

Conference Keynote Speakers

Emma McKinley Cardiff University

Dr Emma McKinley is a Sêr Cymru Research Fellow at Cardiff University. Emma has an initial grounding in natural sciences (BSc Marine Biology, University of Stirling, MSc Marine Environmental Protection, University of Wales, Bangor) followed by a PhD examining the role of marine citizenship in contemporary UK marine and coastal management and policy development (University of Bournemouth). Emma is an experienced mixed-methods researcher and her research interests include marine spatial planning as a marine and coastal management tool, ecosystem management and valuation of ecosystem services, the Blue Growth agenda, coastal community resilience and sustainability.



She is the Vice Chair of the Royal Geographic Society (with the Institute of British Geographers) Coastal and Marine Research Group, and sits on the committee of the Society of Conservation Biology's Conservation Marketing and Engagement group. Emma is the Chair of the new Marine Social Science Network which will form the focus of her keynote delivery and workshop at the conference.

Lasse Gustavsson Senior Vice President & Executive Director, Oceana Europe

The world is currently struggling with a global environmental and food security issue: overfishing. Overfishing means catching too many fish at a faster rate than fish stocks can naturally reproduce. In European seas, two thirds of fish populations are currently overfished due to bad political decisions. For years decision-makers have been emptying our seas by setting fishing quotas at higher levels than what science recommends and based on short-term interests instead of a solid long-term conservation vision. 41% of European Atlantic stocks, including those in the North Sea, are today overfished.



The good news is that it is still not too late to stop overfishing and fish sustainably. In 2017, Oceana released a new study that took a closer look at the socio-economic benefits of healthy fisheries. And there is no doubt: more fish means food, more jobs and more money. The report estimates that in the UK alone, the growth in catch volume would come from valuable species that could bring more than 60% of the total catch volume of the UK fleet. The UK's fish processing industry is estimated to be the largest in Europe in terms of employment and turnover. More fish in the ocean can create 5,100 new full-time jobs in the fishing sector and in related industries (food processing, retail & services), boosting the wider economy. Every job created in the fisheries sector would create almost 3 jobs in the wider economy. The UK country's economy could see a total increase of +365 million euros.

Through its work Oceana seeks to influence political decisions and ensure fish remains a source of healthy food and livelihood for future generations. This session comes at a time when the UK prepares to leave the EU and fisheries becomes a contested issue within Brexit negotiations.

Lasse Gustavsson is passionate about the oceans and has a lifetime commitment to sustainable development and social change. With almost 3 decades of leadership experience in Greenpeace, WWF and Traffic Lasse now serves as Executive Director for Oceana in Europe.

He has led international organisations, programmes and campaigns, developed partnerships with business, run constructive political lobbying efforts as well as led conservation programmes in the field. He always gives great priority to impact on the ground. Lasse has his academic training in International Relations, Human Ecology and Development Science at the University of Gothenburg, Sweden.

As a powerful and inspiring public speaker, Lasse has successfully raised the Oceana's profile by presenting organisation's work at various high-level events in Europe.

With his strong voice and passion for the work he is fully committed to, he also regularly posts opinion pieces in major European media outlets.

Oceana is the world's largest marine organisation working exclusively to protect and restore the world's oceans. Under the motto: 'Save the Oceans, Feed the world' Oceana seeks to restore ocean abundance by winning policy victories in the countries that govern much of the world's marine life.