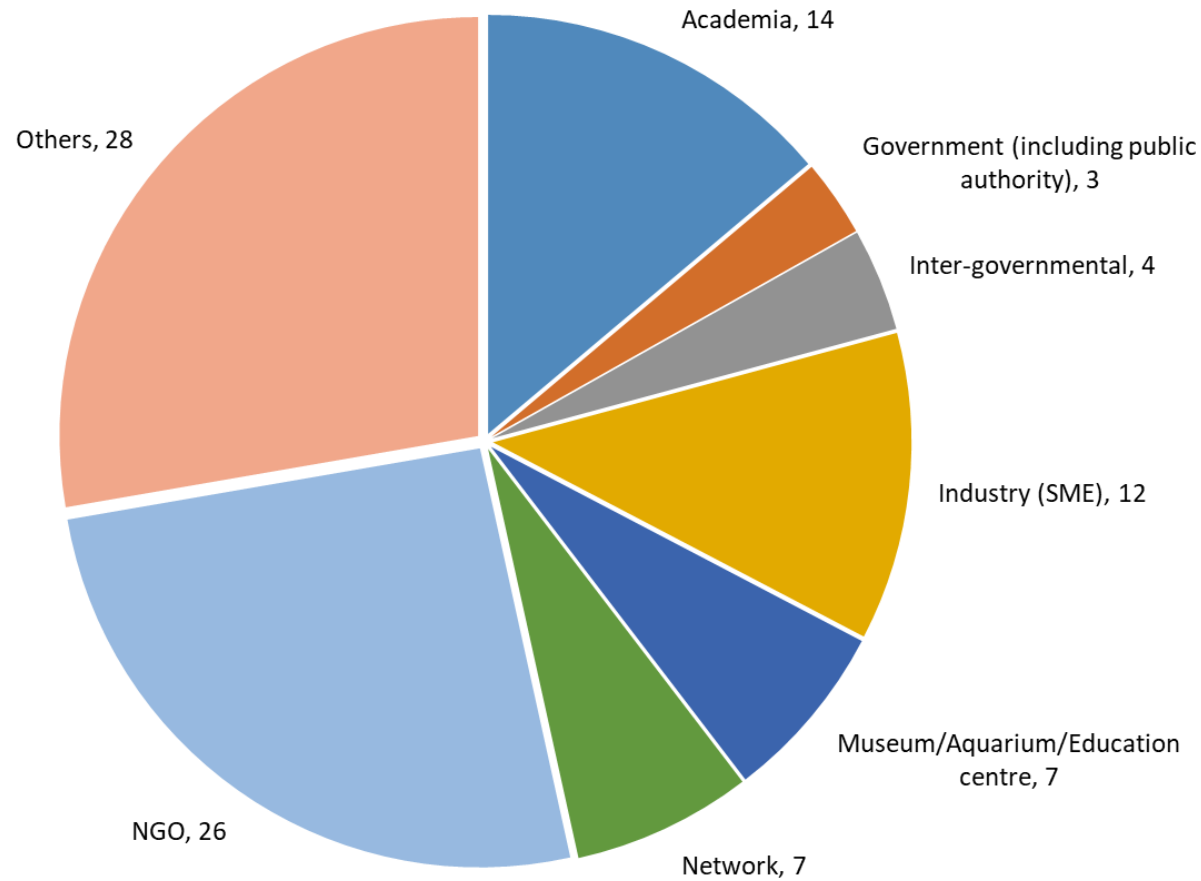
# EU4Ocean Platform: Who?

EU4Ocean Platform - Members by Country on 23 September 2020



# EU4Ocean Platform: Who?

EU4Ocean Platform - Members by Sector on 23 September 2020



# EU4Ocean Platform: Who? Explore online!

An official website of the European Union | How do you know? | Legal notice | Brexit content disclaimer | Cookies | Contact on Europa | Search on Europa

European Commission | MARITIME FORUM

European Commission > Maritime Forum > Communities > EU4Ocean Platform

Themes | Home | Communities | Search | F.A.Q. | EU Login

**EU4Ocean Platform Members**

Search for member name: [ ] Type of member: [Any] Sea basin regions: [Any] Topics: [Any] Country: [Any] [Apply]

**WE ATLANTIC**  
<https://www.facebook.com/We-Atlantic-310387452887846>  
 France  
 Type of member : Industry (SME)  
 Expert(s) : François Arbellot  
 Sea basin : Arctic Ocean, Atlantic Ocean (including North Sea)

**WILDSEA Europe**  
<http://www.wildsea.eu>  
 Spain  
 Type of member : Network  
 Expert(s) : Julia Vera Prieto  
 Sea basin : Atlantic Ocean (including North Sea), Mediterranean Sea

**Women4Oceans**  
<http://women4oceans.org>  
 Netherlands  
 Type of member : NGO  
 Expert(s) : Farah Obaidullah  
 Sea basin : International (other sea-basins)

**World Ocean Network**  
 France  
 Type of member : Network  
 Sea basin : International (other sea-basins / ocean)

**Youth and Environment Europe**  
<https://yeenet.eu>  
 Czech Republic  
 Type of member : Youth organization  
 Expert(s) : Nathan Méténier / Bilinc Sezgin  
 Sea basin : Baltic Sea, Black Sea, Mediterranean Sea, International (other sea-basins / ocean)

Expert(s) : Izabela Kotynska-Zielinska, Anna Pradzinska, Kajetan Deja  
 Sea basin : International (other sea-basins / ocean)

Sea basin : Mediterranean Sea

Expert(s) : Stefan Kirchner  
 Sea basin : Arctic Ocean, Baltic Sea, International (other sea-basins / ocean)



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# Join the EU4Ocean Platform community!



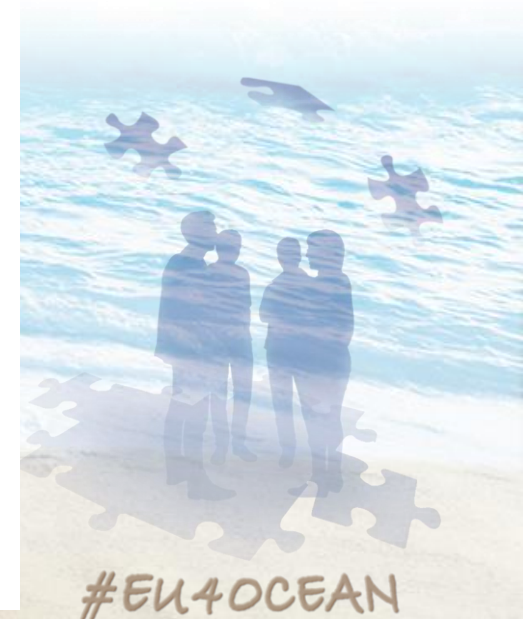
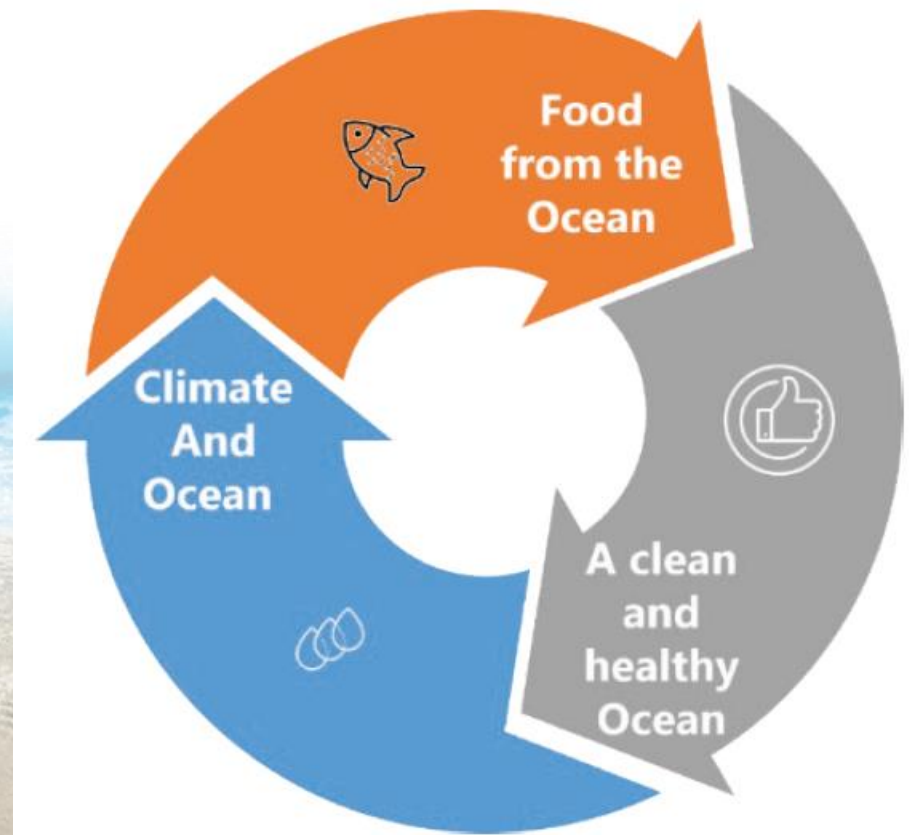


# EU4Ocean Platform Working Groups

*Ángel Muñiz Piniella (European Marine Board), EU4Ocean facilitator*

Three Working Groups (WG) to help operationalize the EU4Ocean Platform:

- Climate and Ocean,
- Food from the Ocean\*, and
- Healthy and Clean Ocean.



# EU4Ocean Platform Working Groups

*Ángel Muñiz Piniella (European Marine Board), EU4Ocean facilitator*

**First** Working Group meetings were held in early September 2020

- starting point for members to find common ground, and
- start exploring ways of collaboration.
- Members with different reach, resources and target audiences: WGs to capitalize

The Working Groups will now start planning on implementing these activities.

**Interested? Become a Member of the EU4Ocean Platform!**

# Working Group on Climate and Ocean

*Tymon Zielinski (IOPAN, Poland), Working Group chair*

1 September 2020

29 members

One example of activities to explore:

**What can you (or we) do to transform our behavior, mitigate and adapt to climate and ocean change?**

- Gather stories from a local context, to adapt to different local and regional contexts and audiences.
- To show how holistic and inclusive actions can transform individual or local authorities behavior, and action to mitigate & adapt.
- How do we evaluate the success of the campaign?

# Working Group on Food from the Ocean

*Gesche Krause (AWI, Germany), Working Group member*

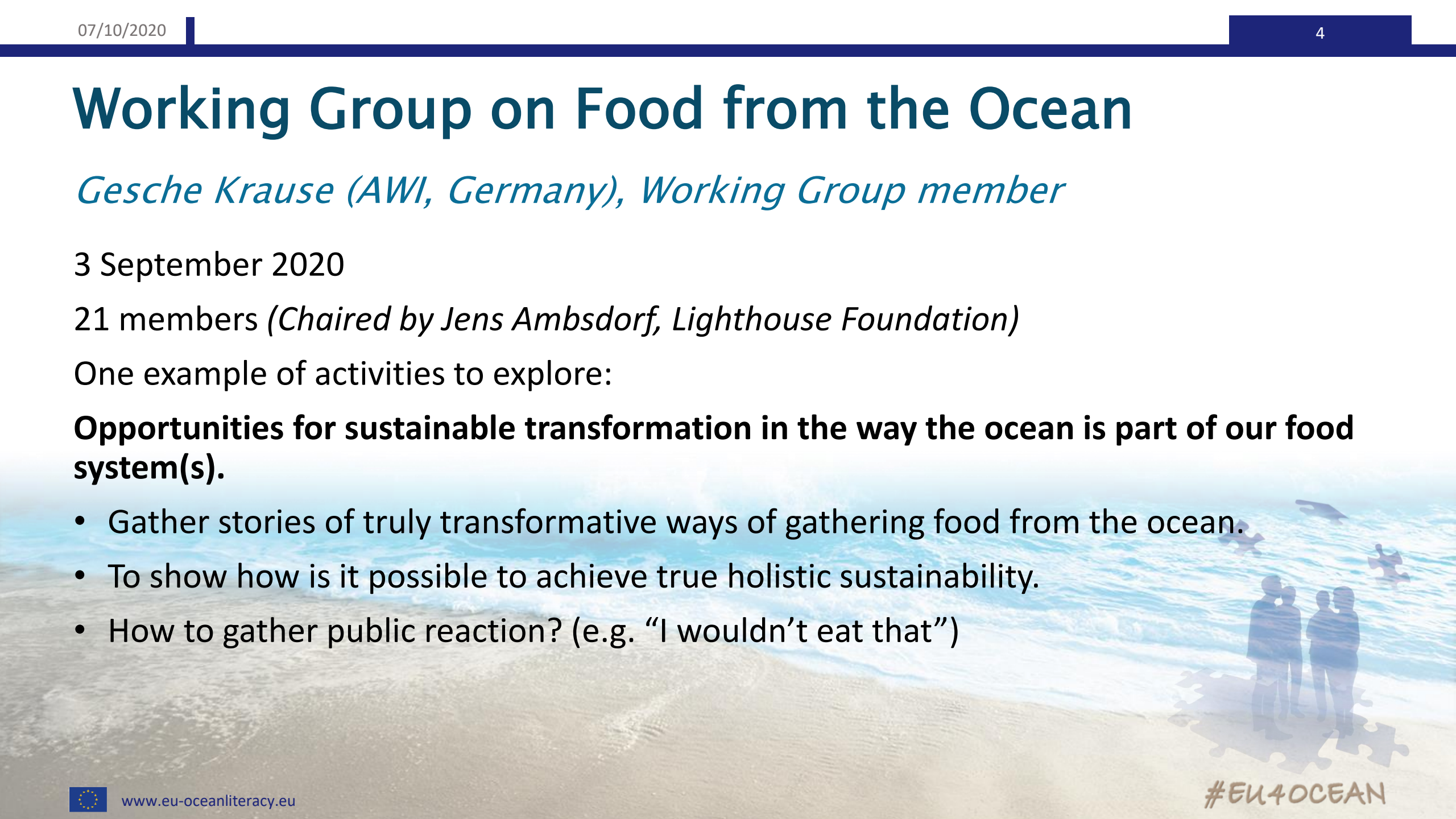
3 September 2020

21 members *(Chaired by Jens Ambsdorf, Lighthouse Foundation)*

One example of activities to explore:

**Opportunities for sustainable transformation in the way the ocean is part of our food system(s).**

- Gather stories of truly transformative ways of gathering food from the ocean.
- To show how is it possible to achieve true holistic sustainability.
- How to gather public reaction? (e.g. “I wouldn’t eat that”)

A background image of a beach scene. In the foreground, there is a sandy beach with some footprints. In the middle ground, a group of four people is standing near the water's edge. In the background, the ocean is visible with waves breaking. A shark is seen swimming in the water. The overall tone is light and blue.

#EU4OCEAN

# Working Group on Healthy and Clean Ocean

*Elisa Baldrighi (Ocean Literacy Italia, Italy), Working Group Chair*

4 September 2020

35 members

One example of activities to explore:

**Develop a “coast code” for people accessing the coast, with alternatives to change behavior, not only prohibitions.**

- Gather actions, and their alternatives, for activities at coasts & sea that can be distributed to municipalities & blue economy (local language and alternatives).
- To show can they can help achieving a clean and healthy ocean on their next visit or day of work, e.g. put sunscreen: alternatives exist with labels ensuring low impact on the environment
- How do we evaluate the success of the campaign?

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Work together and inspire others!

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## Session 2: EU4Ocean Platform Dialogue

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*Panel, with Audience Q&A*

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[www.eu-oceanliteracy.eu](http://www.eu-oceanliteracy.eu)

07/10/2020

## Panel: EU4Ocean members

**James Nikitine** (Manaia Productions, EU4Ocean Platform Chair, EU4Ocean founding member)



**Tymon Zielinski** (IO PAN, Chair WG Climate-Ocean, EU4Ocean founding member)



**Elisa Baldrighi** (Ocean Literacy Italia, Chair, WG Healthy and Clean Ocean, EU4Ocean founding member)



**Gesche Krause** (AWI, member of WG Food from the Ocean, EU4Ocean founding member)



**Rosa Rodríguez** (SOCIB, EU4Ocean founding member)



**Philip Easthill** (European Boating Industry, EU4Ocean founding member)



#EU4Ocean

# About EBI

Representing the European recreational boating industry

## Usage

- 6 million boats in European waters
- 36 million regular boaters
- 80% of boats below 8m

## Industry

- 32,000 companies
- Over 95% are SMEs
- 280,000 (direct) employees

@EBI\_Boating







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## Session 3: Mobilising the community and turning interest to actions

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*Sea-basin activities, events and how to get involved in the Platform.*

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[www.eu-oceanliteracy.eu](http://www.eu-oceanliteracy.eu)

# EU4Ocean: Why a sea-basin approach?

- ✓ A sea-basin approach allows us to reach local communities and have a more accurate grasp of needs and specificities.
- ✓ The regional scale is important for connecting people, regardless of their background. They can be scientists, policy makers, teachers, young people, NGO members or from any other group, interested in Ocean Literacy.
- ✓ Working together on tackling specific ocean challenges will make it more accessible for people to join a common European effort.

# EU4Ocean: Sea-basin workshops in 2021 .....



5 sea-basins, links to global Ocean e.g. through Overseas territories, international collaborations etc  
Events will be integrated with Platform, Youth4Ocean and Schools



Learning  
Collective Action  
Capacity Building  
Solutions  
Arctic  
Black Sea  
Network  
Baltic  
Mediterranean  
Values  
Knowledge  
Cooperative Action  
Atlantic  
Blue Society  
Behaviour  
Sustainable  
Education  
Building Momentum  
Engagement  
Policies  
Custom  
Awareness Raising



# EU4Ocean sea-basin online workshops\*

*25 September, 2020*

[Black Sea Basin](#) | 13:00 - 15:00 CEST | Taking Common Action For Making the Black Sea Sustainable

[Arctic Sea Basin](#) | 14:00 - 16:00 CEST | Ocean literacy in the Arctic

[Atlantic & North Sea Basin](#) | 14:00 - 16:00 CEST | Co-designing Collective Ocean Literacy Actions in the Atlantic and North Sea Basin

[Baltic Sea Basin](#) | 14:00 - 16:00 CEST | Ocean literacy in the Baltic

[Mediterranean Sea Basin](#) | 14:00 - 16:30 CEST | Paving the way for collective Ocean Literacy initiatives in the Mediterranean Sea

\*check with each workshop organizer if there are still places available

And in 2021 .... Sea-basin workshops.....join the  
EU4Ocean Platform to get involved!



# Thank you

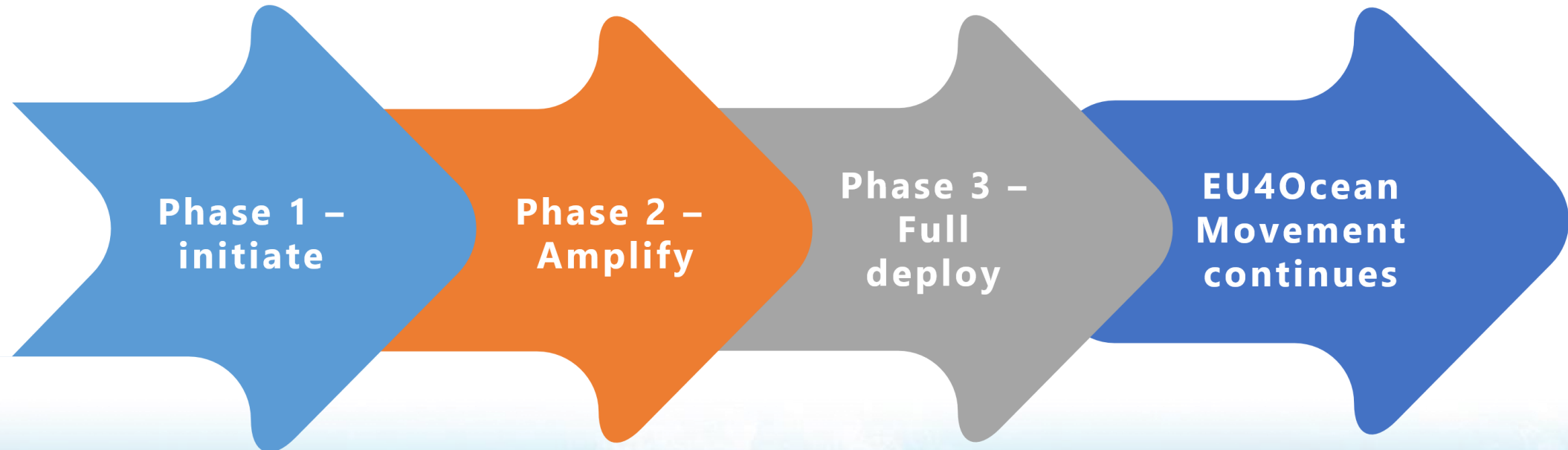
**Andreea IONASCU**  
**MARE NOSTRUM,**  
**EU4Ocean Focal Point**  
**for the Black Sea**

*On behalf of all sea-basin  
focal points*

[andreea\\_ionascu@marenostrom.ro](mailto:andreea_ionascu@marenostrom.ro)



# EU4Ocean Platform: What does success look like?



## 2020

- Platform set-up
- Founding members
- Operational Launch
- First WG meetings
- Early joint actions
- Growing membership
- Advocacy campaign 1

## 2021 & 2022

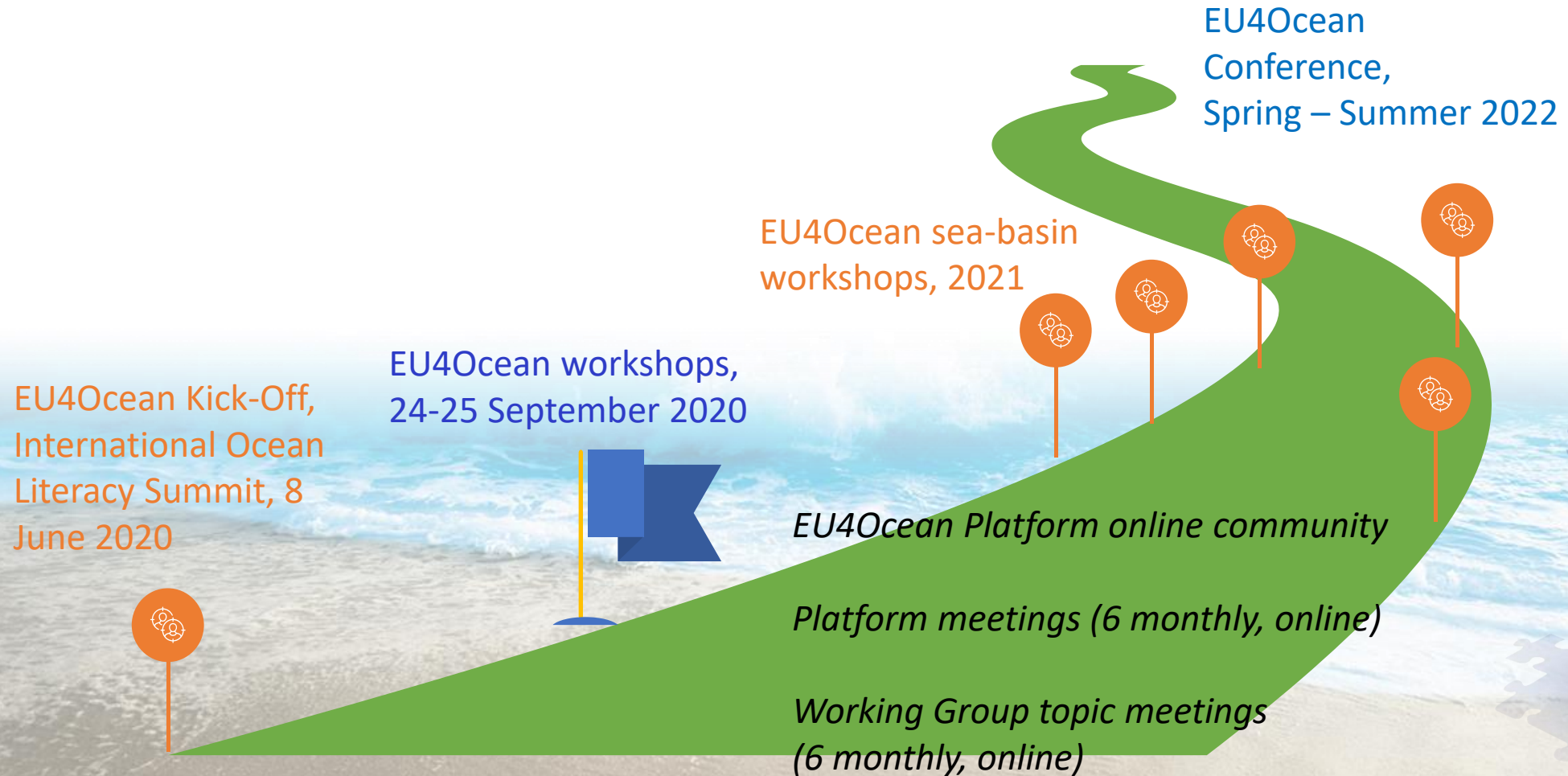
- Grow & Diversify members (beyond marine & global)
- Joint actions: integrated with youth & wider stakeholders
- Sea-basin events
- Using resources in schools
- Advocacy campaigns, linked to high-profile events
- EU4Ocean Summit (3 components)

## 2022 -

- #EU4Ocean widely recognized as Hub for European Ocean Literacy efforts
- Members drive the success & legacy through joint actions, events, campaigns
- Contribution to the EU Green Deal, EU Mission Starfish 2030 & global initiatives eg. UN Ocean Decade for Sustainable Development and the UN 2030 Agenda

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# EU4Ocean Platform: What's Next?





# EU4Ocean Coalition

## 3 key components:



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*Organisations, initiatives, people*



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- 3. take action***, and promote societal change towards a climate-neutral and more sustainable life-style, business practice and society.

# EU4Ocean Platform: How can you join? Apply Online!




## Become a Member of the EU4Ocean Platform

Are you interested to become a member of the platform? Want to know what is involved? Read the key facts from our Terms of Reference to find out more. We are looking forward to receive applications! You can apply to become a member by filling out an online application form on this website.

[Learn more](#)

Join the inclusive, expanding network of diverse stakeholders motivated to work together, for joint action on our Ocean, to mobilise citizens to be aware, act and create waves of action!



#EU4OCEAN

Join forces for the ocean.  
Work together and inspire others!

*EU4OCEAN PLATFORM*

## **Session 5: Reflections and Forward Look**

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***Andy Kontoudakis, DG MARE***

**#EU4OCEAN**



[www.eu-oceanliteracy.eu](http://www.eu-oceanliteracy.eu)

07/10/2020

Join forces for the ocean.  
Work together and inspire others!

EU4OCEAN PLATFORM

## Closing of the workshop

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**James Nikitine**, EU4Ocean Platform Chair  
**Kate Larkin**, EU4Ocean Platform facilitator

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# 1<sup>st</sup> EU4OCEAN WORKSHOP

## Designing Ocean Literacy actions in Europe

September 24, 2020

### SET THE SCENE



09:30 **The EU4Ocean coalition: what, what for, how?**

With **Ricardo Serrão Santos**, Minister of Maritime Affairs, Portugal, and **Tonino Picula**, chair of the Searica Intergroup, European Parliament.

### DISCOVER OUR THREE COMMUNITIES



10:30 **The EU4Ocean Platform: Co-Designing Ocean Literacy for society**



14:00 **The Youth4Ocean Forum: Empowering European youth to make a difference for the ocean**



16:00 **The Network of European Blue Schools: embarking on a journey for ocean literacy**

September 24, 15:30

Our Commissioner for Environment, Oceans and Fisheries, **Virginijus Sinkevičius** – becoming the first honorary envoy of the Youth4Ocean Forum

September 25, 2020

### CO-BUILD OCEAN LITERACY INITIATIVES

#### Addressing...

**Climate and ocean**

10:00 **Healthy and clean ocean**

12:00 **Food from the ocean**

#### Mobilising sea basin communities

13:00 **Black Sea**

**Arctic Ocean**

14:00 **Baltic Sea**

**North Sea/Atlantic Ocean**

14:00 **Mediterranean Sea**

16:30

All times listed are in Central European Summer Time (CEST)

We connect. We share.  
We drive change.  
We join forces for  
the ocean.

Get inspired and join the EU4Ocean coalition!

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# Thank you

Interested to be a member?

Email your queries to:  
[info@eu4ocean-platform.eu](mailto:info@eu4ocean-platform.eu)

APPLY ONLINE TO BE a  
PLATFORM MEMBER:



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