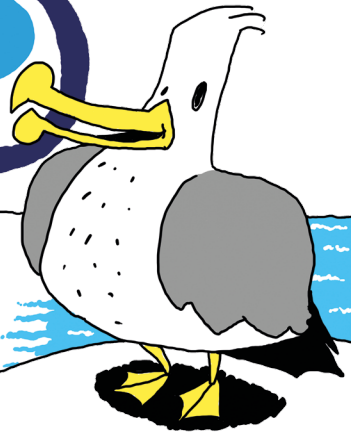


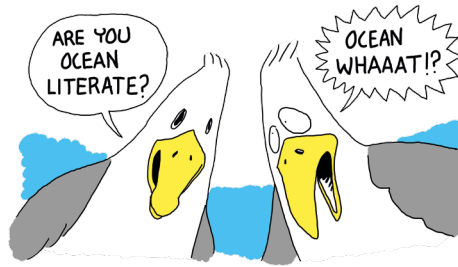
Sea change

INCREASING
OCEAN LITERACY



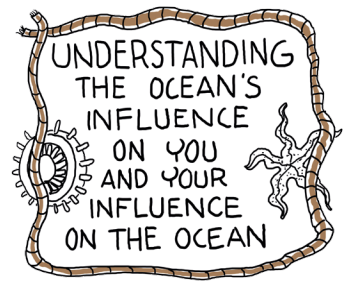
WWW.SEACHANGEPROJECT.EU

SEA
CHANGE 
OUR OCEAN | OUR HEALTH



Ocean Literacy

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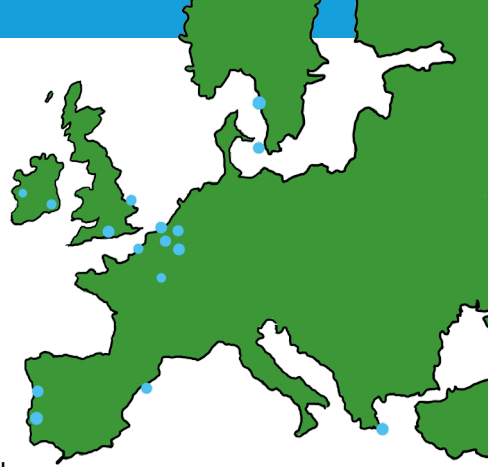


An Ocean Literate person:

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



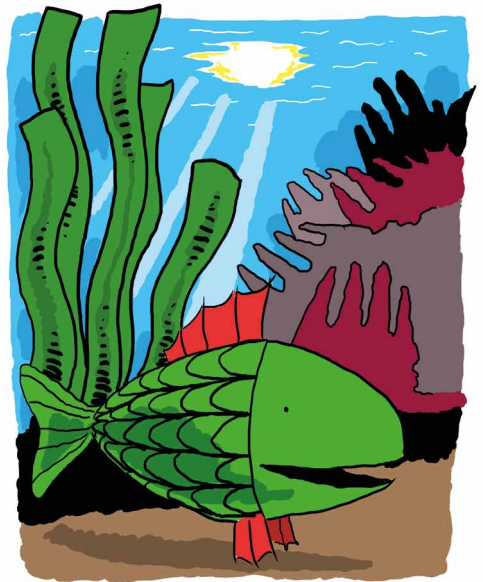
WOULDN'T IT BE GREAT IF
MORE PEOPLE WERE
OCEAN LITERATE?



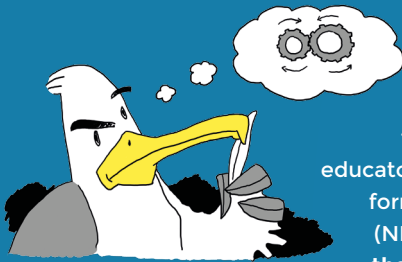
Sea Change aims to bring about a fundamental 'Sea Change' in the way European citizens view their relationship with the sea, by empowering them, as Ocean Literate citizens, to take direct and sustainable action towards healthy seas and ocean, healthy communities and ultimately a healthy planet.

To achieve this, Sea Change will:

- » **Empower** educators, students and educational communities to help integrate and promote Ocean Literacy principles.
- » **Promote** responsible behaviour of citizens towards the ocean and its resources.
- » **Engage** in a dialogue with key actors of the international marine governance system on the link between human health and the health of the ocean in order to improve decision-making and policy development (both in Europe and the transatlantic context).
- » **Collaborate** with transatlantic partners in order to bring about a global approach to protecting the planet's shared ocean.
- » **Ensure** that efforts to sustain an Ocean Literate society in Europe continue beyond the life of Sea Change through codes of good practice, public campaigns and other ongoing community activities.
- » **Create** a resource relating to the links between the planet's ocean and human health.



» Ocean Literacy: How, When, and Where did it start?



Once upon a time in 1976, in a land that lies across the ocean, a group of ocean scientists and marine educators met in Massachusetts, United States, and formed the National Marine Educators Association (NMEA). To this day their mission is, “making known the world of water, fresh and salty.”

In 2004, concerned by the lack of public awareness about **the importance of the ocean in our daily lives** and the absence of ocean topics in the U.S. science curriculum, the NMEA and other organizations decided to work together to change this. So began a truly collaborative Ocean Literacy campaign with the guiding philosophy that the outputs were to be for the benefit and ownership of all.

Coordinated by the National Oceanic and Atmospheric Administration (NOAA), the National Geographic Society, the Lawrence Hall of Science at the University of California, Berkeley and the College of Exploration, the Ocean Literacy campaign brought together educators, scientists, policymakers and interested organizations to establish what ocean science content should be taught in schools.

An important step in the Ocean Literacy campaign was the development of the definition of Ocean Literacy, accompanied by seven essential principles and supporting fundamental concepts. This process was initiated in 2004 when more than 100 people participated in an online workshop designed and facilitated by the College of Exploration. In less than a year the community came to a consensus about what it would mean for every U.S. citizen to be Ocean Literate. For example, it was decided that the word “ocean” should always be used in the singular form, reinforcing the critical importance of the first essential Ocean Literacy principle: **there is only one ocean, one interconnected body of water that all people and living things share, and depend on.**

The final Ocean Literacy guide containing the definition, principles and supporting concepts of Ocean Literacy was completed in 2005 and is available at www.oceanliteracy.net. This guide has been one of the most effective tools in the Ocean Literacy campaign.

From these beginnings the Ocean Literacy campaign continues and is spreading across the world.



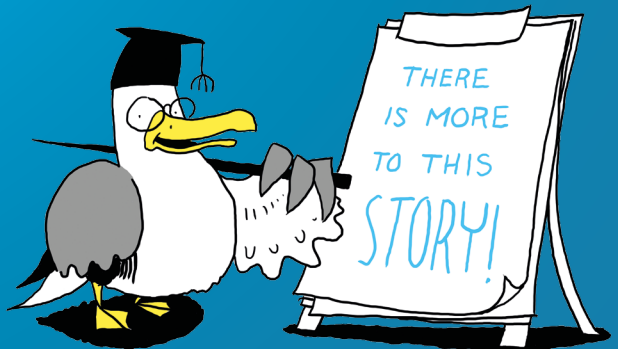
One of the goals of the U.S. Ocean Literacy campaign is for every child to **understand the seven essential Ocean Literacy principles** and supporting concepts by the time they complete secondary education. In support of this goal, a major achievement of the campaign has been the incorporation of more ocean science into the revised *Next Generation Science Standards* (U.S. science education standards), and by extension, into state curricula. The Ocean Literacy guide is also used to promote and communicate Ocean Literacy to public audiences in government, aquariums, museums, universities, ocean research facilities and other public centres.



» Advancing Ocean Literacy in Europe

The concept of Ocean Literacy has travelled across the Atlantic and now Sea Change is extending the work started in the United States by increasing Ocean Literacy in Europe.

The development of Sea Change and other Ocean Literacy initiatives can help support Blue Growth in Europe. Recognizing that the seas and ocean are vitally important to our future economic welfare and well-being, Blue Growth is Europe's long term strategy to support sustainable growth in the marine and maritime sectors as a whole.



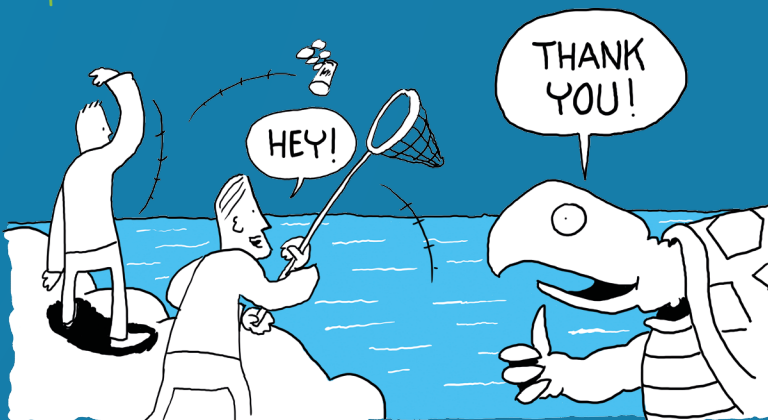
Achieving sustainable blue growth requires economic development to be accompanied by environmental protection and social inclusion, all of which are underpinned by good governance. The more EU citizens are Ocean Literate, the greater chance we have of being able to manage our marine environment in a sustainable way.

Sea Change is funded through Horizon 2020, Europe's research and innovation programme that focuses on societal challenges that need to be addressed: in this case, caring for the ocean.

Supported by the European Commission, current Ocean Literacy initiatives are also in alignment with the Galway Statement on Atlantic Ocean Cooperation. Signed in 2013, the Galway Statement is a transatlantic ocean research alliance that recognizes the importance of promoting Ocean Literacy to foster public understanding of the value of the Atlantic.

Working in accordance with the Galway Statement, Sea Change is collaborating with transatlantic partners to promote Ocean Literacy and ultimately to foster a global approach to protecting the planet's shared ocean.

*Sea Change – bringing about a sea change
to protect our ocean and our health.*





Watch the animation and find out more at

WWW.SEACHANGEPROJECT.EU

 @SeaChange_EU

Developed by the European Marine Board and CoExploration Limited.

Illustrations by Marker Wizards Ltd.



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UNDERSTANDING OUR OCEAN

