



Connect to the ocean and drive changes together!

EU4OCEAN COALITION

Actions	<p>Develop youth capacity through peer supported learning, interest powered learning, oriented learning and accelerator programmes for Blue Growth.</p> <p>Promote EU Blue School handbook among teachers in the sea-basin, by involving local ocean literacy networks, NGOs, aquariums and local communities, and innovative digital tools.</p> <p>Create an EU Ocean Literacy award for organisations, projects, teams and individuals who are doing great work in this area and link with raising the profile and people's awareness of ocean careers in order to support the content that is showing positive impacts and giving solutions to people.</p> <p>Organise a celebration of successful projects, activities and other.</p> <p>Involve celebrities and other protagonists with charisma to endorse the EU4Ocean Coalition and diverse artists to create ocean art movement.</p> <p>Reach out to new audiences, remote places, overcome language barriers by involving local ocean literacy networks, NGOs, aquariums and local communities, and innovative digital tools.</p> <p>Make use of the social sciences, psychology and neuroscience, language, creativity and cultural dynamics to appeal to people's values, beliefs and motivate change of attitudes and behaviour towards more sustainable production and consumption practices, management of the ocean and blue economy opportunities.</p>
Milestones	<p>Thematic advocacy campaigns</p> <p>European Maritime Day</p> <p>World Ocean Day</p> <p>Atlantic and North Sea basin event</p> <p>EU4Ocean final summit</p>
Key stakeholder resources	<p>Existing and new members of EU4Ocean Platform, Youth4Ocean Forum and EU Blue Schools in the Atlantic and North Sea basin</p>

Key messages

A key action of one of the main goals of the Atlantic Action Plan is to pursue Ocean Literacy activities in the framework of a European platform EU4Ocean. Claude Wohrer, Secretariat General for the Sea

All-Atlantic Youth Ambassadors' mission is to reconnect people with the Atlantic Ocean and empower communities to become ocean guardians. Eimear Manning, All-Atlantic Ocean Youth

Ocean Literacy at school must be a ground work and a priority for all players and needs a strong institutional support to involve the general public and the authorities. There is a need to promote blue careers opportunities not only in marine primary sectors but also in secondary and tertiary sectors. François Arbellot, We Atlantic

To build and maintain OL networks, engagement of stakeholders from diverse communities and from a wide range of backgrounds across society and financial support are vital. Nóirín Burke, Irish Ocean Literacy Network

Think global, act local. Yann Leymarie, Surfrider Foundation Europe

Enhancing Ocean Literacy in the community gives visibility to maritime careers. Lucía Fraga Lago, Centro Tecnológico Del Mar

Cross border and cross-cultural collaboration are indispensable. We need to connect better with universities and regional clusters and promote entrepreneurship. Together we are stronger! Efhalia Arvaniti, Submariner Network

Match science with entertainment and art to make our marine world vibrant and accessible, use the sciences of mind and brain, psychology and neuroscience, language, creativity and cultural dynamics to appeal to people's values, beliefs and motivate change. Ian Rowland, Incredible Oceans





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Follow-up

- Liaise with thematic working groups of the EU4Ocean Platform, Youth4Ocean Forum and EU Network of Blue Schools to identify connections, stakeholders and integrate the Atlantic and North Sea roadmap in the advocacy campaigns to be developed by the EU4Ocean Coalition.
- Identify, catalogue and map existing tools, programmes, activities of youth mentoring and coaching in the Atlantic and North Sea basin.
- Identify high-profile personalities, celebrities, artists and other influences in the sea basin in link to the first advocacy campaign on *Food from the Ocean* and get their endorsement for the EU4Ocean Coalition or one of its communities, to raise awareness, support the advocacy campaign, boost affinity to EU4Ocean Platform, Youth4Ocean Forum and EU Blue Schools, and to deliver an impactful message to large and new audiences.
- Identify possible regional events in 2021 to coincide with the Atlantic and North Sea basin event for greater impact.
- Consolidate groups of EU4Ocean Coalition members ready to contribute to the development and implementation of advocacy campaigns on 3 themes, the activities of the Youth4Ocean Forum and EU Network of Blue Schools.

