

1st EU4Ocean event “Designing Ocean Literacy actions in Europe”

Thematic workshops – 25 September 2020

## Main outcome & key messages

### The workshop in a nutshell

The three EU4Ocean parallel workshops covered Climate and Ocean, Food from the Ocean, and Healthy and Clean Ocean. Organised as online World-Café style workshops, the participants from the three EU4Ocean Coalition communities and other external participants discussed and gathered ideas on how to help citizens in European landlocked or inland areas become Ocean Literate.

### Key messages/main outcome(s)

These workshops showed the participants the added value of working together with other Ocean Literacy enthusiasts, experts and people interested in ocean issues, to gather innovative, out-of-the-box ideas to help achieve an Ocean Literate society (focusing on citizens living inland).

The fruitful discussions generated many great ideas, including:

- Approach people via family connections (e.g. children), their jobs (e.g. international or regional associations) and their passions (e.g. sports, justice, nature);
- Use people’s daily worries (e.g. weather forecast) and future (e.g. future employment or reduced business) to show the connection to the ocean;
- Don’t make changes a burden;
- Incorporate the ocean into people’s daily lives (e.g. public transport, radio/TV, social media, products they consume); and
- Relate sustainable consumption with a healthy life-style.

### Follow-up

The workshop facilitators will gather and harmonise all the ideas received, and list them as suggestions on how Ocean Literacy activities can turn someone into an Ocean Champion. This list will be made available on the EU4Ocean website. The facilitators will also explore the implementation of some of these initiatives to collectively build Ocean Literacy activities around these topics with the ideas gathered in these workshops.