

Blue Society and Ocean Literacy

EMODnet Open Sea Lab II kick-off



Brussels, 24 May 2019
Helene Hoffmann

Barriers to sustainable productive oceans

- ❖ Misguided attitudes and lack of awareness
- ❖ Insufficient Information
- ❖ A need for coordinated and integrated governance and strategy

How to overcome these barriers and make the public appreciate the benefits of a sustainable, productive ocean?



Source: Sea for Society Project – University of Gothenburg

Blue Society

A vision for society in which people benefit from the Ocean's vast potential while preserving its environmental integrity.



© Pakhnyushchyy- Fotolia.com

- ❖ Goes **beyond** European-level **policies and strategies**,
- ❖ **Provides education and information** to the public and citizens and invites them to take part in decision-making processes,
- ❖ **Empowers citizens** to have a voice in the governance process and in managing their own communities and ecosystems in collaboration with policy makers and government.

Ocean Literacy

Ocean Literacy is defined as an understanding of the ocean's influence on you, and your influence on the ocean.

An Ocean-Literate person:

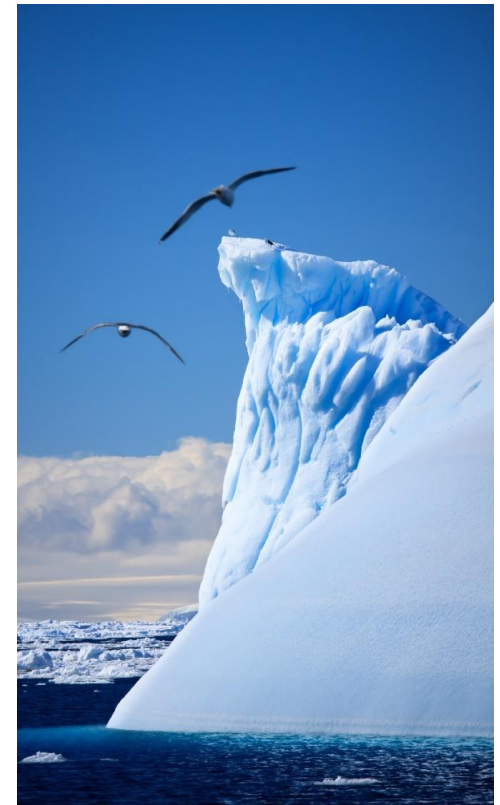
- ❖ **Understands** the importance of the ocean to humankind,
- ❖ **Can communicate** about the ocean in a meaningful way,
- ❖ Is able to make **informed and responsible decisions** regarding the ocean and its resources.



© DeVlce – Fotolia.com

The 7 principles of Ocean Literacy :

- 1 The Earth has one big Ocean with many features
- 2 The Ocean and life in the Ocean shape the features of Earth
- 3 The Ocean is a major influence on weather and climate
- 4 The Ocean makes the Earth habitable
- 5 The Ocean supports a great diversity of life and ecosystems
- 6 The Ocean and humans are inextricably interconnected
- 7 The Ocean is largely unexplored



© Goinyk Volodymyr– Fotolia.com

Open Data: Opportunities

*How can open data contribute to an
Ocean Literate and Blue Society?*

Open Data: Opportunities

How can open data contribute to an Ocean Literate and Blue Society?



© MicroActivist Foundation –
www.microactivist.org

By supporting a more informed Blue Society

- ❖ **Inform society** about ocean benefits and human impacts on the ocean,
- ❖ Support citizens in making **Ocean-friendly choices** (i.e. consumption, lifestyle, etc.),
- ❖ **Make people engage** in Ocean advocacy, marine conservation activities (e.g. beach cleaning activities, etc.).

Open Data: Opportunities

How can open data contribute to an Ocean Literate and Blue Society?



© Petra ten Hoopen – EMB
Position Paper 23

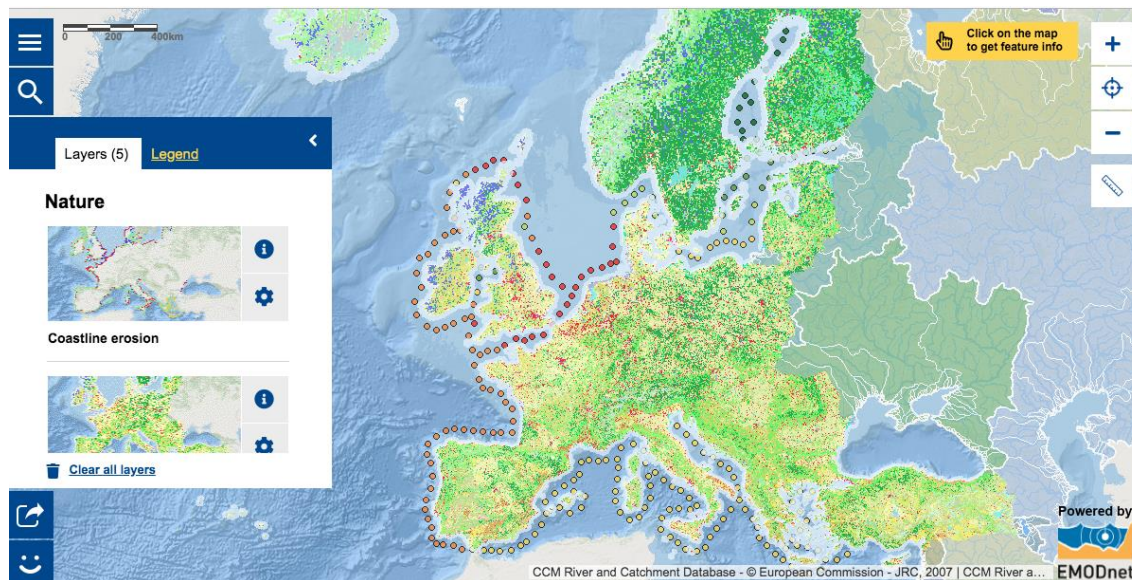
By supporting the creation of knowledge

- ❖ Develop tools to **fill data gaps** for better Ocean governance,
- ❖ Support citizens in their own research activities and make them engage in data collection projects and activities: **Citizen Science projects.**

Example: European Atlas of the Seas

Use and develop the mapping products of the EU Atlas of the Seas?

The European Atlas of the Seas provides information about Europe's marine environment, covering different topics.



“Mr. Goodfish” – Sustainable Seafood App

- ❖ Supports consumers in finding sustainable seafood



Examples – Citizen Science and Ocean Information Apps



2minutebeachclean

<https://beachclean.net/>

Monitors: Beach litter

Activity: Beach cleaning

Tools: App, beach clean boards

Outcome: Awareness raising, cleaner beaches!



Beatthemicrobead

<http://www.beatthemicrobead.org/>

Monitors: Plastic ingredients in cosmetic products

Activity: Check ingredients in cosmetics for microbeads

Tools: App

Outcome: App to scan barcode of cosmetic products for presence of microbeads



Coastwatch

CoastWatch Microlitter

<http://coastwatch.org/europe/microlitter/>

Monitors: Visible micro litter

Activity: Fill out a form about micro litter observations

Tools: App or online form

Outcome: Micro-litter map, awareness, tackling micro-litter sources

Invasive Alien
Species Europe



MyNatura2000



Loss of the Night



'Ocean Literacy & Blue Society' Challenges



How might
we.....

-Create tools, products or services to better inform citizens about the relationship between our activities and our marine environment?
-Develop new ways to make digital resources, such as those available via the European Atlas of the Seas, more accessible for the broad public using mobile applications?
-Empower citizens with tools to help them become ocean stewards and contribute to better ocean governance?



Participate, Co-create & Innovate -
Register Now!

 <http://www.opensealab.eu/>

@EMODnet @OpenSeaLab #OSLII



Sources and further information:

- ❖ Sea Change Project <https://www.seachangeproject.eu/>
- ❖ Sea for Society Project <http://seaforsociety.eu/>
- ❖ Blue Society <http://www.bluesociety.org/>
- ❖ UNESCO Ocean Literacy Portal <https://oceanliteracy.unesco.org/>
- ❖ ResponSEABLE Project <https://www.responseable.eu/>
- ❖ European Atlas of the Seas https://ec.europa.eu/maritimeaffairs/atlas_en
- ❖ [EMB Position Paper - Advancing Citizen Science for Coastal and Ocean Research](#)
- ❖ Examples for Marine Citizen Science Apps: <https://www.arocha.org/wp-content/uploads/2018/01/citizen-science-projects.pdf> , <http://digitalearthlab.jrc.ec.europa.eu/apps>
- ❖ Mr. Goodfish App - <https://www.mrgoodfish.com/en/>

Ecologic Institute

Science and Policy
for a Sustainable World



Thank you!

Helene.hoffmann@ecologic.eu

Ecologic Institute

Pfalzburger Str. 43/44

10717 Berlin

Germany

Tel. +49 (30) 86880-0

ecologic.eu