



Report from the first meeting of the EU4Ocean Platform Working Group on Healthy and Clean Ocean

Date: 04/09/2020 10:00-12:00 CEST

Meeting chair: Elisa Baldrighi (Ocean Literacy Italia, Italy)

Meeting facilitator: Ángel Muñoz Piniella (EMB, EU4Ocean Platform facilitator)

Participants: see annex 1

Meeting agenda: see annex 2

Main outcomes:

This first meeting of the Working Group served as a starting point for the WG members to find common ground, and start exploring ways of collaboration for a pan-European Ocean Literacy campaign.

The Working Group members generally agreed to explore the possibilities to develop the following actions:

- Link marine litter with current COVID-19 issues (plastic masks and gloves). Focus on behavioral change for people accessing the coast (tourists, locals, sports, blue economy sector, etc.).
- Use marine litter as a proxy to increase awareness about other “non-visible” pollution (noise, metals, persistent organic pollutants, etc.).
- Develop a “coast code” for people accessing the coast, with alternatives to change behavior, not only prohibitions.
- Build up actions considering local and regional realities, in order to improve the feasibility and effectiveness of OL campaigns and activities. Link Policy and Science: effort in making the ocean part of daily lives.
- Address the disconnection between landlocked/ inland populations and the ocean. “Show us your water” campaign. People can submit via social media pictures of bodies of water (also inland), and experts can point out the potential pollution (beautiful, but maybe not clean or healthy?), and explain actions to improve the situation. Promoting how all the water is linked eventually to the ocean, as well.

The Working Group members also agreed on using already existing resources and the involvement of social sciences to assess the effectiveness of these actions towards behavioral change. Many members have access to this kind of expertise and projects already evaluating the impact on behavior.

Target dates: World Cleanup Day (19 September 2020), start Ocean Science Decade (January 2021), World Ocean Day (8 June 2021), Second Ocean Literacy Summit?



Background and summary of the EU4Ocean Platform Working Group on Healthy and Clean Ocean first meeting

To operationalize the [EU4Ocean Platform](#), and bring its active group of organisations, initiatives and people closer together, three thematic Working Groups were established in September 2020. The themes of these Working Groups (WG) are Climate and Ocean, Food from the Ocean, and Healthy and Clean Ocean.

The first online meeting of the WG on Healthy and Clean Ocean, chaired and moderated by Elisa Baldrighi (WG chair), took place on 4 September 2020.

WG members received 2 questions in advance to target the discussions during the meeting:

- 1. What resources can you bring to a EU4Ocean pan-European campaign on Healthy and Clean Ocean?**
- 2. What theme within the Healthy and Clean Ocean topic you would like to focus on for a EU4Ocean pan-European campaign to be developed in the coming months?**

After a brief introduction by the WG Chair and EU4Ocean facilitators, the WG members briefly introduced themselves and the organisations/ initiatives they represent by stating what resources they could bring to a potential EU4Ocean pan-European Ocean Literacy campaign (first question). Thereafter, the WG members openly discussed the priorities and best outcomes of this WG and the activities that it could support. At the end of the meeting, the next steps of the WG and EU4Ocean Platform were presented.





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Annex 1

EU4Ocean Platform members registered for the first meeting of the Working Group on Healthy and Clean Ocean

WG member	First Name	Last Name
ACTeon	Marion	Besancon
ASOCIACIÓN ECONÓMICA NAVIGATIO	Gabriela	Mayans Vennemann
Blue World Institute	Jelena	Basta
Blue World Institute	Henrieta	Belegisanin
CEAB-CSIC	Gemma	Agell Llobet
Center for Sea and Society	Malin	Rosengren
Centro Tecnológico del Mar-Fundación CETMAR	Marisa	Fernandez
CETMAR	ROSA	FERNANDEZ
CMMI	George	Kaoullas
CSIC (ICMAN)	Laura	Prieto
Ecologic Institute	Chiara	Mazzetti
Ecologic Institute	Doris	Knoblauch
EMSEA, Ocean Literacy Italia, Università di Camerino-Italy	Giulia	Realdon
EUCC - The Coastal Union Germany	Jane	Hofmann
European Boating Industry	Philip	Easthill
European Marine Board	Sheila	Heymans
European Marine Board	Paula	Kellett
European Marine Board	Ángel	Muñiz Piniella
FARNET Support Unit	Janne	Posti
Fondazione Acquario di Genova Onlus	Antonio	Di Natale
Forum Oceano	Francisco	Beirão
Gdynia Aquarium	Dominika	Wojcieszek
German Marine Research Consortium and JPI Oceans	Sandra	Ketelhake
HCMR	Panayota	Koulouri
HELCOM	Dominik	Littfass
ICM-CSIC	Janire	Salazar
IIM-CSIC	José	Pintado
Irish Ocean Literacy Network	Noirin	Burke
Manaia Productions	James	Nikitine
Mare Nostrum NGO	Andreea-Stefania	Ionascu
MaREI Centre, ERI, University College Cork	Jeremy	Gault
MaREI Centre, UCC	Aoife	Deane
Ocean Literacy Italia	Tosca	Ballerini



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Ocean literacy italia	Elisa	Baldrighi
Seascape Belgium	Kate	Larkin
Seascape Belgium	Francis	Strobbe
Sinerxia Plus Consultora	Nicolás Iván	Vaqueiro Gradín
Sinerxia Plus Consultora	Elena	Vázquez Portela
Sinerxia Plus Consultora	Héctor	Teijido Viña
SOCIB	Rosa	Rodríguez
Surfrider Europe	Yann	Leymarie
The Swedish Institute for the Marine Environment	Kajsa	Tönnesson
UNEP/MAP-Barcelona Convention Secretariat	Ilias	Mavroeidis

Annex 2

EU4Ocean Platform Working Group on Healthy and Clean Ocean

First meeting 04/09/2020 10:00-12:00 CEST

Draft Agenda

09:50 – 10:00	<i>Log in by participants</i>
10:00 – 10:15	<p>Welcome by WG Chair and EU4Ocean facilitators</p> <ul style="list-style-type: none"> • Housekeeping rules (5 min) - <i>Ángel Muñoz Piniella</i> • Welcome words (5 min) – <i>Elisa Baldrighi, WG chair</i> • EU4Ocean communication (2 min) - <i>Chiara Mazzetti</i>
10:15 – 10:30	Today's discussions + Q&A – <i>Elisa Baldrighi, WG chair</i>
10:30 – 11:00	<i>Tour de table</i> : what resources can you bring to a EU4Ocean pan-European campaign on Healthy and Clean Ocean? (1 min Pax)
11:00 – 11:45	Discussion on theme within the Healthy and Clean Ocean topic for a EU4Ocean pan-European campaign – <i>moderated by Elisa Baldrighi, WG chair</i>
11:45 – 12:00	<p>Final remarks and next steps</p> <ul style="list-style-type: none"> • 24-25 Sept. EU4Ocean workshop • Second WG meeting • EU4Ocean match-making, campaigns and activities
12:00	Close