

# RESPONSEABLE

## Ocean Literacy as tool to behaviour change How it support the BSAP update

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## Chapter in the BSAP: Awareness raising and capacity building

### HELCOM Baltic Sea Action Plan

#### Awareness raising and capacity building

WE ACKNOWLEDGE that public engagement and stakeholder involvement can effectively contribute to a successful implementation of the Baltic Sea Action Plan and therefore RECOMMEND countries, regional and local government and organizations representing civil society to engage the public and stakeholders in activities promoting a healthy Baltic Sea and to actively promote public participation in decision making.

WE STRESS the importance of raising the awareness of the public regarding the effects on human health and the environment of hazardous substances. To this end WE AGREE that by 2008 the Contracting Parties should develop and inform HELCOM about their regular information campaigns,

WE STRESS the importance of further capacity building within and between authorities as well as for industries on the identification and implementation of requirements concerning hazardous substances,

WE FURTHER DECIDE to implement a public awareness programme aimed at involving the public in the detection of illegal discharges from ships,

WE AGREE on raising public awareness of the negative environmental and economic effects of marine litter in the marine environment, including effects of "ghost fishing" of lost or discarded fishing gear,

WE FURTHER DECIDE to implement an awareness programme regarding the importance of the proper fulfilment of existing international regulations concerning ship-generated waste discharges including on-shore disposal and treatment of all ship-generated sewage,

WE ALSO AGREE to promote environmentally friendly pleasure boating and the development of marinas and the use of the best ecological practice by every marina/guest harbour, including education and raising awareness of the personnel and boat owners of key marinas/guest harbours,

WE DECIDE to expand the HELCOM Geographic Information System with an interface on the HELCOM website showing the progress towards a healthy Baltic Sea.

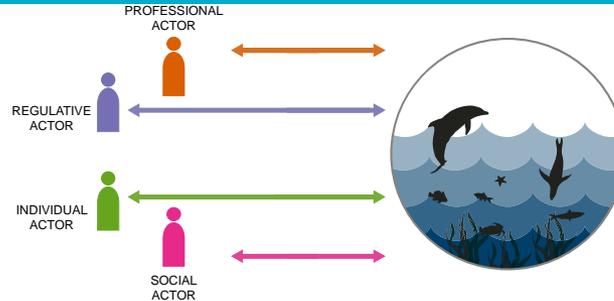
**Raising awareness is not enough!**

➤ **Behavior change is needed to get more people "engaged"**

**Capacity building must build on ocean literacy!**

➤ **Behavior change!**

## What does it mean to be ocean literate?



## What does it take to become ocean literate?

#1

To understand your influence on the ocean and the ocean's influence on you.

Specific knowledge on the environment and human interactions

#2

To understand your influence as an individual, professional and social being.

Knowledge on the specific actors and their interrelationships

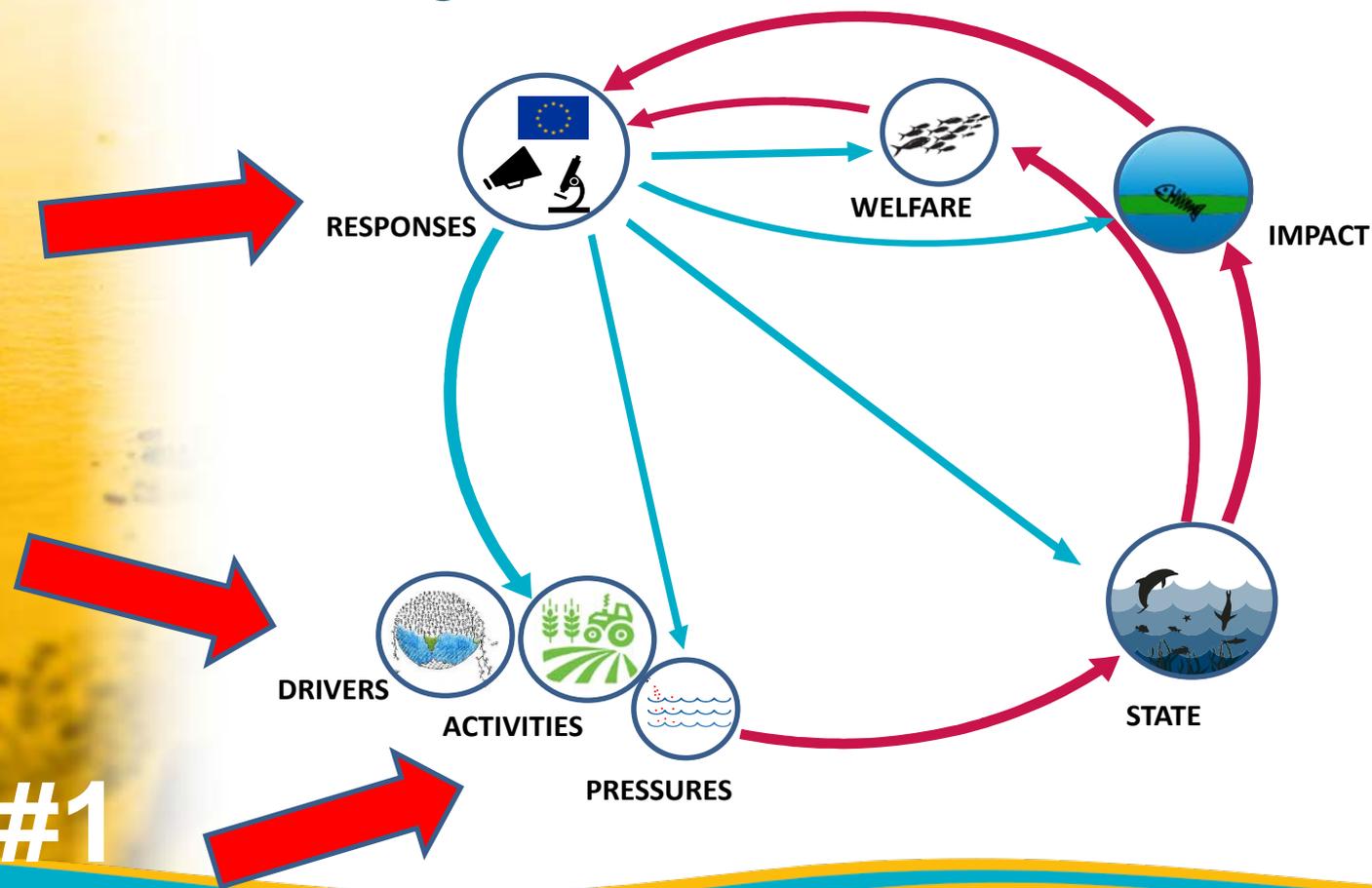
#3

To be able to communicate responsibilities for the ocean to others.

The ability to communicate within and between actor groups

# What did we do in ResponSEABLE?

- We defined key stories for the Regional seas and set up a system to structure knowledge on them based on the DAPSIWR framework

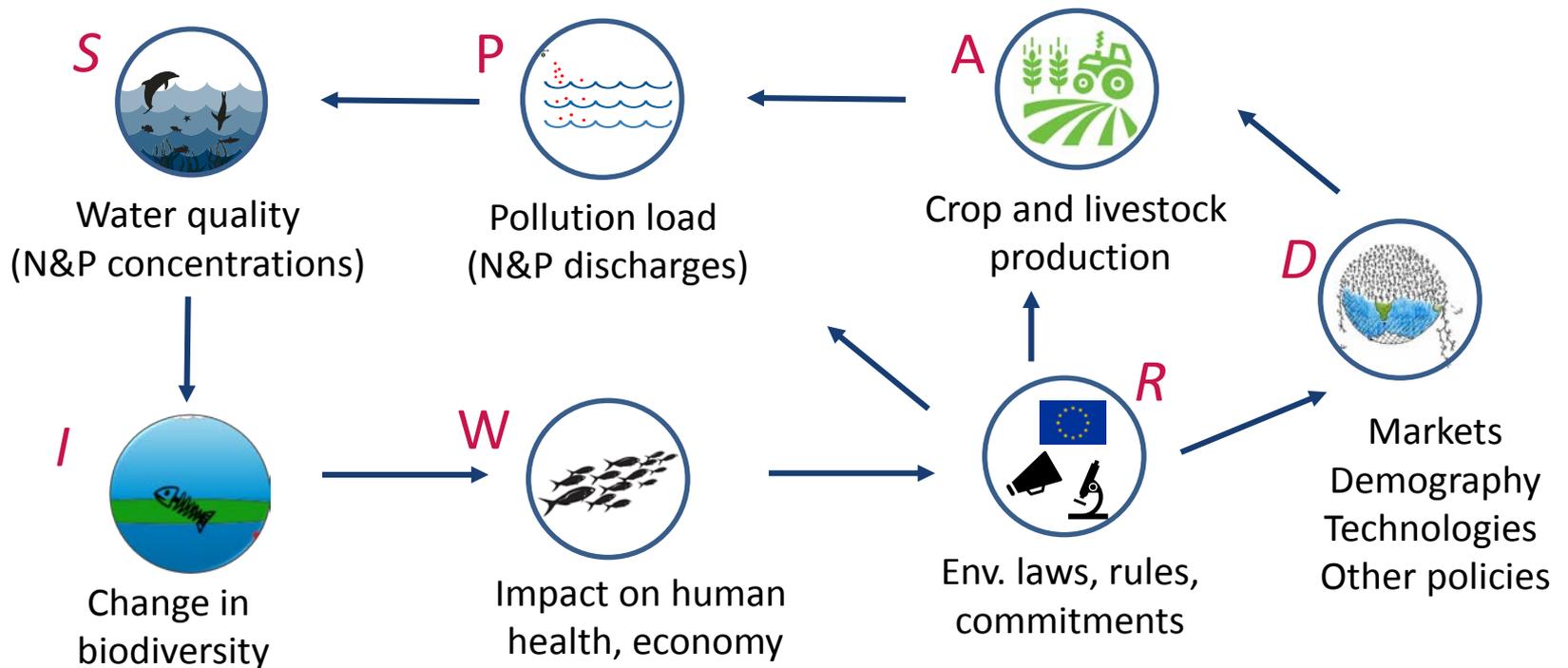


## What did we do in ResponSEABLE? (2)

- We searched for the «nexus of influence» or «key actors» that would reduce the impact on the marine environment by changing behavior;
- We visualized the Knowledge System on the Key Stories as pathways of information between actors;
- We analysed the content of communications as focusses on different aspects of the Key Stories;
- We interviewed actors on where they get their information and how they perceive it.

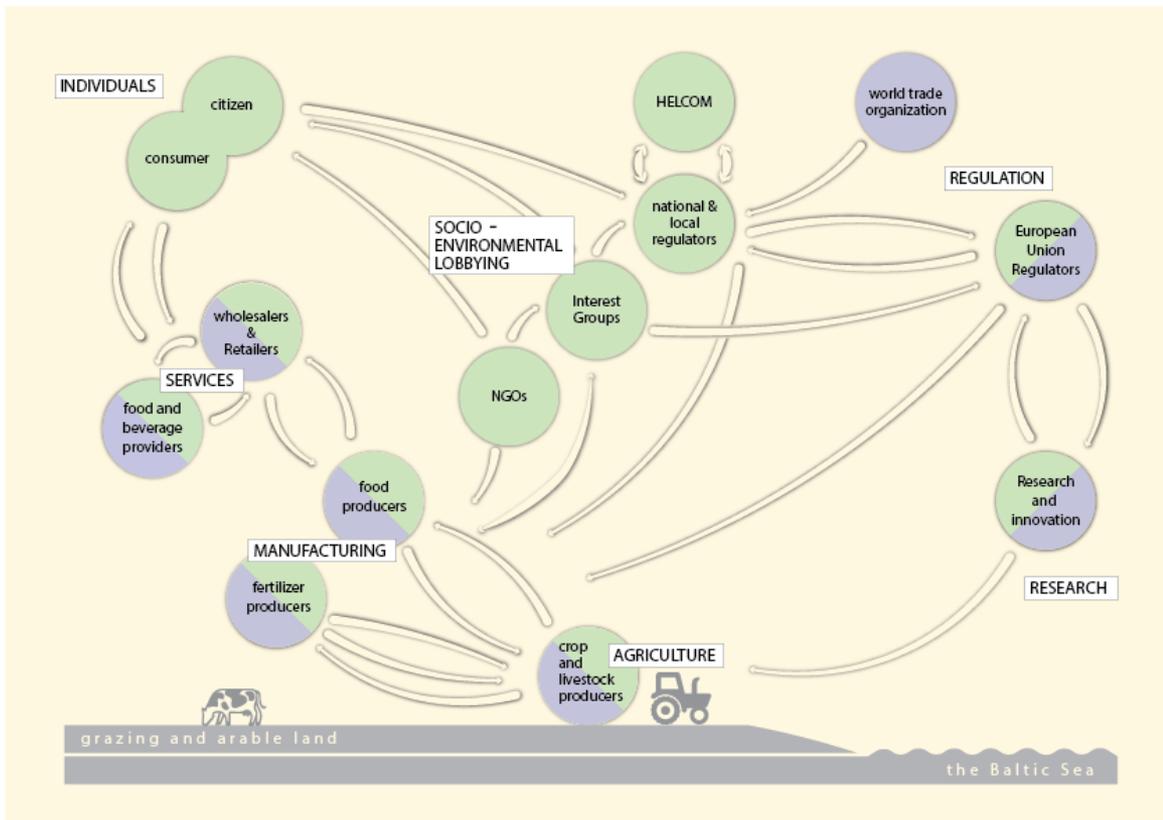
## Looking for Ocean Literacy of an old issue: EUTROPHICATION

- Specific knowledge on the environment and human interactions
- **Driver - Activity - Pressure - State - Impact - Welfare - Response**



## Looking for Ocean Literacy of an old issue: EUTROPHICATION

- Knowledge on the specific actors and interrelationships



*Agricultural value chain: the set of actors and activities that bring a agricultural product from production in the field to final consumption*

**Figure:** Actors of the agricultural value chain  
(source: Story Map about Eutrophication, ResponSEABLE)

## Looking for Ocean Literacy of an old issue: EUTROPHICATION

- The ability to communicate within and between actor groups
- Who transfers knowledge to whom?
- Which information content is communicated?



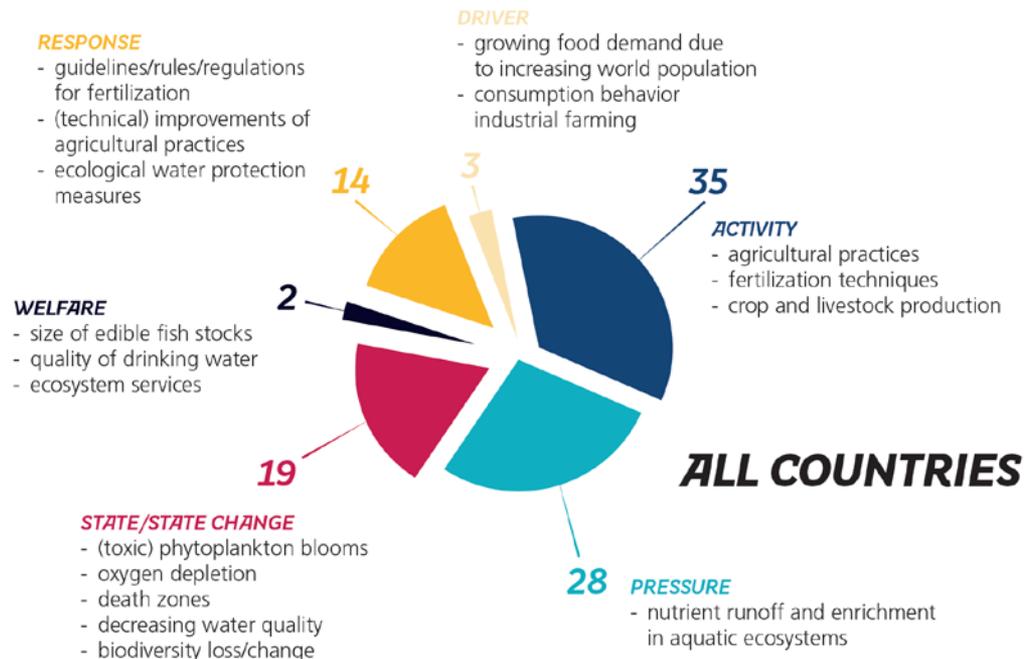
**Figure:** Baltic Sea  
(source: EUSBSR)

### Media analysis

- 7 countries of the BSR
- Identification of key actors
- google advanced search, facebook, youtube
- total: 766 sources, 1326 receivers

## Looking for Ocean Literacy of an old issue: EUTROPHICATION

➤ The ability to communicate within and between actor groups



### DAPSI(W)R content:

- Activity
- Pressure
- State/State change (impact)

### Largely uncovered:

- Driver
- Welfare

**Figure:** Communicated DAPSI(W)R content, all countries (source: key story Eutrophication, ResponSEABLE)



## Current OL: learnings from the story of eutrophication

### ➤ **Incomplete narratives:**

communication covers the frame of *Activity – Pressure – State*; *Drivers* and *Welfare* are seldomly communicated

### ➤ **Only a few actors are communicated to:**

main target groups: farmers and consumers  
almost no communication with retailers, wholesalers

### ➤ **Target group unspecific communication:**

the same story for all...

### ➤ **Perception (survey):**

individual actors do not feel powerful enough  
farmers are seen as responsible for the issue



## Behavior change: How to increase Ocean Literacy?

- **Improving narratives:**  
telling the entire story - to understand roles, responsibilities and circles of influence of actors
- **Involving all actors:**  
all actors must be communicated to and with
- **Including social psychological factors:**  
target group specific communication is crucial, knowledge alone is not enough
- **Increase of cross-sectoral cooperation:**  
facilitation of dialogues to find solutions at the source



## *How can we get this approach into the new BSAP?*

- Get currently un-targeted groups such as retailers/wholesalers into the dialogue. (maybe under the phrase “risk management” as this is what they understand)
- It is important for HELCOM to assess which actors/stakeholders in the topics “hazardous substances” and “biodiversity” and “maritime issues” etc. have been overseen so far and get them onto the pro-Baltic Sea empowerment table.
- Tracking back which stakeholders/actors are usually creating boundaries and obstacles in the pro-ocean process. Don’t fight them with regulations, but understand their needs and language instead and create win-win solutions together.
- Behaviour change programmes need concrete actions adapted to the different environmental issues/human-environment interaction Information (guidance) on what individuals can do within their roles and circle of influences.
- Presenting of multi-benefits of actions: action not just because of one environmental issue but because of covering several (e.g. behaviour in food consumption helps eutrophication, climate change, ect.)

*We are ready to contribute to the BSAP!*

