



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

Date: 01/09/2020 10:00-12:00 CEST

Meeting chair: Tymon Zielinski (IOPAN, Poland)

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 a two-level message (or different campaigns for the two messages) on:

- “How does the ocean and climate work?” (understanding/ awareness of why and how the ocean and climate are interlinked) e.g. importance of the ocean as a climate mitigator, how the ocean is changing with climate change, etc.
- “What can you (or we) do to transform our behaviour, mitigate and adapt to climate and ocean change?” Stories from a local context, to adapt to different local and regional contexts and audiences. Holistic and inclusive actions to transform behavior, mitigate & adapt, aimed at individuals and local authorities.

In general, it is important to know who your target audience is, in order to assess the success of the campaign. The Working Group members agreed that the strength of the group is the broad reach of audiences all the members can target. The Working Group members agreed to explore the possibility to agree on a common theme/ message, and adapt that to their own existing target audiences. However, we need to agree on how to evaluate the success of the campaign.

The Working Group members also agreed to have an inventory of the member's resources, with the following format (*this could be extended to the other WGs*):

Institution Contact	Target audience	Activities Methods of action	Specific Remarks Success indicators

Target dates for campaign or communication: European Research Night (27 November 2020); Water Day (22 March 2021); Earth Day (22 April 2021); EMB in your country (20 May 2021); World Ocean Day (8 June 2021); Climate Change Day (6-21 June 2021); COP Glasgow (1-12 November 2021).



Background and summary of the EU4Ocean Platform Working Group on Climate and 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 Climate and Ocean, chaired and moderated by Tymon Zielinski (WG chair), took place on 1 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 Climate and Ocean?**
- 2. What theme within the Climate and 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). Afterwards, in an open discussion the WG members 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.





European
Commission

Annex 1

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

WG member	First Name	Last Name
ACTeon	Pierre	Strosser
Alfred Wegener Institute Helmholtz Center for Polar and Marine Research	Gesche	Krausee
Association Mar de Ciència	Carine	Simon
CETMAR	Lucía	Fraga_Lago
CETMAR	Silvia	Torres_Lopez
CSIC (ICMAN)	Laura	Prieto
Ecologic Institute	Doris	Knoblauch
Ecologic Institute	Chiara	Mazzetti
European Marine Board	Sheila	Heymans
European Marine Board	Paula	Kellett
European Marine Board	Ángel	Muñiz Piniella
EurOcean	Cristina	Costa
European Boating Industry	Philip	Easthill
Fondazione Acquario di Genova Onlus	Antonio	Di Natale
Gdynia Aquarium	Dominika	Wojcieszek
HCMR	Panayota	Koulouri
Incredible Oceans	Russell	Arnott
Institute of Marine Research - CSIC	Jaime	Amaro Blanco
IOPAN	Tymon	Zielinski
Mare Nostrum NGO	Andreea	Ionascu
National Research Council - Institute of Marine Sciences	Francesca	Alvisi
Royal Belgian Institute of Natural Sciences	Kelle	Moreau
ScienceCom/Freelance	Hann-J.	Neubert
Seascape Belgium	Andree-Anne	Marsan
Seascape Belgium	Francis	Strobbe
Seascape Belgium	Nathalie	Van Isacker
Sinerxia Plus Consultora	Nicolás Iván	Vaqueiro Gradín
Sinerxia Plus Consultora	Elena	Vázquez Portela
Sinerxia Plus Consultora	Héctor	Tejido Viña
SOCIB	Rosa	Rodríguez
Spanish Institute of Oceanography	M. Carmen	Garcia
Surfrider Europe	Yann	Leymarie
TBA21-Academy	Eirini	Lemos
UNEP/MAP-SPA/RAC	Khalil	ATTIA
University of Lapland	Stefan	Kirchner



We Atlantic	François	ARBELLOT
Youth and Environment Europe (YEE)	Venetia	Galanaki

Annex 2

EU4Ocean Platform Working Group on Climate and Ocean

First meeting 01/09/2020 10:00-12:00 CEST

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>Tymon Zielinski, WG chair</i> • EU4Ocean communication (2 min) - <i>Chiara Mazzetti</i>
10:15 – 10:30	Today's discussions + Q&A – <i>Tymon Zielinski, WG chair</i>
10:30 – 11:00	<i>Tour de table</i> : what resources can you bring to a EU4Ocean pan-European campaign on Climate and Ocean? (1 min Pax)
11:00 – 11:45	Discussion on theme within the Climate and Ocean topic for a EU4Ocean pan-European campaign – <i>moderated by Tymon Zielinski, 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