

Issues and options note

Analysis of the recommendations from the first series of regional workshops

WP4

June 2017

Project coordinator:



Project beneficiaries:



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Introduction

This deliverable synthesizes the main outcomes of the first series of regional workshops of ResponSEABLE, which were held during March- June 2017.

Four regional workshops took place:

- In the Black Sea – in Constanta on the 27 of March 2017
- In the Mediteranean Sea – in Villefranche sur mer on 11-12 of May 2017
- In the Baltic Sea – In Berlin on 14-15 of June 2017
- In the Atlantic Arc – in Brest on 21-22 of June 2017
- In the North Sea - to be held in Norway, September 2017 (tbc)

The results from the Atlantic Arc are omitted in this deliverable due to delay in providing results of the workshop from partners responsible for this workshop. North Sea workshop was originally supposed to be organized together with the Baltic Sea workshop. Many participants expressed their interest, however, were not able to attend. Thus, finally, the decision was taken to postpone North Sea workshop to September. It will take place in Norway (organized by NIVA partners). Preparatory work is on-going.

Thus, this note summarises results from the first three workshops. The note will be updated in the end of September, with the results of the Atlantic Arc and after the North Sea Workshop will take place.

The theoretical framework of the regional workshops of ResponSEABLE; agendas, and summaries of the workshops outcomes are presented in the D4.1. 'Regional strategies of ocean Literacy'.

This note summarizes the conclusions from the workshops and focuses on 'issues' and 'options' for developing ocean literacy products, preparing second series of regional workshops and recommendations.

Highlights of the issues and options

This chapter provides main highlights from the regional workshops in terms of ‘issues’ that are on the regional agenda, and need to be in the focus of the ResponSEABLE ocean literacy products and ‘options’ - what should be taken in consideration when developing those.

Baltic Sea

Issues

- ❖ In the Baltic Sea region we are advanced in research, in policy shaping, in communication with stakeholders – but we still find eutrophication as the biggest issue for the Baltic Sea. The knowledge is out there (do we know enough, do we look behind the scenes at the drivers?). It has been communicated since decades - Did we talk all those years to the right stakeholders? Did we communicate the right messages? Who are the actors in the value chain - Is there an opportunity for a change at some of them? At whom?
- ❖ Actors/stakeholders: the Baltic Sea is a down-stream recipient of the problem while the cause of it (agriculture) is up-stream. Farmers are not impacted by the pressure they cause, thus, they do not feel the responsibility for the eutrophication as such.
- ❖ Role of export/international trade: the agriculture sector in Europe and in the Baltic States shows that export plays an important role in development of the sector and local consumers do not play a major role in demand. As agriculture is such an economically driven sector in the global market changing consumption patterns only in the BSR region does not change the production patterns in the region. A more holistic approach will be needed to minimize the burden put on the Baltic Sea.
- ❖ Consumers as one of the key target groups who could contribute to reducing pressure by influencing the retail and whole trade.
- ❖ Eutrophication is a difficult topic to communicate as it is not as visible as e.g. ocean litter. Also, there is no quick solution for solving it. There are many activities that people need to implement and they might get tired in the long run. Communication messages are mostly focused on impacts (e.g. algae blooms) and not so much on the root cause/driver (e.g. too much use of nutrients). This message is posted almost every year and people have got already immune to that information.

Options

- ❖ Overall, all participants reflected that ResponSEABLE approach made them view their campaigns in a different light.
- ❖ There is a need to highlight the goal of “ocean literacy” as everyone knows that increased knowledge and understanding does not necessary lead to an action. There is a need clarify on what needs to happen as the result of “ocean literacy”. For consumers, it is most often relates to a change of behaviour. For politician, how improve implementation.

- ❖ The eutrophication combatting measures implemented within the last 30 years have had an impact, even a slow one, on the Baltic Sea - As result of these implemented water management measures, the eutrophication impact is reduced, thus it becomes less visible and thus society gets less interested in. Therefore, the right message AND its visualisation is very essential to draw attention to the environmental problem.
- ❖ Clear messages on eutrophication for common citizens are still needed. We need to explain that behaviour of a person impacts the Baltic Sea. We need one single and clear story, then we need to have different instruments for individual target groups. And that shall lead that people act differently in future.
- ❖ More indirect communication approaches such as addressing life style questions, (vegetarian/vegan diet), might be a way forward from classical communication (addressing the sea – farmer relationship) and might have an influence on eutrophication in the long run.
- ❖ Policy makers and citizens shall be addressed also by scientists. There is a need for strong arguments and picturing the links between problems and activities and actors. However, carefulness is required on how much pressure is put on consumers as they are already overwhelmed by different responsibilities.
- ❖ Policy support: both HELCOM and EUSBSR PA NUTRI support further discussion and meetings and first dates are scheduled. ResponSEABLE could apply for a flagship status under the PA NUTRI programme of the Baltic Sea Region

Mediterranean Sea

Issues

- ❖ **What are the main challenges in the Regional Sea?**
 - The Blue Growth in the Mediterranean Sea goes hand in hand with the following activities: oil and gas exploration and exploitation, maritime transport and ports, professional fishing (commercial fisheries), recreational fishing, marine aquaculture, tourism, renewable energies, marine mining, coastal development, land-based pollution sources.
 - From all these activities, only commercial fisheries and wastewater and Persistent Organic Pollutants pollution are expected to decline over the coming years. All others are expected to continue developing, posing additional challenges to the management of their impacts on the marine environment.
 - The key stories identified in ResponSEABLE are recognized by the workshop participants as being a matter for concern for the Mediterranean Sea, except for that of eutrophication.
 - ResponSEABLE identified microplastics, ballast water and coastal development as the main key stories for the Mediterranean. **It is coastal tourism and related infrastructure which is highly recognized as an important issue for the Mediterranean Sea.** Ballast water is ranked rather low, and microplastic is not mentioned directly; only in reference with marine litter.
 - Participants of the workshop highlighted the regulation of sustainable fisheries and education/awareness, together with coastal development matters, as the most relevant challenges for the Mediterranean Sea.

Options

❖ **Actors**

- In terms of actors, ship owners were considered important but as actors that comply with legislation. Consumers, on the other hand, and those that push for legislation changes are identified as additional key actors.
- For the coastal tourism key story, the following additional actors to those identified through ResponSEable were identified: banks and funding sources, spatial and city planners, travel agents, etc. Travel agents (Airbnb, booking, tour operators) could sell blue packages: offer discounts/free diving trip if certain behavior is met. Fishermen have a big impact on how harbors and other things are organized so they should be included in any initiative.

❖ **Support to Policy implementation/ economic instruments**

- For the ballast water key story, a combination of actions was suggested as means to facilitate the implementation and/or the acceptance of invasive species-related legislation. Such actions include: education and awareness raising on impacts of invasive species, dissemination of good practices. Also, as the regulation about ballast water treatment will be implemented there will be a need to support the implementation of the legislation by introducing tax incentives and subsidies can help implementing new practices, educational taxes, or introducing a tax for transport or to ship owners in general in order to compensate the loss of ecosystem services their activity represents, other tax incentives and subsidies, and tax for transport/ship owners.
- For the mass tourism key story incentives that boost blue tourism are needed to reverse coastal tourism behavior and coastal development trends.

❖ **Channels and messages**

- Workshop participants listed several media channels as adequate means to convey messages, including: face to face communication (e.g. informal conversations with fishermen, friends and instructors from diving centres), exhibitions, leaflets, specialized webs, newspapers, Facebook, TV spots, documentaries, radio podcasts, videos in Youtube, etc.
- It was identified **TV as a good media to introduce through e.g. advertising or weather forecast short messages with environmental content.**

❖ **Experiences in OL/communication and awareness raising in the Mediterranean Sea**

- Whereas participants listed marine waste, sustainable seafood, or awareness about invasive species as the messages that they receive, massive coastal tourism-related problems seem not to be as present in the media or simply, not reaching the society.
- Ocean literacy initiatives were reported as generally impacting the participants, and in about 50% of the cases leading to behavioural changes.
- The most frequently reported “new behaviour” was: i) To be more aware and careful, ii) To stop buying certain products, iii) Reporting environmental issues (to NGOs, websites, etc).
- Many barriers seem to hindrance behavioural change, in particular:
 - For invasive species it can be seen that **lack of knowledge, lack of adequate infrastructures and price** are the main barriers that might prevent their implementation.
 - For massive Coastal tourism, contributions show that the main barriers are related to **lifestyle/ habits and lack of adequate infrastructures.**

❖ **Recommendations for future workshop:**

- Interest of people on this kind of workshops and topics (OL)
- Difficulties to have high participation: there is no funding for attending such workshops
- People find it interesting

- Adequacy of the ResponSEABLE approach as means to reflect what are the challenges OL is facing to reach success.
- Outcomes of the workshop are of much interest both to support / complement the work already done in ResponSEABLE, and envisage areas of work that could boost success of OL initiatives
- A workshop for testing fit-for-purpose tools developed under ResponSEABLE would be of interest. Although raising an adequate number of attendees will be again a challenge.

Black Sea

Issues

❖ What are the main challenges in the Regional Sea?

- Acting on maritime and coastal issues in the Black Sea region:
- Eutrophication
- Loss of Coastal and seabed habitats
- Pollution and marine/beach litter (more general waste management)
- Coastal sensitivities to oil spills
- Operational/illegal spills along maritime routes
- Overfishing and decline in living marine resources
- Need for coastal and marine conservation
- Harmonization of marine monitoring procedures in Black Sea Region with the requirements of MFSD and WFD

Options

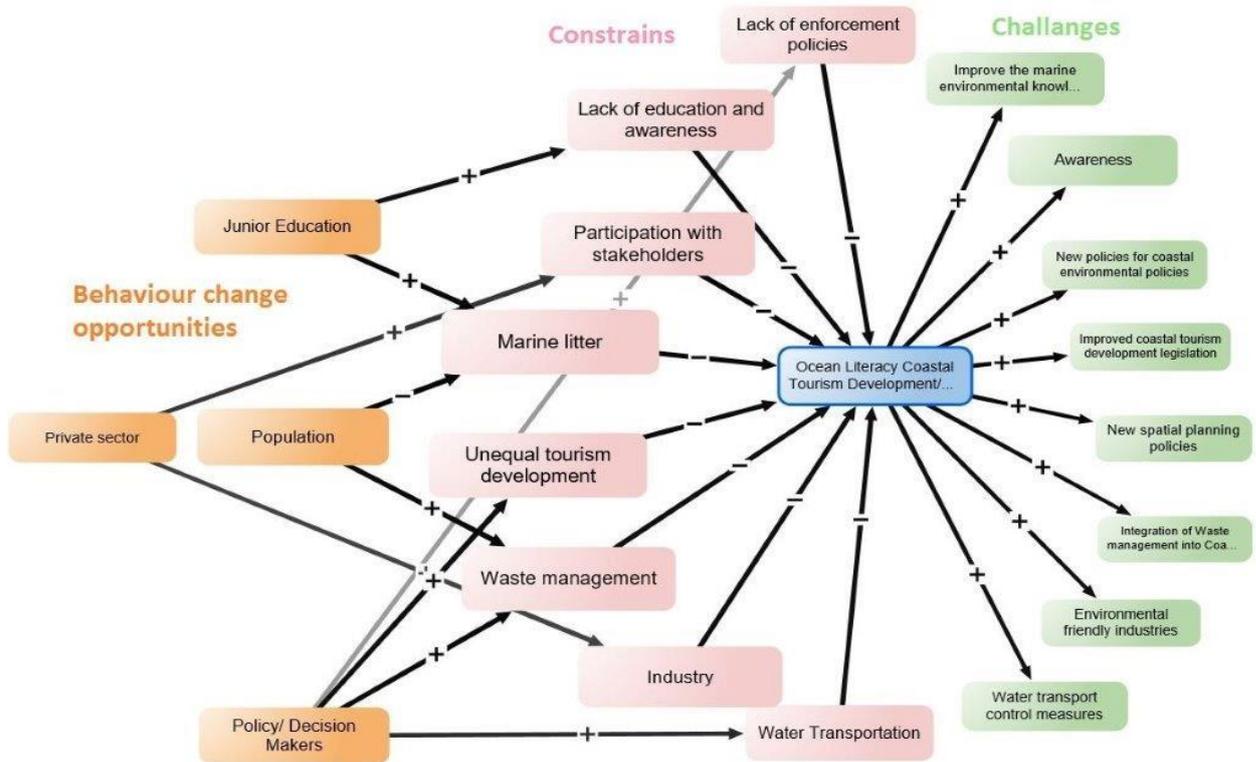
❖ For Coastal tourism

- Improvement of legislation framework or adequate mechanisms in order to enforce policies which are not compulsory, but more as recommendations.
- Need of new policies for reducing marine litter and changing attitudes and practices among consumers. Increase public awareness and introduce environmental education curricula. Waste prevention and better waste
- For the Black Sea region was stated that there is a lack of an effective participation of citizens with stakeholders, especially in local governments.
- Taking actions and getting more involved in public debates, especially at local level.
- management on land.
- there is an obvious lack of education in the effort of environmental law and of getting involved in decision making process
- Policy: Lack of marine spatial planning enhances the pressure exerted by tourism on natural resources and environment. There was mentioned an ineffective governance and inadequate reinforcement mechanisms
- Uncontrolled transportation may threat biodiversity of the area where there is tourism activity, and puts pressure on habitats and different species and can lead to impact such as natural habitat loss, pressure on endangered species, pollution and discharges into to sea, land solid waste.

❖ Microplastics (marine litter)

- Waste management: the sources of this important threat for Black Sea region, such as household waste, transport, shipping, fisheries and industries (chemical, cosmetics, /detergents, textiles etc.), which products by disintegration fragment in smaller particles which are more difficult to monitor – no sufficient information.
- There is an evident necessity of monitoring and cleaning-up activities of microplastics. There is not a proper control of sea activities, such as: transport or fishing which are the main sources when it comes to microplastics. Best practice: use the other countries' examples for monitoring and cleaning-up activities, based on their lessons learned and also, to develop mechanism and methods for such activities.

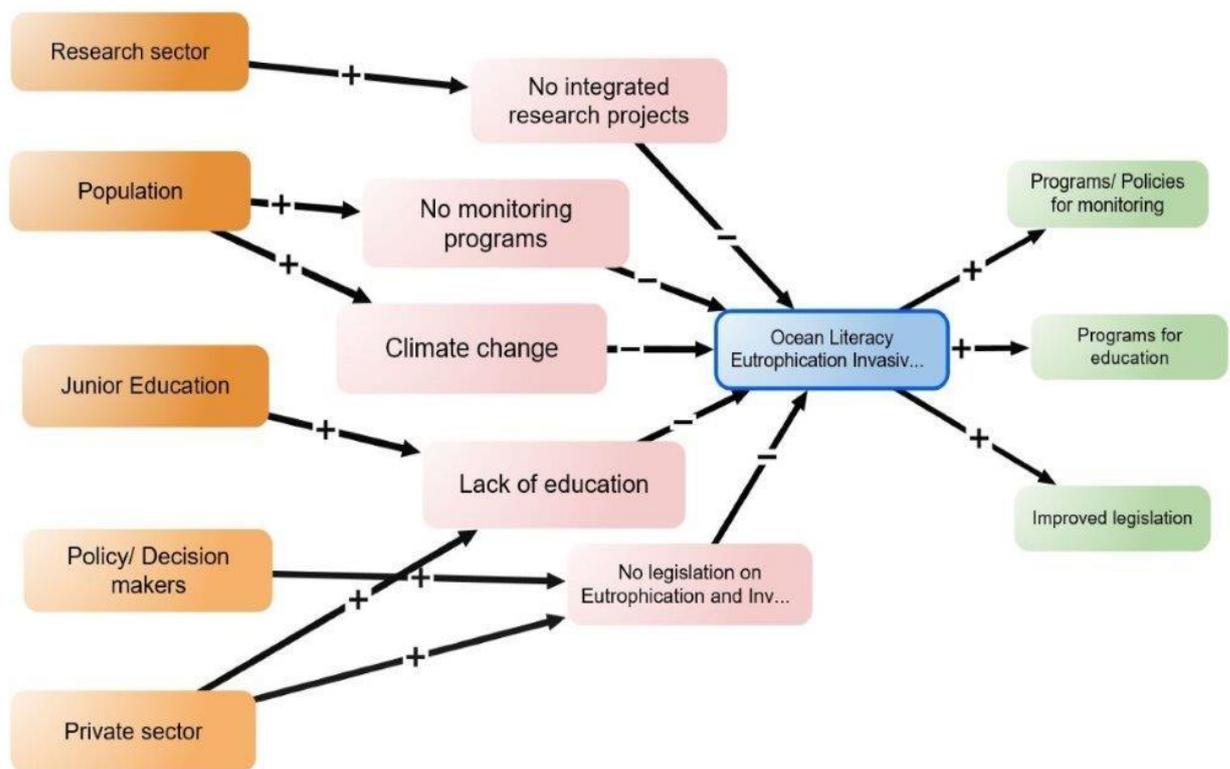
- Need for Integrated waste management; selective waste collection; reduce the amount of waste to prevent and improve waste management plastics, changing the chemical composition of products with less harmful ones or finding alternatives, develop awareness among stakeholders and consumers, enhance voluntary commitment, find best practices, improve legislation framework. Need of new policies for reducing marine litter and changing attitudes and practices among consumers. Increase public awareness and introduce environmental education curricula. Waste prevention and better waste management on land
- Getting involved the NGO's, volunteers and other different stakeholders (authorities) in order to increase knowledge about microplastics, how can be prevented and what measures must be taken in order to help reducing in the marine environment, through public awareness campaigns
- There is an obvious gap between research and development (as scientific basis for future polices) and political stakeholders, and also the generators of microplastics; gap between citizens and authorities from local, regional, national and international level that could improve or even set up new regulations related to microplastics. Financing measures and mechanism to run scientific and regulations' projects to reduce the gap between different stakeholders, from local, regional, national and international level. Organise, on a time chosen basis, public meetings regarding the topic of microplastics for producing new policies for a better control of this issue.



❖ For Invasive species and Eutrophication key story

- Romania did not attend the International Convention for the Control and Management of Ships Ballast Water & Sediments in 2004. In Romania, there is no legislation regarding invasive species and eutrophication.
- In Romania, only the sailors have training courses regarding environment and marine water, ballast water. In general, the education among the population is missing.

- From biodiversity point of view, all alien species are in danger because these species have competition with local natural fishers. From the fisheries point of view, the local fish species are changed by alien species.
- There are no projects in order to identify the pollutants, sources of eutrophication; to classify all vector pollutants along the Danube and other rivers. There are no projects to solve the problems caused by agricultural activities along the entire Danube, due to bad land waste management and sewage.
- Because there is not a permanent monitoring programme in the Black Sea region, the participants agreed that for the Black Sea there is not, for the moment, a completed list of invasive species and for this reason it must be found the research programme which finance the monitoring network between the Black Sea countries. Cooperation between the research institutions in order to develop a research project for monitoring the invasive species and eutrophication (sources of eutrophication), in order to identify the pollutants etc. Vessels can pay taxes for monitoring the alien species.



Concluding remarks

The regional workshops underlined the need for revised concept of ocean literacy – Ocean literacy 2.0 as many on-going issues are not tackled by the traditional OL approaches.

The analysis of ResponSEAbLe project shed the new light on the old issues. Asking ourselves who needs to hear the message? Should the message be different than last year? Should we use 'virtual reality' or a smart phone app? Should we think of economic incentives to the actors, who may change behavior instead? Or provide a 'blue package' which brings attention to local sustainable producers?

Are we using all we can with the Communication channels to give the message? How clear are our messages? (The effectiveness maybe many times fold if we can get 5 minutes on TV to address the general public/consumers or with a famous public figure).

Analysis of the barriers to change behavior is a very important component of developing effective ocean literacy tools. According to the participants of the workshops the following were mentioned as barriers:

- **Lack of knowledge** (especially for some specific issues, like invasive species)
- **Lack of adequate supporting infrastructures** (what infrastructure need to be build)
- **Price** (how affordable are the alternatives)
- **Lifestyle/ habits** (thus, need for more indirect communication approaches such as addressing life style questions)
- **Immunity to the information** (if the same message is repeated every time)

In order to facilitate change the usual behavior the proposed solution has to be **simple, easy to implement, with infrastructural/policy support, and affordable!**

By analyzing experience, which are tailored to a particular region, both research, industry, policy, consumers, we can arrive to a more successful ocean literacy product.

Thus, in the WP5, when the products are being developed, the following need to be taken into consideration:

- ❖ Level of support by Regional Sea Convention: on-going programs, initiatives, ability to produce something that will fit well together to address the challenges. Work together with the RSC to create/test the products. The examples/cross dissemination of activities/awareness raising campaigns will be very important between (especially on the same key challenges across different seas) (examples from the Baltic Sea workshops).
- ❖ Policy level: importance of marine policies and in particular their implementation (i.e. spatial planning in the Black Sea), EU convention on ballast water...etc.
- ❖ Actors: inclusion of actors such as urban planners, banks (and other financial institutions), in addition to the professionals, ensuring close collaboration with the regional sea conventions.
- ❖ The 'message' to the audience: not only to raise awareness, but to include a solution 'how to do better' which is easy/simple to implement, and is affordable.
- ❖ Communication channels: the use of media/TV is highly recommended in particular for some stories (example to use weather channel to give the simple messages....)

ResponSEABLE project will continue the process and will organize the second series of regional workshops, where the ocean literacy products that are being developed at the moment will be tested and enhanced to make sure the regional context/priorities and actors are addressed.