

OCEAN

Engaging with the Public in Europe

Jan SEYS



Vlaams Instituut voor de Zee vzw
Flanders Marine Institute

*Flanders Marine Institute (VLIZ)
European Marine Board Communications Panel (EMBCP)*

How to make the invisible, visible

What makes
Ocean communication
special & unique



Based upon

"OCEAN EDGE" directory of best practices



WWW.SEACHANGEPROJECT.EU



Vlaams Instituut voor de Zee vzw
Flanders Marine Institute



Angler Recording Project

The Shark Trust



Starting from 2010, the Shark Trust systematically asked UK based anglers to record all sharks, skates and rays they catch. In time, the information collated by the project will increase the understanding of inshore shark, skate and ray populations throughout the UK, feeding into the development of more effective management and, where necessary, protection. The Shark Trust has produced a Shark, Skate and Ray Identification Guide, as well as a pocket guide and CD-ROM - and a wide range of additional leaflets and posters. Anglers can record their catch using an online recording form.

Website Tweet about this resource

[citizen science](#) [online information platform](#) [fisherman](#)
[poster](#) [photo](#) [social media](#) [database](#) [fact sheet](#) [information](#) [image, infographic](#)

Basking Shark Watch

The Shark Trust



The Basking Shark Project is a programme where citizens can report their sightings and photographs of basking sharks and hence contribute to the basking shark conservation. The Shark Trust runs both a sightings database and a photo-ID database which store information about these vulnerable species. The website contains a lot of information, an identification guide, a code of conduct on how to approach basking sharks, a handbook, a database of the records, distribution maps of the records since 2004 and a form to submit a sighting.

Website Tweet about this resource

[citizen science](#) [online information platform](#) [divers](#) [fisherman](#) [general public](#) [sailors](#)
[poster](#) [photo](#) [social media](#) [database](#) [fact sheet](#) [information](#) [image, infographic](#)

BeachWatch

Marine Conservation Society (MCS)



BeachWatch organises beach cleanup days, where thousands of volunteers get involved in the most influential fight against marine litter in the UK. As a volunteer, you can either join an existing BeachWatch cleanup activity or organise one in your coastal neighbourhood yourself. Every year, BeachWatch compiles an annual litter report, based on data collected from all the BeachWatch activities. This report is then used as a backdrop for talks with companies, water companies, decision makers and leaders.

Website Tweet about this resource



Website Tweet about this resource

Website Tweet about this resource



GOAL = Co-creation & change

(‘to make something change as a result of people working together’)

Citizen Science

www.seawatch-b.be



Vlaams Instituut voor de Zee
Flanders Marine Institute

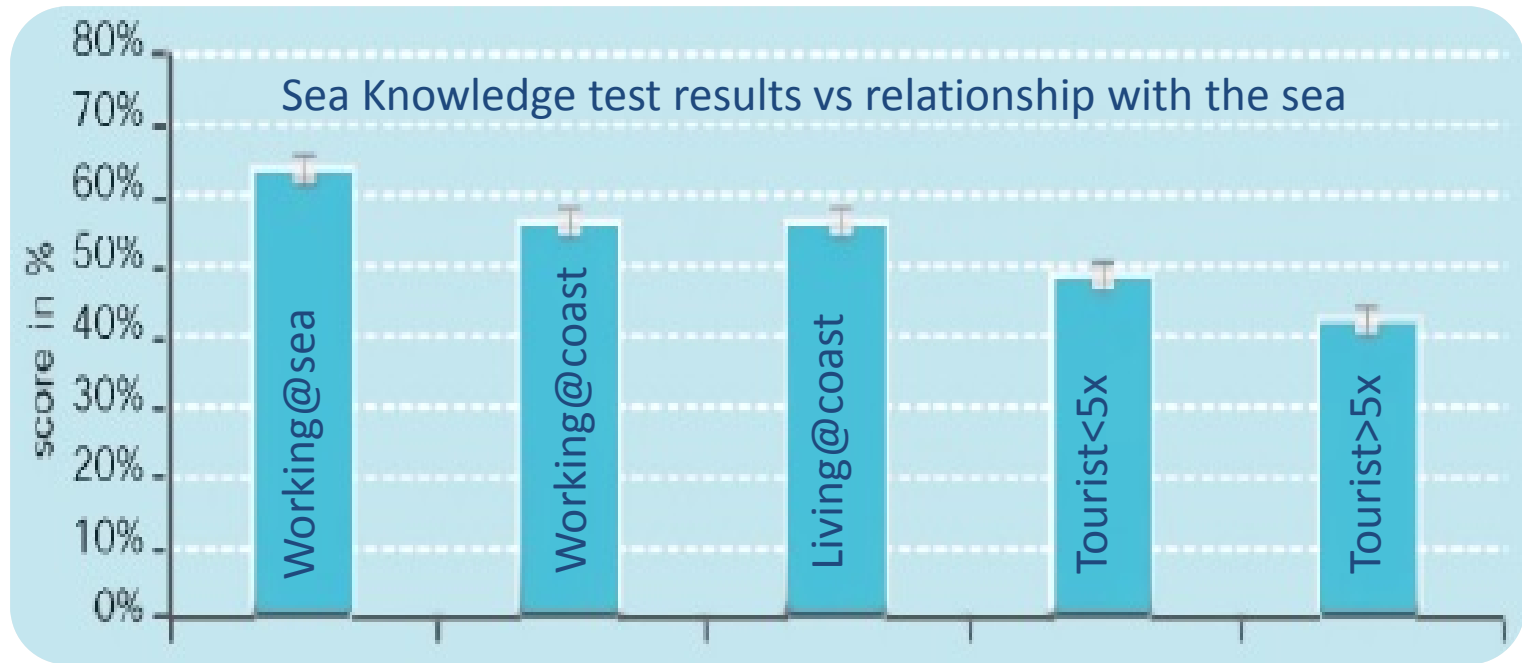




1. Know your Audience (‘CLIENT principle)

“The more related to the sea, the better the knowledge”

(Belgium, 1250 senior people/students; Hoeberigs 2005)



2. Understand Environment your public is part of ('**COLLECTIVE** principle')



3. Realise that your audience has Choices (‘**COMPETITIVE** principle’)



4. Go for a **POSITIVE CHANGE!**

JELLY-FISH SALAD
(‘Future Sea-food?’)

Overfishing, a boring topic for discussion?

Try jelly-fish! Successful at several events including EurOcean 2010...

5. ... and be well-**PREPARED**

(also in terms of budget, feasibility, etc.)



Vlaams Instituut voor de Zee vzw
Flanders Marine Institute

6. Be Creative ('CREATIVE principle')



PLASTIC MONSTER
(*'Plastic Mer-trand'*)

6. Be creative ('CREATIVE principle')



... but don't complicate things
(e.g. 'Shrimp peeling' activity in rest-homes)

7. Be ACTIVE & CO-CREATIVE



EU Ideas Bank
'Think Big, Think Ocean'
(67 entries)

Winning IDs = basis for
SIPP-consultations
(7 winners)

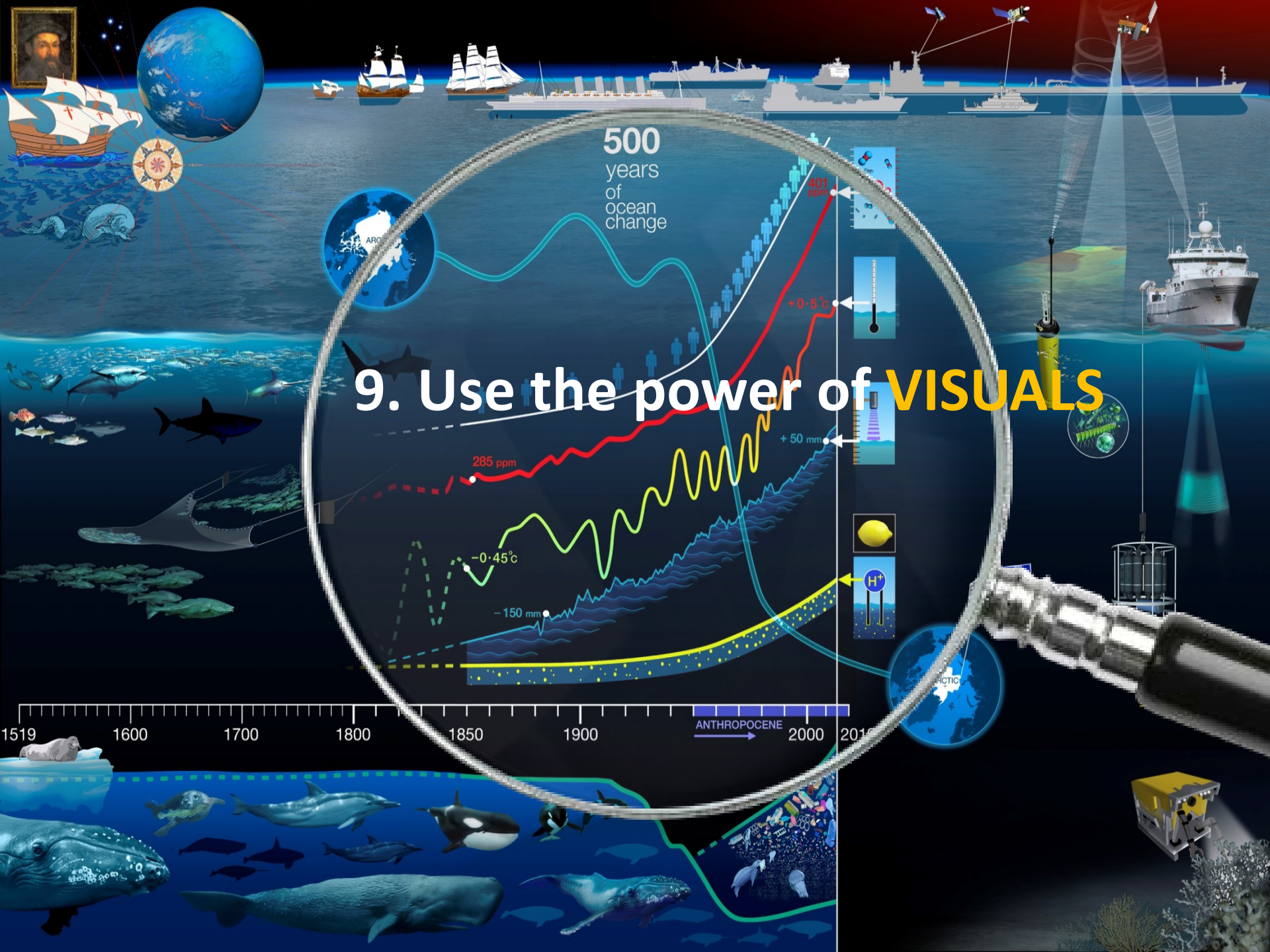
SIPP-consultations
(7 countries)



SIPP-events
(7 'events')

8. Make use of **AQUARIA/SCIENCE CENTERS** as ambassadors





500 years of ocean change

9. Use the power of VISUALS

285 ppm

+50 mm

-0.45°C

-150 mm

+0.5°C

401 ppm

1519 1600 1700 1800 1850 1900 2000 2010

ANTHROPOCENE

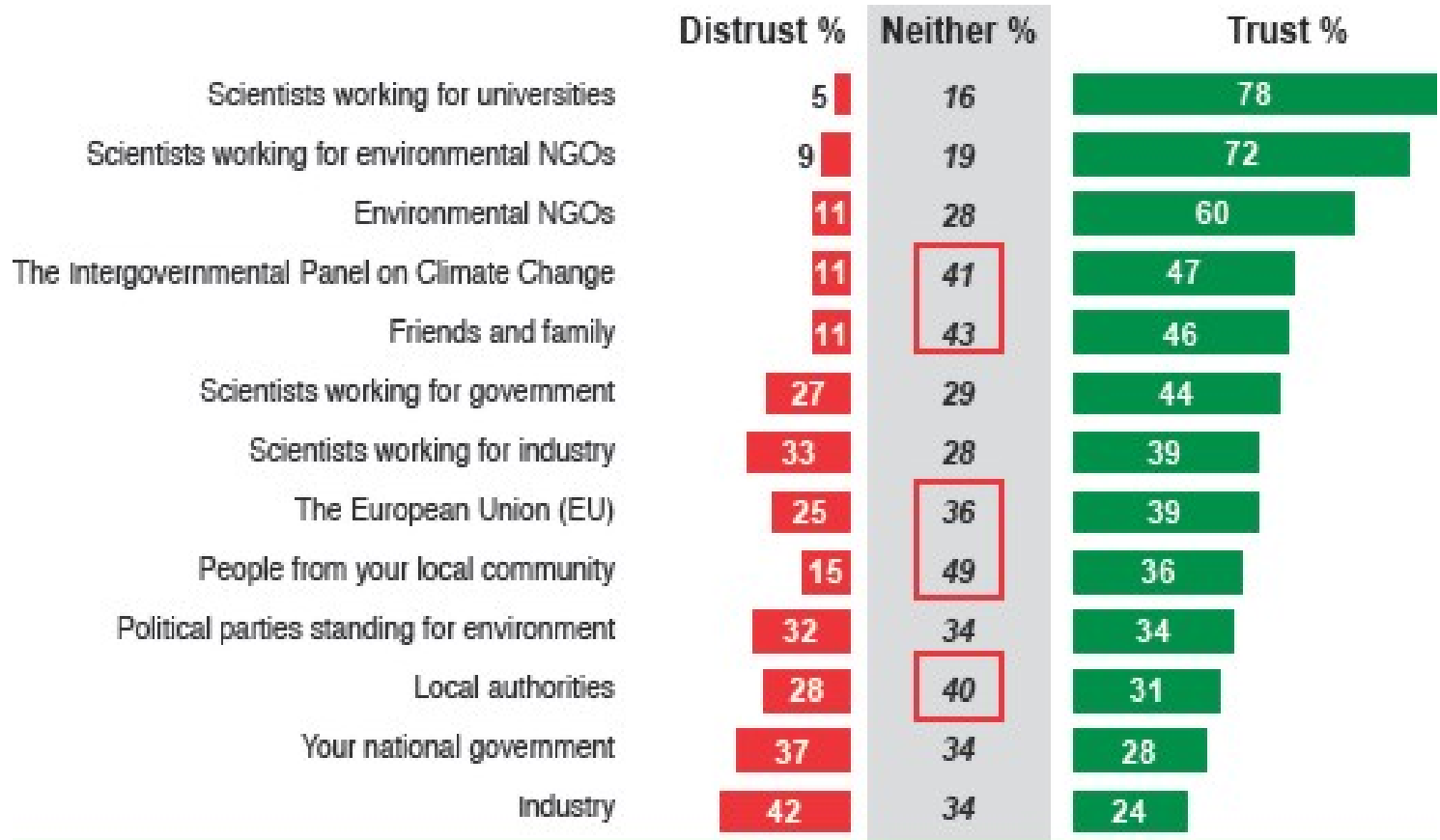
10. Don't forget the other **SENSES**





11. Involve science/scientists

(and train them in outreach) **(EVIDENCE-base)**



FP7-CLAMER survey



12. Evaluate/measure impact



13. Use value-adding **TECHNOLOGY**

14. A good **STORY** always works!



Tracking Herring Gull
(INBO/VLIZ/LifeWatch)



- Jasmin [858] E
- Joke [753] E
- Jozsa [847] E
- Kate [854] E
- Kees [703] E
- Lies [863] E
- Marieke [860] E
- Mark [744] E
- Michelle [853] E
- Misja [852] E
- Nico [864] E
- Sanne [833] E
- viki [862] E
- Wouter [755] E
- Anne [786] E
- Jurgen [801] E
- Luc [799] E
- Micky [804] E

Zilvermeeuw

15. As HUMOR does



*1st Belgian Championship “Meeuwen schreeuwen”
(De Panne 18 februari 2018)*

Welcome to CommOCEAN 2018

3rd International Marine Science Communication Conference

4th and 5th December 2018

Southampton, UK

Registration and abstract submissions now open



Vlaams Instituut voor de Zee vzw
Flanders Marine Institute



Vlaams Instituut voor de Zee vzw
Flanders Marine Institute