European Commission

EU4OCEAN PLATFORM

Terms of Reference

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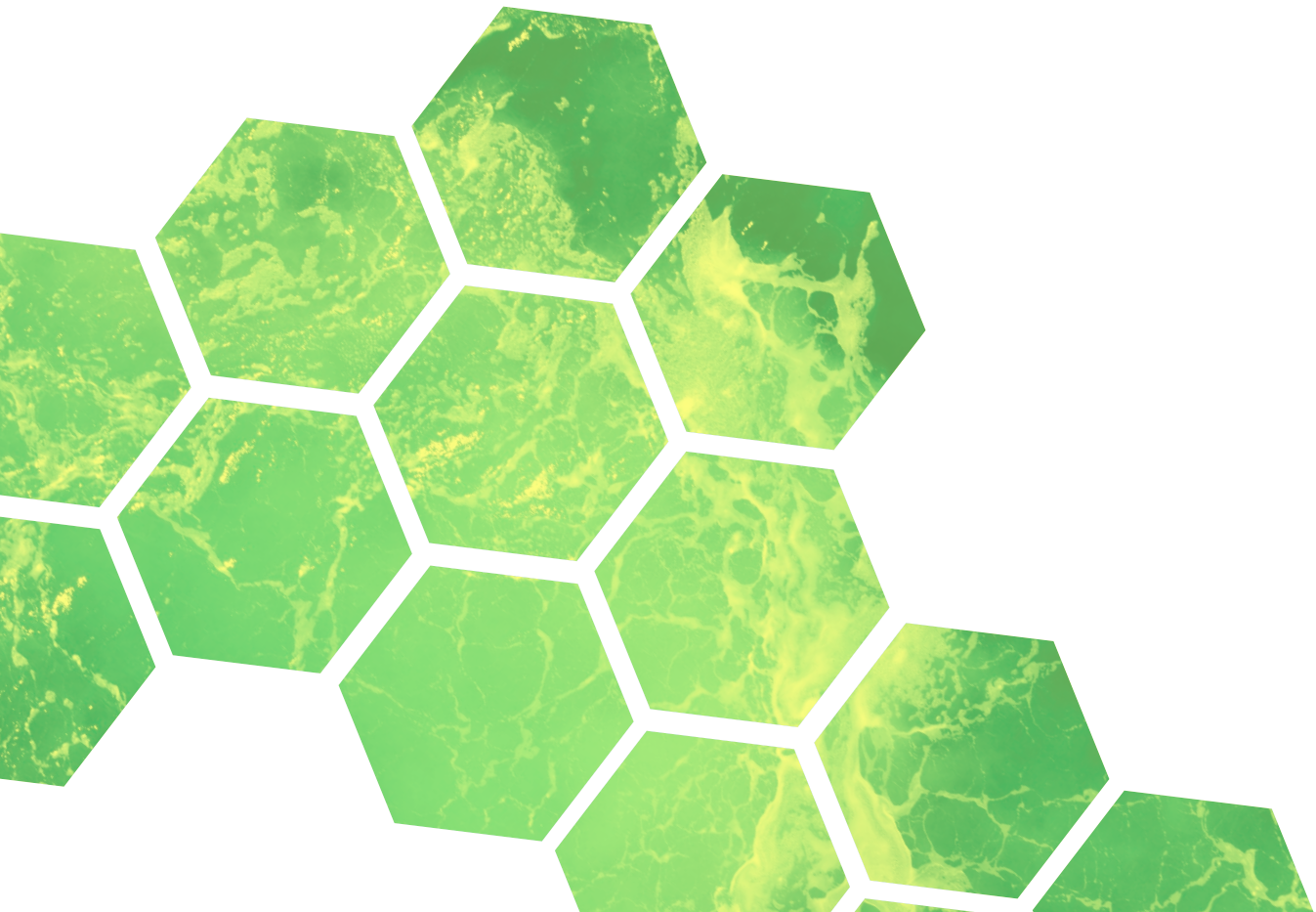

1. MOTIVATION AND ADDED VALUE OF EU4OCEAN

There is increasing recognition across society that we are in a climate emergency. In response to this, the European Green Deal[1] sets out ambitious targets for Europe to be the first carbon-neutral continent by 2050. The European seas, bordering ocean basins and global Ocean offer unprecedented potential for the sustainable green transition. This is driving an increased focus and momentum to raise societal awareness, engagement and action on the role of the global Ocean, and indeed its crucial role in regulating the wider planetary system.

EU4Ocean is a European Commission (DG MARE) initiative that will offer a focal point for ocean literacy in Europe. All the information on the EU4Ocean coalition can be found on the EC Maritime Forum webpages[2] (see weblink in footnote). It will connect and drive collaboration and innovation across the current disparate Ocean Literacy initiatives, mobilizing diverse stakeholders to develop concrete activities that create real awareness, engagement and momentum across society for action and change. EU4Ocean will mobilize organizations, individuals and wider society – both within and beyond marine and maritime fields - to engage in Ocean Literacy across age groups, integrating the youth, and across sectors and domains. Engagement in the EU4Ocean initiative may be through (active) contributors, supporters and multipliers, or as target audiences, all of whom need to be mobilised for co-building effective Ocean Literacy initiatives. These include teachers, school managers, business/industry/professionals, decision makers, authorities, scientists, civil society, financial institutions and philanthropists (supporting Ocean Literacy initiatives), artists – who address emotions, the media (sharing/disseminating knowledge), as well as children, students and the Youth.

EU4Ocean will progressively develop a diverse 'coalition' of stakeholders, connected across geographical scales and societal roles, that wish to connect to engage in Ocean Literacy. The guiding principles of the EU4Ocean coalition are:

- **Leadership** for European Ocean Literacy: driven by active, motivated organizations and communities that can provide leadership, guidance and catalyse engagement in Ocean Literacy in Europe;
- **Inclusive**: connecting and empowering communities for real change;
- **Shared responsibility** for ocean preservation and engagement of all stakeholders and wider society;
- **Open and free** access to information and sharing of resources;
- A strong **voice for youth** with a strong pillar of youth engagement and leadership – reversing the traditional top-down relationship between adults and the Youth to a fair and balanced relationship;
- Raising the profile of **marine and maritime education** in mainstream education;
- **Innovative** in forming new partnerships, joint actions and co-designing new tools and solutions, building on existing activities and best practice;
- European focus, contributing to the delivery of the European Green Deal, but with an **International reach and contribution**. EU4Ocean coalition activities will be implemented in the context of the UN 2030 Agenda and the

1 https://ec.europa.eu/info/publications/communication-european-green-deal_en

2 eu-oceanliteracy.eu , accessed through https://webgate.ec.europa.eu/maritimeforum/en/frontpage/1482

Sustainable Development Goals (SDGs), together with the UN Decade of Ocean Science for Sustainable Development and UNESCO activities in international ocean literacy.

The **EU4Ocean coalition** for European ocean literacy will have three complimentary, inter-connected components (see Figure 1):

- **EU4Ocean Platform**: the focal point for organizations and initiatives to connect, collaborate and mobilize efforts on ocean literacy; (the focus of this ToR, see end of section 1)
- **Youth4Ocean Forum**: a Forum dedicated to Youth (16-30 years old) for young people to meet, share and generate ideas and as a focal point for youth dialogue with the EU4Ocean Platform, to ensure youth-relevant components are integrated into EU4Ocean activities;
- **Network of European Blue Schools**: a network dedicated to empowering schools to bring ocean-related issues into the education system e.g. curricula, extra-curricula activities, towards becoming a certified Blue School.

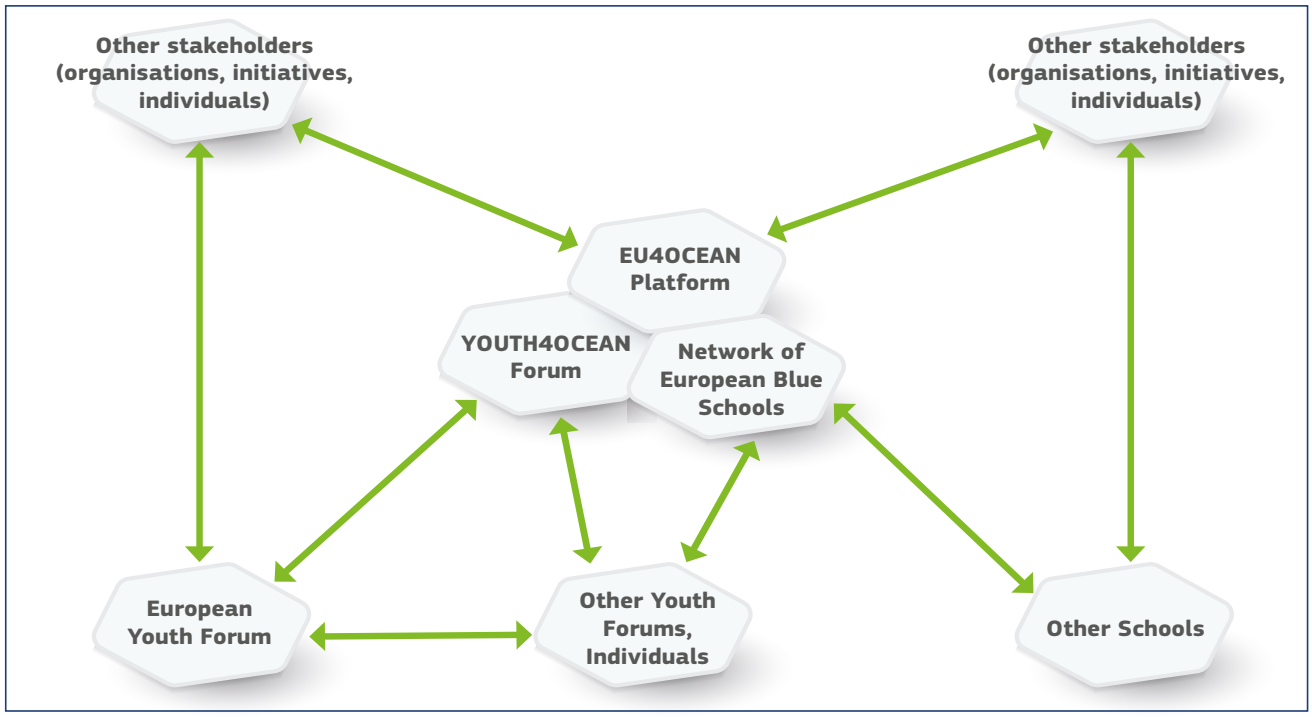

Figure 1 - EU4Ocean coalition for European ocean literacy (see Figure 3 for further information on EU4Ocean governance)

EU4Ocean will be fully inclusive for all as a European community of practice in the field of ocean literacy. The three key components will work closely with each other, to ensure synergies and collaborations are fostered, whilst promoting open dialogue with all stakeholders, including wider society. The initial setting up of the EU4Ocean coalition will be conducted by a consortium of 12 partners[3] implementing the EC EU4Ocean project (DG MARE service contract, December 2019 - December 2021). In this Terms of Reference (ToR) the Consortium members are referred to as the project partners and EU4Ocean facilitators. A Glossary at the end of this document explains key acronyms and terms used in the ToR.

3 EU4Ocean is a project funded by the European Commission and implemented by a consortium of 12 partners across Europe, which includes: ACTeon (coordinator, France), Seascape Belgium (Secretariat of the European Marine Observation and Data Network and the European Atlas of the Seas, Belgium), the European Marine Board (EMB, Belgium), Nausicaá-National Sea Centre (France), the World Ocean Network (WON, France), Ciência Viva (Portugal), the European Marine Science Educators Association (EMSEA, Belgium), Ecologic Institute (Germany), the European Centre for Information on Marine Science and Technology (EurOcean, Portugal), Secretariat of Submariners (S.Pro, Germany), MARE Nostrum (Romania), European Schoolnet (Belgium), and Farah Yasmin Obaidullah (freelance campaigner, founder & director of Women4Oceans, The Netherlands).

This ToR outlines the main objectives, expectations and mode of operation of one of the three key components of EU4Ocean - the EU4Ocean Platform - with a focus on the first two years of development. This includes the thematic Working Groups and the expected growth of the Platform towards longer-term continuation and impact beyond the initial two years contract. Among the EU4Ocean partners, Seascape Belgium and ACTeon, are the lead facilitators for the Platform, with the support of the European Marine Board.

2. EU4OCEAN PLATFORM OVERVIEW AND OBJECTIVES

The **EU4Ocean Platform** will be a focal point for organizations and initiatives to connect, collaborate and mobilize efforts on ocean literacy. The EU4Ocean Platform will offer 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 by organizations and youth.

The **EU4Ocean Platform objectives** are:

- Consolidate and build on existing initiatives in ocean literacy spanning different stakeholder sectors;
- Connect disparate and diverse stakeholders acting in ocean literacy to form an inclusive ocean literacy community network that stimulates an environment of concrete actions and commitments to create an 'ocean-literate generation';
- Jointly identify in topic-oriented groups best opportunities in ocean literacy activities that can be scaled up to larger campaigns to raise awareness in wider society;
- Ensure the Youth are an integral and active part of ocean literacy activities;
- Act as a focal point for the European Ocean Literacy community for the preparatory planning to the UN Decade of Ocean Science for Sustainable Development, and in particular its ocean literacy components; and
- Build momentum for EU4Ocean to ensure growth and spreading of the initiative beyond the project lifetime.

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.

Topics and geographical scope of the EU4Ocean Platform

The EU4Ocean coalition, including the EU4Ocean Platform, is a European effort which will combine EU-wide activities with actions dedicated to the Arctic Ocean, the Atlantic Ocean (including the North Sea), the Baltic Sea, the Black Sea, the Mediterranean Sea and the global ocean (see section 4.4 for additional information).

Initially, the activities of the EU4Ocean Platform will focus on the following topics:

- Food from the Ocean;
- Climate and Ocean, and;
- a Healthy and Clean Ocean;

Other topics may be developed, based on feedback by EU4Ocean Platform members and wider EU4Ocean coalition inputs. The discussions around these topics will be organized in dedicated Working Groups (see section 4.5 for additional information).

As shown in Figure 1, the EU4Ocean Platform is one of the three core components of the EU4Ocean initiative, integrated closely with the Youth4Ocean Forum and the Network of European Blue Schools. The Platform will exist in a dynamic and inclusive wider "coalition" of interested stakeholders, together driving forward and multiplying the core activities of the EU4Ocean Platform, Youth4Ocean Forum and Network of European Blue Schools. The **EU4Ocean initiative is planned in three phases** to initiate, amplify and fully deploy the EU4Ocean Platform. EU4Ocean Platform is expected to start **with core founding members** but to then grow rapidly to extend and diversify members and opportunities for joint, innovative activities. The benefits of EU4Ocean Platform membership are outlined in the box above, together with key expected roles for members (further detailed in section 3).

Key roles for EU4Ocean Platform members

- Committing to the EU movement and narrative of EU4Ocean coalition, acting as informal ambassadors to build connection and momentum that drives societal change;
- Actively participating in the EU4Ocean Platform meetings and activities, including discussions around ocean topics;
- Working proactively and synergistically in topic-oriented multi-stakeholder environment;
- Bringing expertise and knowledge e.g. in marine and maritime research, policy, conservation, management, education;
- Being open and inclusive, forming new partnerships and co-designing ocean literacy activities, actions and campaigns at multiple geographical scales;
- Mentoring and coaching other members of the Platform and the Youth e.g. the Youth4Ocean Forum, European Young Ocean Leaders and Network of European Blue Schools;
- Engaging in relevant sea-basin events and dissemination, contributing to planning and promoting EU4Ocean activities at sea-basin, national and local levels.

3. COMPOSITION AND ELIGIBILITY CRITERIA FOR MEMBERSHIP

3.1 Composition of the EU4Ocean Platform

The aim is to build a EU4Ocean Platform composed of a wide diversity of stakeholder groups that will together drive the innovation and longevity of Platform activities. The expected stakeholder groups include, but are not restricted to, science (public and private scientific bodies spanning STEM, social science including social psychology), business and industry sectors (with a primary focus on the blue economy), decision makers, authorities, civil society, financial institutions and philanthropists, science-arts initiatives, artists, musicians and the media (sharing/disseminating knowledge). Working closely with the Youth4Ocean Forum and the Network of European Blue Schools, the Platform will also promote the membership of particularly active and committed youth organizations and representatives, informal and formal e.g. school education organisations.

As much as possible the EU4Ocean Platform will build on existing, and ongoing, initiatives in ocean literacy. For this reason, the initial EU4Ocean Platform founding membership will be spearheaded by marine/maritime organizations and initiatives already engaged in ocean literacy activities. These may include organizations that have actively participated in recent ocean literacy projects including European Horizon 2020 research projects ResponSEAble, SeaChange, MARINA and other organizations and initiatives that can provide examples of best practice in ocean literacy. This includes projects of time-limited duration and also longer-term initiatives including the Atlantic Ocean Research Alliance (AORA), the All-Atlantic Ocean Youth Ambassadors programme and Joint Programming initiatives.

Core membership of the EU4Ocean Platform will include stakeholders already active in ocean literacy and marine/maritime activities, including:

(a) ocean literacy practitioners, including organizations, initiatives and committed individuals contributing to – and/or targeted by – ocean literacy initiatives;

(b) organisations that can support ocean literacy initiatives – be it as providers of knowledge and expertise, support the design of effective ocean literacy (media experts and psychologists), or funding/bringing financial resources to secure implementation; and

(c) Ongoing and forthcoming projects and initiatives (e.g. National, regional and European funded projects through e.g. Horizon 2020 research projects[4]), that have already secured funding for communication and awareness raising activities to promote a connected EU narrative on ocean literacy and ocean advocacy that can support changes.

In line with the principles set above guiding our approach, some of these members will represent sectors beyond the usual marine/maritime communities. As the platform grows, it will reach out to encourage involvement and active participation by wider sectors not yet involved in ocean literacy.

4 e.g. Horizon 2020 research projects, Interreg (Interregional cooperation) and Erasmus+ (EU programme for education, training, youth and sport) projects, or longer-term initiatives e.g. Joint Programming

A defining philosophy will be to expand the membership by mobilizing stakeholders beyond the traditional marine/maritime communities that in many cases might be already "acquired to the cause" of a sustainable Ocean. It is essential that the goal of the EU4Ocean is to include member organisations that are "land-based" and indirectly connected to, impacting or impacted by – the ocean. In this way the EU4Ocean Platform is expected to rapidly expand to engage wider domains including full aquatic resources, land and atmospheric/climate initiatives, and beyond STEM and natural sciences to include wider disciplines spanning social sciences and arts.

3.2 Eligibility criteria

The **EU4Ocean Platform** will be a **membership based platform** with an application and approval process, to create a focal point for European ocean literacy. The application process is outlined in operational procedures (section 4). Core members of the EU4Ocean Platform will be European (at multiple geographical scales from national to regional and European), with the key purpose to consolidate existing efforts across the European landscape. In this way, the European Union can contribute to international efforts with a coordinated European voice. Since many European stakeholders are involved in international efforts, these will offer crucial links and international context to EU4Ocean efforts, although international stakeholders will be eligible to apply to join the EU4Ocean Platform after the founding membership is complete and the Platform is operational.

Membership of the EU4Ocean will primarily be at an organization, or a faculty/department of an organization that can demonstrate its willingness and capability e.g. resources to engage in the EU4Ocean Platform activities. Initiatives with no legal entity or individuals are also welcome to apply where they can demonstrate relevant ongoing and future activities relevant to EU4Ocean Platform activities.

Stakeholders applying for **EU4Ocean platform membership** will be asked to demonstrate their ability and/or willingness to meet the following eligibility criteria:

- be a European stakeholder, or an international one that can demonstrate concrete interactions, collaborations or joint activities with European stakeholders;
- be a representative of at least one key target group of the EU4Ocean Platform, namely science (public and private research with a primary focus on STEM[5] and social sciences), policy makers and decision-makers, industry and business, financial institutions, media, civil society e.g. NGOs, philanthropists, art and culture, educational organisations and initiatives;
- be able to explain the benefit and contribution of the particular stakeholder and its sector/domain to the efforts of the EU4Ocean Platform and wider coalition;
- be already actively working in the area of Ocean Literacy, including activities spanning ocean awareness and communication, ocean advocacy, ocean literacy resource design, implementation and sharing, marine and maritime education, careers and skills;
- provide examples of where the organization's ocean literacy efforts are directly contributing to develop European capability and best practice in ocean literacy across the ocean literacy knowledge system, including as providers or aggregators of data, information or knowledge underpinning the marine knowledge base and value chain e.g. universities, research laboratories, maritime networks, technology and innovation platforms;

5 Science, Technology, Engineering and Mathematics

- demonstrate e.g. through existing examples or proposed resources (in-kind or concrete funds) the motivation and capacity of their organization (or individual) to actively contribute to relevant ocean literacy activities of the EU4Ocean platform;

- show motivation and willingness to comply with the guiding principles of the EU4Ocean platform, including an open philosophy to share and co-create ocean literacy activities, resources and tools for the benefit of EU4Ocean and, ultimately, wider society;

- show willingness to adhere to one or more of the topic oriented discussion groups (or Working Groups, see section 4.5);

- show willingness to share experiences and openness to form new partnerships and jointly implement new joint activities under the label EU4Ocean;

- show willingness to integrate Youth into all ocean literacy activities and offer coaching and mentorship to the Youth through the Youth4Ocean Forum, potentially including mentorship for school students involved in the Network of European Blue Schools.

Stakeholders should strive to provide motivation, explanation and, where possible, concrete evidence, to meet as many eligibility criteria as possible, recognizing that stakeholders have a diversity of skills and resources so are not required to meet all eligibility criteria. The EU4Ocean Platform will predominantly remain organization (or department) - based so that there is a clear mandate and resources for joint activities that can be co-designed and implemented by the platform members, this needs to be clearly demonstrated to allow for a solid assessment. Each application will be assessed against these eligibility criteria, with approvals made on a case-by-case basis following standard operational procedure (see section 4).

Integrating the Youth in EU4Ocean platform activities will be crucial to connect the developing Youth4Ocean Forum, Youth leaders and Network of European Blue Schools with the Ocean Literacy activities initiated by EU4Ocean Platform. For this reason, representatives from the Youth4Ocean Forum and the Network of European Blue Schools are eligible to apply as members of the EU4Ocean Platform if they can demonstrate particular willingness and capability to contribute to Platform activities, in addition to Youth4Ocean and Network of European Blue Schools activities. In addition, representatives or youth and education may be invited to participate in Working Group meetings (see sections 4.3 and 4.5), at the discretion of the Working Group facilitators, to ensure that youth and education is well represented and integrated in EU4Ocean Platform activities.

Founding members

The EU4Ocean Platform will be evolve organically; it will be initially established with a minimum of founding members. In this crucial first stage, particular preference will be given to organizations who are already actively working in the area of Ocean Literacy and/or can demonstrate concrete resources to commit to develop joint activities. This is essential to build a solid foundation and leadership for driving the EU4Ocean Platform and wider engagement forward. Founding members will initiate EU4Ocean Working Group activities (see section 4.5), identifying and developing the first joint actions. They will also have an important task to mobilize and catalyse a wider stakeholder community to become involved, to achieve the longer-term goal of EU4Ocean to create an inclusive alliance of highly diverse organisations, stimulating innovative partnerships well beyond

the marine and maritime reach. From the pool of founding members, co-Chairs will also be sourced for the Platform itself and for the three thematic working areas (see section 4 on operations).

3.3 Roles and activities of EU4Ocean Platform members

EU4Ocean Platform members will be expected to actively contribute to Working Groups to develop joint ocean literacy activities. For all EU4Ocean activities, members are expected to provide voluntary contributions to cover their staff, resources and travel costs where relevant. By joining, members have benefits too, as outlined in section 2, including added visibility and impact for ongoing activities and the opportunity to forge new partnerships leading to new innovative activities and shared funding resources.

It is recognized that each stakeholder will bring specific skill-sets and offer multiple methods and levels of engagement. Some organizations will be willing to play a fully active role from the start, whilst others may need time to develop awareness, capacity and resources in their country or sector. In addition, individuals and organizations with an interest, but no prior experience in ocean literacy, or lack of access to resources, also need to have ways to engage and feel part of the EU4Ocean without commitment or active resource contribution. For this reason, members of the EU4Ocean Platform will be invited to contribute to the full range of EU4Ocean Platform activities, according to their skill-set. Building on the key roles of EU4Ocean Platform members (summarised in section 1), below we enumerate a more complete list of responsibilities in more detail. These include, but not limited to:

- **Actively participate in EU4Ocean Platform meetings, providing experience and leadership to drive inter-disciplinary discussions for joint ocean literacy activities:** Promote inter-disciplinary discussions and joint actions spanning multiple domains and sectors, identifying and creating synergies for EU4Ocean Platform thematic areas; contribute to planned advocacy campaigns;
- **Be an active contributor to (at least) one of the designated topic-oriented Working Groups.** These will include the following topics: food from the ocean, ocean and climate and a healthy and clean ocean. Other topics may be developed, based on feedback by EU4Ocean Platform members and wider EU4Ocean coalition inputs;
- **Develop ocean literacy content for the EU4Ocean Platform:** Active ideation & support to the implementation of ocean literacy activities emerging from the EU4Ocean platform, including topical activities on thematic areas;
- **Provide scientific or technological support to enable EU4Ocean Platform activities, including Working Group thematic ocean literacy activities;**
- **Enable resources for ocean literacy activities** (in-kind or concrete funding) and propose innovative ways to fund and link to wider stakeholders;
- **Serve as informal ambassadors for EU4Ocean**, actively promoting EU4Ocean and sensitizing wider stakeholders to the value of Ocean Literacy and the EU4Ocean initiative;
- **Identify and mobilize** stakeholders in their domains, working with the EU4Ocean facilitators to identify potential new members and extend the EU4Ocean platform to new sectors and domains. This will have a focus on European stakeholders.

- **Mentor, coach and collaborate with** other EU4Ocean Platform stakeholders, youth involved in the **Youth4Ocean Forum, European Young Ocean Leaders** and representatives from the Network of European Blue Schools;

- **Contribute to developing a common approach to sea-basin level events, stakeholder interaction, engagement and communication:** Provide input to planning relevant, tailored content and Ocean Literacy activities for different sea-basin regions, programme content for sea-basin events, help attract participants and identify key speakers and raise awareness and visibility through local, national and regional networks;

- **Support communication efforts and provide feedback on potential dissemination, promotion activities, campaign planning and media contacts to increase the impact of EU4Ocean**; identify key channels locally or per sector, to drive messaging further and raise the visibility of the platform.

- **Contribute to regional and national promotion, awareness raising and action** e.g. through stakeholder identification and dialogue, translation of content into national languages and bringing expertise in how to reach stakeholders in regional and national contexts;

- **Bring expertise in engaging with youth to ensure youth activities are fully integrated in EU4Ocean Platform actions and to strengthen the dialogue with the Youth4Ocean Forum and Network of European Blue Schools;** help with the customisation and translation of content for schools (handbook) locally/regionally;

- **Contribute to defining quantitative targets to measure EU4Ocean Platform success;**

- **Take a leadership role on the EU4Ocean Platform e.g. as a co-Chair of thematic Working Groups**;

- **Contributing to the strategic development of the Platform including governance and content.**

(Co-) Chair roles and responsibilities: Once the founding membership of the EU4Ocean Platform has been finalized, two co-Chairs will be invited to serve in a steering capacity for the Platform developments and meetings. In addition, one Chair (or, if relevant, two co-Chairs) will be identified for each thematic Working Group. Candidate Chairs for the launch of the Platform and Working Groups will be short-listed by the EU-4Ocean Platform facilitators, based on the initial founding membership and focused on stakeholder members (and their representatives) that are particularly active and willing to commit additional time to the strategic development and oversight of EU4Ocean Platform thematic activities. Chairs will then be approached to formally invite them to the role, for a minimum period of 1 year. Chairs will be responsible for:

- (co-) Chairing meetings of the EU4Ocean Platform and Working Groups, including input to meeting planning, agenda preparation and reviewing reports;

- Promoting a collaborative and inclusive environment for productive and dynamic working with an equal level of engagement across EU4Ocean members; facilitating sharing of content and production of deliverables;

- Ensuring potential synergies among Working Groups suggested activities, if at all possible;

- Providing strategic input to the development of the Platform and the Working Groups;

- Serving for a minimum of 1 year[6] and up to 2 years in a rotating role;
- Participating in EU4Ocean Platform steering discussions, with all Chairs and EU4Ocean Platform facilitators;
- Providing recommendations on topic development, including proposing new topics, for EU4Ocean Platform Working Groups, together with other Chairs and facilitators;
- Taking the joint decision, together with other Chairs, on membership application approval, as requested by the Platform facilitators;
- Providing recommendations for potential new co-Chairs, before the end of their agreed term.

Facilitation: EU4Ocean Platform operations and meetings will be facilitated by the EU4Ocean project partners, namely led by Seascape Belgium for the Platform meetings and the European Marine Board (EMB) for Working Group meetings. These organizations will lead meeting reports. ACTeon will also support EU4Ocean Platform activities.

Steering: The EU4Ocean Platform facilitators[7] and Chairs of the Platform and Working Groups will meet on a regular basis, informally by email and bilateral discussions (e.g. tele-meetings). It will be important to bring together the Chairs, as a smaller subset of Platform members, to discuss key developments of the Platform, share updates across the Working Groups, discuss how to expand membership and scale up activities, input to sea-basin event planning etc. The lead facilitators together with the Chairs will also act as the decision-making body for the EU4Platform, as required e.g. taking a final decision on new WG thematic areas and new co-Chairs, after feedback from wider members, or on membership applications that require further discussion before approval.

Duration of EU4Ocean Platform membership contributions: The initial phase of the EU4Oean coalition initiative is 24 months and members will be expected to contribute to the activities and growth of the Platform from the time they join until the end of this first 24 month phase and – where possible – beyond. Further information on operational activities are detailed in section 4 below.

4. OPERATIONAL PROCEDURES

4.1 Stakeholder mobilization and dialogue

Identification of existing ocean literacy initiatives in Europe, and wider stakeholders, is an important first step to set up the EU4Ocean Platform. An initial mapping exercise was conducted to identify potential stakeholders for the three key components of the coalition, including potential founding and future members of the EU4Ocean Platform. The stakeholder mapping will continue throughout the project and includes the thematic and sector diversity outlined in section 3, across initiatives/projects (including those with limited duration), organisations, institutes and initiatives e.g. networks with longer-term duration and individuals.

A short-list of candidate EU4Ocean Platform founding members was produced by facilitators of the EU4Ocean coalition from the initial stakeholder mapping. This will ensure an initial membership from all three components of the EU4Ocean coalition, with the recognition that priority will be placed for founding members on

6 The EU4Ocean Platform operations will be reviewed at 12 months giving an opportunity for updates to Platform and Working Group operations

7 For the duration of the DG MARE service contract (2019-2021) EU4Ocean Platform facilitators are Seascape Belgium, Acteon and European Marine Board

organisations already active in ocean literacy (whether from marine/maritime or other professional sectors, youth, schools or wider education). A standard communication will be sent to the short-listed organisations to explain the EU4Ocean coalition and to invite the organisation to join the EU4Ocean Platform as a founding member. This initial communication will reference the official webpages of EU4Ocean coalition on the Maritime Forum website[8] which will include further information on applying to become a member of the Platform, together with this full version of the Terms of Reference. Following this, partners will proactively initiate further dialogue with the stakeholder, including a telephone call and/or tele-meeting to explain the EU4Ocean Platform benefits, eligibility criteria and roles and activities and discuss any questions the stakeholder may have. It is also an opportunity to discuss the stakeholder's potential contribution to the first three thematic Working Groups of the EU4Ocean Platform, namely food from the ocean, ocean and climate, and a clean and healthy ocean.

Identification and mobilization of further stakeholders, beyond the core founding members, will be an ongoing activity throughout the lifetime of the initiative through coordinated stakeholder mapping and interaction to progressively build, strengthen and diversify the membership of the EU4Ocean Platform. The EU4Ocean Platform facilitators and Chairs of the Platform and Working Groups will also be crucial to have regular dialogue with stakeholders involved as members of the EU4Ocean Platform to maintain motivation, identify key areas for collaboration and build a lasting engagement with that organization and the EU4Ocean Platform. Various platforms and methods will be available to use, including an online forum with chat options and dedicated chat sessions. European and regional (e.g. sea basin) networks, organisations and clusters will also play an important role in dedicated events (see section 4.5).

In all recording of stakeholder names and contact information the General Data Protection Regulation (GDPR) and any other data protection frameworks utilized by the European Commission services will be strictly adhered to. This may include, for example, the setting up of an 'opt-in' (through a manual click) mailing list for EU4Ocean member organizations with the ability to 'opt-out', which will result in the deletion of the respective stakeholder's information from the EU4Ocean Platform.

4.2 Application process and timeline for membership

A light, yet operational, framework will be set up for the membership application process to the EU4Ocean Platform, with a long-term durability in mind. Once an organization is committed to apply for membership of the Platform it will be vital to harness this interest, motivation and intent and to have a smooth and fast process for application approval so that an organization can connect to the EU4Ocean platform activities at the earliest opportunity. The target for completion of the full application process will be 2 working weeks, from receipt of application.

The EU4Ocean is a European Commission (DG MARE) initiative and DG MARE will retain oversight and final decision making of all applications, working with partners facilitating the EU4Ocean operations and facilitation.

Potential members will be invited to apply online through the EU4Ocean website (EC Maritime Forum webpages)[9] with (i) a motivation letter explaining the reasons for applying and what the organization can bring to the EU4Ocean Platform to develop and implement joint EU4Ocean

8 https://webgate.ec.europa.eu/maritimeforum/en/frontpage/1476

9 www.eu-oceanliteracy.eu

Ocean Literacy activities according to the list of section 2.1 and indicating their commitment and willingness to perform which specific activities from those listed in section 3; and (ii) supporting documentation/evidence of active Ocean Literacy activities and (iii) express their willingness to join one or more thematic Working Groups. On submission of an online application, an automatic notification will be sent to ***info@eu4ocean-platform.eu*** to inform the task team reviewing applications.

The EU4Ocean Platform facilitators will receive applications to this central email account. As Task lead, Seascape Belgium will be responsible to keep records of all applications, vet them and to make a first check of an organization against the eligibility criteria for the EU4Ocean Platform membership. Seascape Belgium will then contact the project Coordinator, the Task leads and DG MARE with a recommendation for membership before finalizing the approval and notifying the organization. The full process from assessment to a decision on approval will be made within 2 working weeks, with two people (lead and back-up) identified from the EU4Ocean Platform facilitators involved in the assessment and approval process to ensure a timely and streamlined response and accounting for business continuity.

The process will include taking steps to ensure that, collectively, the selected group of the founding organizations is as balanced as possible in terms of expertise area, stakeholder sector and geographical representation. Where possible, approved organizations will be encouraged to nominate two key representatives (one female and one male, but also for business continuity purposes) to serve on the EU4Ocean Platform on behalf of their organization.

The EU4Ocean Platform set-up and membership application process is outlined as follows:

- Sign off of final Terms of Reference (ToR) after co-design by EU4Ocean initiative facilitators, and DG MARE;
- Information posted on the EU4Ocean webpages, via social media and in the EU4Ocean flyer (printed and e-versions) explaining the EU4Ocean Platform, added value, eligibility criteria, expected contribution and impact and information on how to apply to become a member;
- Key stakeholders identified as already active in Ocean Literacy will also receive specific communication to promote and invite engagement and application by others in their networks to the EU4Ocean Platform;
- In parallel, an open call for applications will be launched with an initial (and regular ongoing) communication effort to promote the EU4Ocean Platform and opportunity for wider membership via online, social media and other channels;
- Applications will be submitted online, via the dedicated application form available for this, and will also include a letter of motivation explaining why it meets the eligibility criteria & any supporting documents demonstrating Ocean Literacy activities or willingness to actively contribute. Applicants will also be invited to select which potential topic areas they may be interested in contributing to;
- After each online submission an automatic notification will be sent to those in charge of vetting applications. The full approval process will take no longer than two working weeks (one week for initial screening against eligibility criteria, and one week for final approval);
- Approved members will be contacted to inform them as to their selection, request potential further details about them and will be featured on the EU4Ocean web pages, including a short text about the member organization and contribution to the EU4Ocean Platform, as content and joint activities develop;

- Regular updates of the EU4Ocean membership organizations, and wider Ocean Literacy activities, will ultimately be produced as an online map using the European Atlas of the Seas, a Communication web-mapping tool of the European Commission (DG MARE).

Withdrawing membership: Participation of an organisation in the EU4Ocean platform is entirely voluntary. When applying, organisations will be encouraged to commit for a minimum of two years from approval of the membership, to allow sufficient time to actively contribute to joint activities, including scaled up campaigns. Members will be free to withdraw at any time, giving a notice period of three months to allow for hand-over or any ongoing activities and knowledge, where possible members will be invited to reconsider and provide a new representative. If membership is to be withdrawn members will be asked to provide an explanation to help provide feedback to the EU4Ocean initiative for further improvement.

4.3 Platform mode of operation

The EU4Ocean Platform will not operate as a typical project committee or Working Group. The Platform will be progressive, iterative and adaptive, set up for long-term durability. The aim will be to rapidly increase and expand membership numbers, diversity and capability as more organizations join the movement. Within the Platform, thematic Working Groups (WGs) will be set up focused on a particular theme, with the main aim to:

- Operationalize the platform with members developing joint partnerships, concrete actions and commitments, around a topic of their interest;
- Identify quick wins in bringing existing ocean literacy activities together for EU4Ocean;
- Co-design new ocean literacy actions for EU4Ocean, including ones that could be scaled-up and contribute to advocacy campaigns developed by the wider EU4Ocean coalition[10].

The initial topics of the WGs, and further details of the WG operations are outlined in section 4.4.

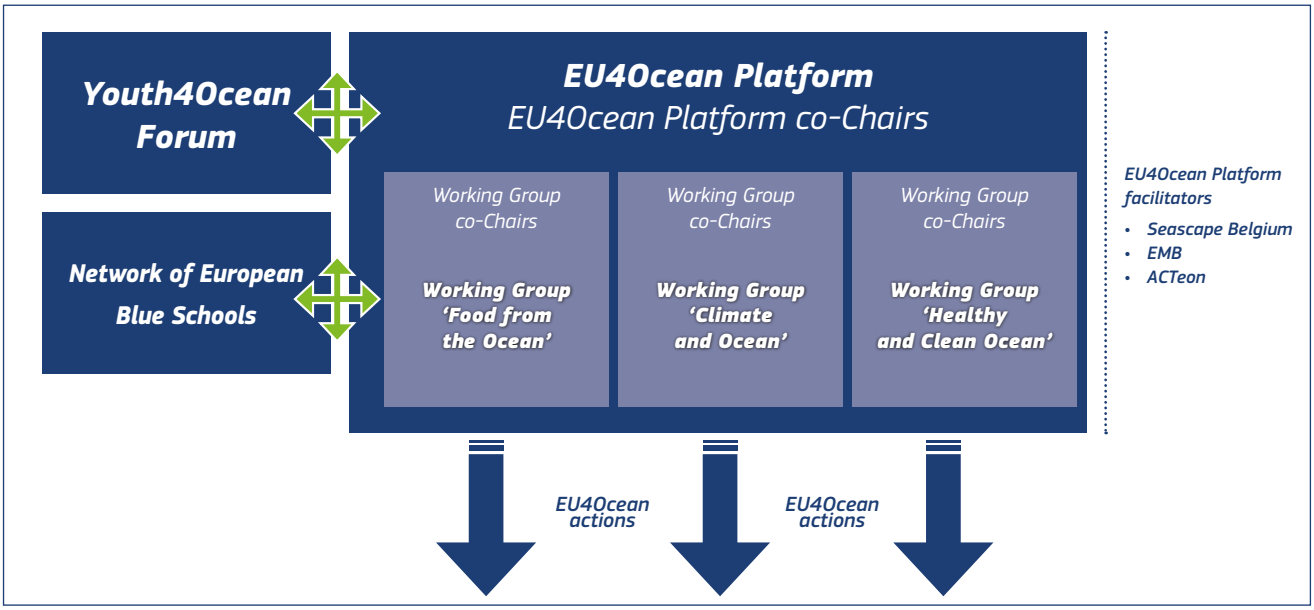

Figure 2 - EU4Ocean Platform and Working Group governance

10 https://webgate.ec.europa.eu/maritimeforum/en/frontpage/1476

Figure 2 shows the governance and mode of operation of the EU4Ocean Platform and Working Groups. The operational EU4Ocean Platform will have a founding membership of core stakeholders already active and/or willing to commit directly to joint Ocean Literacy initiatives. From these founding members co-Chairs will be sourced and invited for the Platform and for each of the thematic Working Groups.

As mentioned above, Chairs of the EU4Ocean Platform and facilitators will meet to discuss key strategic developments of the Platform. Smaller group tele-meetings and bilateral dialogue with platform members are also planned. This will develop clear momentum and continuity of activity development in between official EU4Ocean Platform and Working Group meetings.

Membership is expected to grow, subject to membership application and approval, to at least 150 members by the end of the first 24 months of the initiative. This means it will be a dynamic, ever-changing ecosystem of stakeholders. The diversity of Platform members is expected to also expand. This includes geographical expansion to all European sea-basins, including bordering ocean basins e.g. Atlantic and Arctic and thematic expansion, beyond marine and maritime organizations to include wider environmental, educational and societal sectors and finding new and engaging ways to integrate the youth in EU4Ocean activities, whether through youth fora, mentoring, educational outlets and schools, etc.

The working language of the Platform and Working Groups is English. For this reason, representatives should have a high level of professional English. This is particularly important for founding members and in the early stages (first 6-12 months) of the initiative to ensure synergy and rapid co-design and implementation of activities.

The EU4Ocean Platform and DG MARE are not in a position to cover Travel & Subsistence costs for participants to Platform or Working Group meetings; all costs should be covered by the member organisation. Members will also not be financially supported by the EU4Ocean for their time spent on these activities. Instead, additional funding, in-kind contributions will be welcome (e.g. an extraordinary contribution by a EU4Ocean member for a specific activity, campaign and/or event).

The Thematic Working Groups will also have additional support from the EU4Ocean facilitators and wider experts, including from the EU4Ocean partners, to bring in Communication/Ocean Literacy or other e.g. marine (science/technical) expertise and context. Communication and campaign experts from the EU4Ocean partners and facilitators will also join Platform and WG meetings to provide advice.

Facilitation

As noted in section 1 and 3, EU4Ocean Platform operations and meetings will be facilitated by the EU4Ocean project partners, namely Seascape Belgium for the Platform meetings and the European Marine Board (EMB) for Working Group meetings. ACTeon will provide support to EU4Ocean and Platform meetings. This will include leading and supporting the organisational aspects and providing IT support for tele-meetings. Key roles of the facilitators include:

- facilitate remote meeting facilities and provide organizational support as required;
- cover the costs of publication and dissemination (to relevant stakeholders) of the outputs, where relevant;
- engage in each meeting, disseminating meeting minutes and key actions as required, and will maintain regular dialogue with the members to ensure timely delivery of each output;
- provide support to the wider advocacy campaigns.

EU4Ocean Platform meetings

There will be an initial kick-off tele-meeting in May/June 2020 for the full EU4Ocean founding members to meet and plan the activities, including the first three thematic areas of the Working Group meetings. Further meetings will also be conducted remotely, where possible, via video conference, unless a physical meeting is specifically required, or opportune e.g. at a major European conference, at one of the EU4Ocean sea-basin events (taking place between September 2020 and November 2021) or the final event (nominally December 2021[11]).

The kick-off Platform meeting for the EU4Ocean founding members will be facilitated and hosted by the EU4Ocean facilitators, in collaboration with the European Commission (DG MARE). During the first Platform meeting, the three thematic Working Groups will be fully introduced and discussed, together with their key aim to connect, align and develop new joint activities and actions in European ocean literacy. Possibilities will be sought to record the presentations of the aims and operations of the EU4Ocean Platform, and the themes of the Working Groups, to remain available for the upcoming Platform members and anybody interested in the EU4Ocean Coalition. Co-Chairs of the three thematic Working Groups will also be assigned. Further remote meetings will be facilitated and arranged by the EU4Ocean Platform facilitators, in collaboration with the European Commission (DG MARE).

Since the Platform community is expected to grow substantially a light meeting model is proposed with Platform meetings planned every 6 months. These may be held back-to-back with thematic Working Group meetings. All Platform members will be invited to join Platform meetings, chaired by the Platform co-Chairs and facilitated by EU4Ocean Platform facilitators. Meetings will utilize mechanisms and tools that can facilitate collective learning and activities, including preparatory work and real-time polling of members e.g. using Sli.do, to aid discussions during remote meetings. In addition, the EU4Ocean Platform management group will meet every 3 months to ensure con- tinuity and strategic planning of activities. The proposed schedule of Platform meetings and Platform management meetings is presented below in a common time-line with the thematic Working Groups (see Figure 3, page 21).

4.4 Sea-basin events

The success of all 3 components (pillars) of the EU4Ocean coalition (EU4Ocean Platform, Youth4Ocean Forum and Network of European Blue Schools) will be driven by the ability to communicate, engage and mobilise stakeholders and wider citizens across the 5 European sea-basins, including bordering Oceans, namely: Arctic Ocean, Atlantic Ocean, Baltic Sea, Mediterranean Sea and Black Sea. In the course of the first 24 months of the EU4Ocean coalition initiative, 5 sea basin events will take place, one in each of these sea-basins. These will be dedicated to EU4Ocean activities, integrating Platform, Youth and Schools elements for an engaging, cross-sector event that inspires and empowers all stakeholders and generations of society.

The EU4Ocean Platform will provide oversight and coordination for the contribution of all three components of the EU4Ocean coalition to the sea basin events. This will be strongly aided by focal points that have been set up for each sea-basin, to ensure there is a dedicated support at sea-basin level to build on known stakeholder networks and connections.

11 All dates are indicative time-line that may change due to Covid-19 global situation.

The main principles of the sea basin activities include:

- Mobilization of the sea basin focal points are crucial for all 3 pillars (EU4Ocean Platform, Youth4Ocean Forum and Network of European Blue Schools);
- Founding members of EU4Ocean coalition will include representatives from each sea basin;
- Sea basin events will be organized to promote the visibility of the EU4Ocean coalition in each sea basin for all three types of stakeholders identified (general, youth, and educators) (preferably back to back to other important events);
- Sea basin, national and sub-national (local) level communication and engagement is essential and each sea basin will have its own specific priority areas of interest and situation (geographical, socio-economical etc) that gives the sea basin its own identity. This means it is vital to tailor each sea-basin event and to use regional and national languages, where possible, to ensure uptake and engagement;
- Sea basin focal points will be in regular dialogue with EU4Ocean lead facilitators, participating in regular (monthly) meetings with Task leads.

Sea-basin focal points will be engaged across all the EU4Ocean Platform activities, particularly in identifying and engaging stakeholders at the sea-basin levels, contributing to the mapping of activities and joint initiatives that can be implemented at regional levels, including sea-basin scales, and the organisation, content planning, communication and implementation of sea-basin events. These activities are particularly organize targeted events and communications that mobilise local and regional stakeholders to take further action in EU4Ocean ocean literacy activities and scale-up the involvement and impact of EU4Ocean Platform activities at sea-basin levels.

4.5 EU4Ocean thematic Working Groups

EU4Ocean platform members could also contribute to at least one (or more) of the three thematic Working Groups initially identified, bringing their expertise, ideas and resources to develop joint ocean literacy activities in the areas of:

- Climate and Ocean
- Food from the Ocean
- Healthy and Clean Ocean

EU4Ocean Platform members will be encouraged to propose new topics and themes that could be taken up by the EU4Ocean coalition in the future. It will be important that Working Groups include organisations and people with experience in ocean literacy on these thematic issues, but also interested to further support, strengthen or fund new joint activities. This could include supplementing the EU4Ocean Platform expertise to address the issue at a larger geographic scale, or implementing ocean literacy targeting all actors of the value chain – e.g. with regards to the theme Food from the ocean. As much as possible the balance between science, industry, civil society, media/communication, etc. will be sought. For this reason, particularly in the early stages of the Platform, Working Groups will consider inviting additional stakeholders that are not yet EU4Ocean Platform members as observers to the meetings. This could also be achieved through bilateral dialogue or a specific information session being organized to raise awareness about the development of sectors, new practice that helps reducing pressure on marine ecosystems, or ocean literacy initiatives that have proven to be very effective (and why).

The Working Groups (WG) will follow the following main steps:

Step 1 – Prepare the WG activities;

Step 2 – Launch the WG;

Step 3 – Share experiences and identify preconditions for success;

Step 4 – From experience to actions;

Step 5 – Learn and evaluate.

To prepare the WG activities, an early mapping exercise with the information provided by the founding members will help identify topics of interest for developing/amplifying Ocean Literacy activities (within the 3 topics identified), synergies between members and key considerations for a successful advocacy campaign (e.g. funding, resources, multiplier effect, etc.).

EU4Ocean Platform founding members will be invited to discussion forums (Working Groups) around the 3 topics, potentially counting on the participation of interested members of the Youth4Ocean Forum, where they can share their activities, find synergies and potential collaborations with other members. The results of the early mapping exercises will be presented at the first Working Groups meetings, to steer discussions and find potential synergies. These first Working Groups meetings will be organised after the kick-off meeting of the EU4Ocean Platform founding members. Agendas for these meetings with clear goals and outputs will be circulated at least 2 weeks before the meeting to allow members to plan their inputs to the meeting.

After the first Working Groups meetings, Working Group members, guided by the EU4Ocean Platform facilitators and the Working Group co-chairs, will further investigate off-line and in smaller group tele-meetings or bilateral dialogues, how to further develop the synergies of their Ocean Literacy activities and how to amplify those to advocacy campaigns. The joint specific actions on ocean awareness coming out of the Working Group activities will be labelled as **EU4Ocean actions**.

Key presentations from the EU4Ocean Platform and Working Group meetings will be recorded and provided as an open resource through the Maritime Forum ocean literacy webpages. This will provide both a promotion and a key resource for new members, so they are up to speed with the operations and aims of the Working Groups. The EU4Ocean Platform facilitators and the Working Group co-chairs will facilitate the introduction of the new EU4Ocean Platform members to the current discussions taking place in the Working Groups.

There will be a minimum of nine Working Group meetings (3 for each thematic area) during the duration of the project (see time-line below). At these consecutive EU4Ocean Working Group meetings, the progress and joint actions done by the members will presented and introduced to the new Platform members, and new synergies and potential joint activities will be identified. It is noted that Platform members are not required to participate in all meetings but to choose thematic areas of interest that are of particular relevance to their skills set and resources and commit to specific Working Group(s).

Guided by the Working Group co-chairs and Platform facilitators, Working Group members will be invited to contribute to the activities, developing joint partnerships and actions. In between the six monthly meetings various online tools, e.g. Maritime Forum webpage internal ocean literacy area, will be used to gather and build momentum for these activities, but also presentations and communications at events etc.

4.6 Platform and Working Group dialogue and wider communication

A dynamic and high content online presence of EU4Ocean will be crucial to promote the initiative and also to give members of the three components a platform to share and exchange information, develop ideas, and launch new EU4Ocean actions and campaigns. Webpages for this

activity will be hosted on the EU4Ocean coalition dedicated community page[12], 'EU4OceanPlatform', under the Maritime Forum of DG MARE, of the European Commission. General background information on the website will be available in English, French and German, whilst the content provided by members (articles and events) and the internal area (discussion forum etc.) of the Maritime Forum website will only allow English, since no multilingual content is permitted. The **EU4Ocean website** will have a dedicated section in the public area, with relevant information on the EU4Ocean Platform, information on membership and the application procedure and Working Group thematic areas. Users will also be able to find all activities, resources and events that fall under a certain topic (e.g. the theme of a WG, ocean literacy initiatives for a given target group, including existing interactive resources e.g. the European Atlas of the Seas, and information on the type of initiative, a location … etc) they are interested in.

Once a member application has been approved they will be invited to join the EU4Ocean Platform (and, where relevant Youth and School) community pages. These are restricted access for members to share information and ideas. Key activities and outputs will then be shared on the public pages for all stakeholders and wider public to view.

Communication will be crucial to the success of the EU4Ocean initiative. The members of the platform will be expected to contribute to the communication activities of the Platform, including identifying and engaging with stakeholders to join the ocean literacy efforts and build momentum and change. Being part of EU4Ocean, members are expected to help bring the main messages and mainstream the ocean literacy to a wider audience, to communicate about the platform and its activities whenever they find appropriate in the related events and use the communication tools/products developed for the platform (ppt, videos, etc.) and facilitate the communication to their local communities/initiatives, to bring new members to the platform. The working language of the EU4Ocean platform and meetings will be English. However, members will be encouraged to leverage their own, and networks' regional and national language skills to help communicate EU4Ocean to more local audiences. As also stated above, in section 3, members will also be called upon to identify key channels locally or by sector, to drive messaging further and raise the visibility of the platform; they will be requested to contribute content for communication material; and they need to be willing to engage and help with the customisation and translation of communication content locally/regionally.

For regional and local citizen engagement, key communications will be as far as possible provided in multiple EU languages, particularly for targeted sea-basin events and in all 24 EU languages when providing key communications to schools and this is something that the members of the Platform might be called upon to facilitate. This will be important to reach national and local stakeholders, to ensure uptake, impact and societal change. The funding resources and full possibilities for such translation will be developed as the project goes on, taking into account and leveraging the high potential of EU4Ocean members to help in this effort.

4.7 Timing of EU4Ocean Platform and Working Group meetings

The proposed timeline for EU4Ocean Platform and Working Group meetings is outlined below. It is noted these will mainly be tele-meetings using online platforms such as Zoom and Webex. The schedule will be reviewed and potentially adapted at the end of Year 1 (December 2020), to take into account ways to engage the growing number of members (150 members or more by the end of year 2, December 2021[13]).

12 https://webgate.ec.europa.eu/maritimeforum/en/frontpage/1482

13 All dates are indicative time-line that may change due to Covid-19 global situation

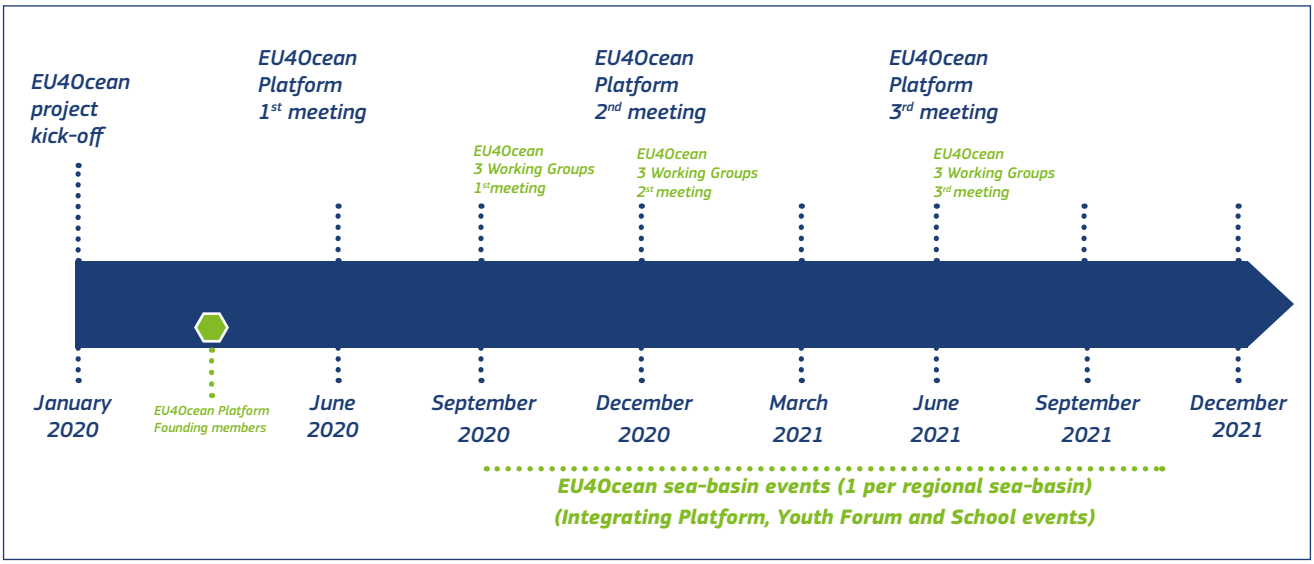

Figure 3 - Indicative timeline of EU4Ocean Platform and Working Group activities

5. EXPECTED IMPACT AND LEGACY

The establishment of the EU4Ocean Platform is for an **unlimited duration**. For this reason, a legacy plan will be developed to maintain the operation of the EU4Ocean Platform. This will start in the early phase of the initiative, including establishing domain names for websites and information email accounts that can be transferred to other trusted entities, if required.

The success and impact of the EU4Ocean coalition and the Platformin specific will be closely linked to the diversity of members who join the Platform, their continued and confirmed commitments and the communication strategy to engage media to reach wider society. This will require close collaboration across the EU4Ocean facilitators spanning operational, communication and advocacy roles. Quantitative targets have been set for the growth which will require a phased-approach to enable community buy-in and membership diversification and expansion (see Table below). Further **quantitative targets** will be developed by EU4Ocean Platform members and Platform facilitators, approved by DG MARE, to assess the growth and success of the Platform e.g. in terms of achievements of joint activities, co-design and inter- and trans-disciplinarity of activities.

	Phase 1 – Initiate the EU4Ocean Coalition	Phase 2 – Amplify the EU4Ocean Coalition	Phase 3 – Fully deploy the EU4Ocean Coalition
	Indicative timing January - October 2020	*Indicative timing November 2020 – August 2021*	*Indicative timing September – December 2021*
EU4Ocean Platform	Platform set-up Establish the founding members of the Platform	2/3 of initial target as members of the EU4Ocean Platform. Platform provides input to sea-basin event planning.	At least 150 organisations are members of the EU4Ocean Platform. These organisations cover the whole range of stakeholder types that are set in the tender.
EU4Ocean Working Groups	WGs are set up with co-Chairs and have first tele-meetings under the three thematic areas	WGs initiate joint ocean literacy actions, involving organisations new to ocean literacy activities, as part of the thematic WG process.	WGs scale-up joint ocean literacy actions and campaigns to reach wider society
EU4Ocean sea-basin events	Sea-basin events are planned (1 per regional sea basin)	Sea-basin events take place, Interaction with WGs to a) ensure uptake, scaling up and local campaigns for WG activities, b) ensure WGs input feedback from sea-basin events to inform WG developments and future Platform Strategy.	Regional scale-up of EU4Ocean activities and active role of sea-basins in the EU4Ocean coalition event (see below)
EU4Ocean coalition event	Exploring the concept for the EU4Ocean coalition event, including early identification of potential key experts and celebrities/key personalities.	Building momentum through sea-basin events and regional, national stakeholder efforts/gather material and best practices to showcase during final event/compile long-list	Final event attended by a minimum of 250 participants representing all EU MS, but also potentially including non-EU countries from international sea-basins and international organisations involved in ocean literacy.

A lasting, European contribution to global efforts in Ocean Literacy

The EU4Ocean Platform is designed to significantly raise the visibility, awareness and concrete action in Ocean Literacy in Europe, bringing Ocean Literacy high on policy agendas and embedding it in many different policies and strategies (including maritime/marine, but also in wider land-based policies) and into education and school curricula or in Youth programmes, in addition to policies on equality and fairness.

Society as a whole is the target, to create a real movement in European Ocean Literacy that can raise Europe's capability in Ocean Literacy even higher than it is today, drive societal and behavioural change and action and promote Ocean Literacy at global fora with EU4Ocean as a focal point for European contributions to global Ocean Literacy efforts, such as under IOC UNESCO's relevant Ocean Literacy Portal[16].

6. GLOSSARY

DG MARE:	Directorate General for Maritime Fisheries and Affairs
EC:	European Commission
EU:	European Union
EU4Ocean:	European initiative on Ocean Literacy, funded by the EC (DG MARE)
EU4Ocean coalition:	Integrated three components of EU4Ocean, namely the Platform, Youth Forum and Network of European Blue Schools.
EU4Ocean Platform:	Membership network of stakeholders collectively co-creating and implementing ocean literacy initiatives for EU4Ocean
EU4Ocean project and project partners:	Consortium of 12 partners (and subcontractors) funded to set up and operationalize the EU4Ocean coalition from December 2019 to December 2021 (see footnote 3)
Youth4Ocean Forum:	Membership network of EU4Ocean dedicated to the Youth.
IOC:	Intergovernmental Oceanographic Commission
SDG:	Sustainable Development Goal
UN:	United Nations
UNESCO:	United Nations Educational, Scientific and Cultural Organization
UN2030:	UN 2030 Agenda for Sustainable Development

This EU4Ocean Platform Terms of Reference was produced by EU4Ocean Platform facilitators Seascape Belgium, with input from ACT*eon*, European Marine Board, and the full EU4Ocean project partnership, in consultation with DG MARE. The design was led by ACT*eon*.

16 https://oceanliteracy.unesco.org/

www.eu-oceanliteracy.eu
#EU4Ocean
#Youth4ocean
#EUBlueSchools