



Linking the oceans to our consumption habits: opportunities and challenges of consumers literacy

Webinar focused around the following 3 questions:

1. What types of knowledge do we need to better reach consumers to help them link their behaviour with consumption habits (even if they live far from the coast)? What is lacking in current information flows?
2. What is effective/what doesn't work at all in engaging with consumers?
3. Where we should put efforts in making future campaigns/reaching consumers?

Speakers brought examples from 3 different perspectives:



Sustainable seafood (Mr. GoodFish) – *Florence Huron*, Nausicaa



Changing diets in the Baltic Sea – *Stella Höynälänmaa* – WWF Finland



Marine litter (plastics, microplastics, cigarette butts) - *Julien Guerrero* - Surfrider

Main messages:

1. Consumers are not 'evil', most of them don't have an intention to harm the nature, they often really don't understand deep enough the consequences of their consumption habits
2. Even if we know about the issues, it's really difficult to know how to make a smart choice as a consumer
3. To inspire the change we need simple positive guides, paired with a digital tools to help consumers make their choices and feel that it not too difficult and they are part of the process of making a difference
4. Within consumers there are always several groups, when doing ocean literacy need sometimes to target several at once!
5. Make the problem/impact personal to each group (show the smokers the impact of cigarette butts, etc..)
6. Challenge is to provide a solution that is custom-tailored for the targeted groups, easy to adapt to and provide them with the feedback/impact of their effort in a short period of time in order to engage them.
7. Good practice is to target social circles of the target groups – to ensure full group will be engaged in peer support - for example, awareness campaigns for children and mothers are good doors to encourage behavioral change.
8. Don't underestimate work of bloggers and volunteers!
9. Need to put efforts to build partnerships and work at the same time with schools and businesses/professionals (good example - bring chefs to schools)
10. Literacy/awareness raising campaigns should be a positive process –bring people together to explore (for example taste) sustainable solutions!