



RESPONSEABLE

*"Protecting the Ocean:
our collective responsibility, our common interest"*

Workshop announcement

June 2017, 21st and 22nd in Brest, France

Supporting the development of effective Ocean *Literacy* in the Atlantic Arc Region

Background

Increasing pressures on the sea make it all the more pressing to protect the seas from the consequences of human activity. The need to better understand the ***ocean system and the human-ocean relationship*** is urgent if the pressures on the marine ecosystems are to be reduced and the development opportunities offered by the ocean are to be seized in a sustainable way.

While the functioning of the ocean and the human-ocean relationship remain poorly understood, knowledge has improved in recent decades. Initiatives have also been developed to gather all available knowledge on the ocean and improve the use of available knowledge by different stakeholders. The concept of ***Ocean Literacy*** was first defined in the U.S. as "an understanding of the ocean's influence on you – and your influence on the ocean" (West, 2004). It has no translation in other European languages but is approached by terms referring to environmental education, awareness raising, communication and information. Research shows that people's behaviors do not depend solely on knowledge they have but also on several other factors as socioeconomic conditions.

ResponSEAble

The H2020 EU project **ResponSEAble** aims to support the emergence of an effective and dynamic ocean -knowledge system that contributes to raising awareness of the benefits of a healthy and productive ocean.

ResponSEAble is mapping European marine research and knowledge to deepen our understanding of complex human-ocean relationship. The project investigates links between ocean protection issues in Europe and the economy as a whole. The project has also developed methods to document the level of knowledge and perceptions of European actors in order to understand what improvements can be made when developing knowledge and awareness-raising.



The project is also working on a raft of exciting media and outreach activities including films and film making competitions, an educational computer game and other learning materials, a social media campaign and an interactive website. The project's media outreach aims to connect with a wide range of audiences. By generating greater public debate and knowledge, ResponSEable intends to support all sectors of European society to develop a more informed and responsible attitude and help secure healthier and more sustainable ocean.

In the Atlantic region, ResponSEable is exploring the human-ocean relationship in the areas of microplastic and cosmetic, sustainable fish and marine renewable energy.

ResponSEable regional workshops

As a "real-world" project, ResponSEable includes a regional process based on **regional workshops**, held in the different sea regions in Europe: the **Black and Mediterranean Seas, the Baltic and North Seas, and the Atlantic Arc**.

ResponSEable regional workshops will:

1. Explore the diversity of Ocean *Literacy* strategies and actions contributing to Ocean *Literacy* at the regional sea level;
2. Investigate the conditions for success of awareness raising and education campaigns;
3. Identify means and strategies to assess efficiency of knowledge dissemination.
4. Produce recommendations for the development of Ocean *Literacy* and awareness raising strategies

Atlantic Arc regional workshop

The Atlantic Arc workshop is co-organised by the **EU-funded ResponSEable** research project (for more information, please see: <http://www.responseable.eu/>). It takes place within the wider context of the Atlantic Action Plan and the objectives and actions carried out by the Atlantic Stakeholder Platform (<http://www.atlanticstrategy.eu/en>).

The workshop is open to people in charge of education, awareness raising campaigns and other means to develop Ocean *Literacy* in **research and education institutions, NGOs, industry bodies, national and international management or policy-making organizations**.

If you are interested, **please, submit a short abstract (5-10 lines) for a ten-minute presentation of a communication action before June 2017, 9th**. Presentations should be case-based and focus on type of message, target audience, media for communication and reasons for more or less successful achievement of the objectives. Presentations will be the core of **session 2**.

The **number of attendees is limited to 25**. Please, contact us early to save your place. We expect to get about 10 presentations followed by discussions.

The workshop is organized in 4 sessions:

Session 1 (plenary): Introduction to Ocean *Literacy* and ResponSEable vision

Session 2 (plenary): Learning from experiences in the Atlantic

Session 3 (breakout groups): Ocean *Literacy* for microplastic and cosmetics, sustainable fish, marine renewable energy

Session 4 (plenary): Monitoring and assessing Ocean *Literacy* efficiency

Atlantic Arc ResponSEAbLe workshop agenda

DAY 1: Wednesday, 21st	Session 1 9:00-10:30am	Ocean Literacy and ResponSEAbLe vision
	Coffee Break	
	Session 2 (1st part) 11:00am-12:30pm	Sharing experiences
		Feedback from communication campaigns experiences in the Atlantic Arc and Transatlantic: introduction to the issue addressed, the public targeted and the communicative tools. What do we know about impacts of the campaign on targeted audience? What are the conditions for successful communication? 10 minutes presentations and discussion.
	Lunch Time	
	Session 2 (2nd part) 2:00-3:30pm	Sharing experiences
	Coffee Break	
	Session 3 4:00-5:30pm	Thematic group session on ResponSEAbLe key issues
	Three thematic working groups will take place simultaneously. Microplastic and cosmetics, sustainable fish, marine renewable energy. After a short introduction to ResponSEAbLe's findings, the group will address the question: "Changing behavior: which media for which audience?"	
Dinner time		
DAY 2: Thursday, 22nd	Session 4 9:00-11:00am	"Cost-efficiency" in communication, how is it defined and monitored
		This session will address the following: "what is a cost-efficient communication?" and "how to measure efficiency?" from a psychological, economic or other perspective.
	Coffee Break	
	Conclusion 11:30am-12:30pm	Lessons to take home for implementing cost-effective Ocean Literacy
Lunch Time		



Venue of the workshop, dates and logistics

The workshop will take place on **June 2017, 21st and 22nd** (finishing 2:00 PM).

It will be held at the **European Institute for Marine Studies (IUEM)** in Brest, France. Amphi D.

The workshop is organized by the **UMR 6308 AMURE**, Centre for the Law and Economics of the Sea.

Workshop presentations and discussions will be in **English**.

Lunch and dinner are offered by the conference organisers.

Enquiries and abstracts to be sent **BEFORE June, 9th** to: Severine.julien@univ-brest.fr



Transportation & Access

Tram + Bus

- In Brest, take the **tramway**, in the direction of Plouzané. Alight at the Terminus.
- Catch **bus number 13** in the direction of “Plouzané Mairie – Technopôle”. Alight at the “Piccard” stop.
- Walk straight ahead; carry on past Crous (University cafeteria) on your left and take the first street (rue Dumont d’Urville).

The IUEM entrance is on your right, across the paved area.

