

Conference Abstracts & Biographies

5E – Conservation and Engagement IV

Chair: Amy Pryor, Thames Estuary Partnership

Exploring the policy potential of ocean literacy and citizen behaviour change strategies in marine conservation

Holly Griffin, UN Environment World Conservation Monitoring Centre

Abstract:

At the United Nations Ocean Conference in 2017, the UN Environment World Conservation Monitoring Centre (UNEP-WCMC) made a voluntary commitment to actively explore how ocean literacy can be catalysed to support pro-environmental behaviour changes. These changes are intended to increase conservation of the marine environment in support of UN Sustainable Development Goal 14 (Life Below Water). This commitment is part of UNEP-WCMC's strategy to advance the transition to a healthy ocean by increasing uptake of social science in marine conservation on global, regional and national scales. To this end, UNEP-WCMC is convening multi-disciplinary expertise on new social science strategies such as ocean literacy and citizen behaviour change, and is designing guidelines to facilitate use of these strategies as tools to achieve global ocean policy goals and targets. This will support the delivery of national policy goals and international commitments under the UN 2030 Sustainable Development Agenda.

In this context, UNEP-WCMC, in collaboration with international coral reef scientists and behaviour change experts, has developed new guidance to identify and target human behaviours that are harmful to coral reef ecosystems. Coral reefs are highly vulnerable to human activities and targeted behaviour change can relieve some of the human pressures on these ecosystems. This guidance suggests how behaviour-impact-pathways can be developed to identify relevant behaviours, and how social science data can be used to craft messages that resonate with the target audience. The aim is to support the development of campaign messaging that promotes context-specific behavioural changes, such as reducing diver contact with coral reefs. This presentation will expand on the coral reef behaviour change work and outline how UNEP-WCMC's marine social sciences strategy will support sustainable human interaction with marine and coastal ecosystems.

Keywords: Ocean Literacy; Citizen Behaviour Change; Marine Policy; Public Engagement; Marine Social Science

Sea Change to See Change: powering better decisions

Diana Pound, Dialogue Matters

We need a sea change in the way we make decisions about the sea. Marine management can't be solved by natural science and strong laws alone. Nor will these plus a bit of stakeholder consultation do the job. We need to shift to processes of shared decision making that enable deep deliberation and harness a rich and broad range of knowledge. Done well, sharing responsibility to make decisions leads to sharing resources and responsibility for implementing them. This presentation introduces key concepts:

- A new Empowerment Framework which sets out different power relationships, and is a tool to work out where initiatives sit in the framework, and how they could share more power and increase impact.
- Psychological barriers to change and how Consensus Building processes overcome them.
- Designing participation that delivers on promised benefits including: genuine process, shifting participants from adversarial to principled negotiation, framing questions and tasks in a constructive way, maximising stakeholder influence and, where feasible, shifting to a co-production.

This presentation draws on 20 years' experience of designing and facilitating good practice at local, national and international scales, previous research including for Defra agencies , and more recent research for the Scottish Government .

Keywords: Empowerment, Participation, Design, Negotiation, Psychology

Biography:

Diana is an award winning and internationally known facilitator, and an IUCN Commissioner. She set up Dialogue Matters in 2000 to design, facilitate, train, research and advise on best practice Stakeholder Dialogue, empowerment and Consensus Building.

Since then she has worked in over 25 countries in Europe, Central Asia, the Middle East, Africa, South America and the Caribbean. She designs and facilitates dialogue around environmental management or research, including about local, national, international and global topics, and in a range of contexts from calm to conflicted. In 2015 she led the project that won Dialogue Matters the CIEEM (Chartered Institutes for Ecology and Environmental Management) best practice award for Stakeholder Engagement. In 2016 she led a team to carry out research on engagement and empowerment for the Scottish Government and its environmental agencies, and develop a new empowerment framework.

About a third of her work is in a marine context, most recently (March 2018) facilitating a workshop for the OSPAR Convention to enable heads of marine, for each member country, discuss governance and how OSPAR can be the best it can be.

Our ocean has value

Rosie Chambers, Marine Conservation Society

As the Marine CoLABoration, we aim to communicate the role of the ocean in human wellbeing, culture and prosperity and to demonstrate effective collaboration.

Our vision is for an ocean that is healthier and where the full range of ocean and human values are reflected in individual and collective decision-making.

We aim to increase the effectiveness and impact of ocean solutions through a values based approach- designing experiments which test our central hypothesis that by uncovering and communicating the value of the ocean in all its rich diversity, we can connect with people's deeply held, personal and shared values and achieve better and faster ocean conservation.

In this session, we will share lessons learnt from our work and experiments so far in adopting a values based approach to marine conservation. We'll also be sharing insights from new research from the Frameworks Institute, commissioned by the Calouste Gulbenkian Foundation on where the gaps lie between expert and public understanding of the threats to our ocean and how we might more effectively frame conservation messages.

Biography:

The Marine CoLABoration was initiated by the Calouste Gulbenkian Foundation in 2015 to increase collaborative action and explore how to communicate the value of the ocean more effectively. We are a collaboration of nine organisations: Client Earth, Fauna and Flora International, Forum for the Future, Institute for European environmental Policy, International Programme on the State of the Ocean, Marine Conservation Society, New Economics Foundation, Thames Estuary Partnership and the Zoological Society of London.

The ocean influence in us and our influence on the ocean – whom is ocean literacy for?

Mônica Mesquita and Lia Vasconcelos, Universidade NOVA de Lisboa, Portugal

The UNESCO' slogan on Ocean Literacy: "understand the ocean's influence on you and your influence on the ocean" (Santoro et al., 2017), immediately reveals the emerging need to know whom is this ocean literacy for indeed. This need emerges from a historical movement of marginal cultural groups in coastal zones, who are subjugate by their socioeconomic and cultural invisibility that is revealed by their intellectual invisibility (Mesquita, 2017) – local fishing communities inserted in urban coastal areas are one example. Nowadays, this movement has grown fiercely not only in face of the world's social clashes but also of the current economic crisis and the movement of re-allocation of the human body that characterises our current age of migration (Fouberg et al., 2012).

The Ocean Literacy Observatory - OLO, a cross-disciplinary and transcultural research group focusing on the southern shore of the Tagus River Estuary in Portugal, has witnessed the growth of this movement and studied the absence of local coastal communities in the political and planning decisions regarding coastal areas. Laporta (2014) points out the current spatial and temporal political constraints suffered by these communities, which are identified here as strong examples of the aforementioned gap. In that sense, the question "whom is the Ocean Literacy for" continues to be a pivotal issue that claims scientific focus.

This communication presents the participative qualitative research, developed by OLO, in the collective building up of new coastal knowledge, integrating the traditional, local, technical and scientific intellectual bases. The central issue is to create meaningful, critical and collaborative intellectual capital (Guerry et al., 2015). The OLO has been working towards an Ocean Literacy for all and identify the coastal communities as guardians of these areas and therefore key stakeholders for its management, meaning that they should be the target of Ocean Literacy.

Keywords: Ocean Literacy; Collaborative Governance; local fishing community; intellectual capital; Environmental Sociology

Biography:

Mônica Mesquita is researcher at the MARE Centre, in which she is founder and co-coordinator of Ocean Literacy Observatory - OLO; invited lecturer and advisor on the Master in Management and Environmental Policies at Faculty of Technology and Science/New Lisbon University; invited lecture at Social Education Master Course at Algarve University; as well as, collaborative researcher in the GEPEM - Research and Study Group on Ethnomathematics at São Paulo University/Brazil, and in the ATINER - Athens Institute for Education and Research. She has the first degree in Pure Mathematics, with a minor in mathematics teaching and curriculum, and a Master in Mathematics Education; both in Catholic Pontifical University of São Paulo/Brazil. Having the urbanity as a major theme of her research, she found in the Ethnomathematics and

in the Socioanthropology of Mathematics an holistic theoretical framework to work with children in street situation and indigenous people, both in Brazil. In Portugal, since 2001, she was researcher in European projects of technological education: ModellingSpace (IST-2000-25385) and DALEST (224269-CP-1-2005-CY-MINERVA-M), and researcher in a national project of the Ministry of Education on adult education: RVCC (Recognition and Validation of Key Skills). Still in Portugal, Mônica awarded a grant to develop internationally her PhD in Science Education from Fundação para a Ciência e a Tecnologia (FCT). In 2011, she was the principal researcher at Urban Boundaries: The dynamic of cultural encounters in communitarian education, a scientific national project, also supported by FCT, in which she has worked with local communities (Fishing and Multicultural Slum), developing the concept of Communitarian Education and Governance. She is the founder researcher of GEPEM - PT and co-founder researcher of BUB - supported by CNPq/Brazil, and member at ISA (International Sociological Association) in the RC54. Nowadays, she is researching in the following projects: (1) Ocean Literacy Observatory; national project; Ocean Literacy and Coastal Governance; Costa de Caparica, Portugal; (1) Indigenous Scholar Education; Bi-lateral research Brazil - Portugal; Ethnogenesis Movement; Pataxó, Pataxós Hã-hã-hãe e Tupinambá; Bahia, Brazil; (2) Empowerment of fishing communities: philosophy of their own practices; PETROBRAS; Communitarian Education; Local Fishing Community; São Paulo Paulo, Brazil; (3) European Urban Boundaries; development of an European collaboration, focusing the Horizon 2030 (Societal Challenges - Europe in a changing world) and (4) INLOCO; the COST Action, integrating the Brazilian Urban Boundaries research group in the European research bodies.

Common ocean, sovereign waters: fluid ontologies, border-making and challenge of the global protection of the sea

Emilio Cocco, The American University of Rome, Italy

Abstract:

The property of the ocean is a controversial issue with serious political and ecological implications. In this contribution I explore the way contemporary scientific, legal and political accounts contribute to the social construction of the “common oceans”, casting lights on the conflicts taking between competing actors in the process of political partition and economic exploitation of the sea. I discuss the contradictions of a global approach to the protection of the oceanic common good that relies on competing state and corporate actors. Accordingly, I try to explain these contradictions by referring to the lack of a maritime epistemology in many social science, notably sociology. Eventually, I suggest a joint approach on border studies and ocean sociology as a possible way out. My talk is structured as following: first, I give an insight on the theoretical background of the “oceanic studies” and pinpoint the main aspects of current discussion. I concentrate on the lack of interdisciplinarity and low exchange between social and natural science, with special regards to the “terrestrial” bias in sociology. Then, I discuss how the exploitation of the ocean takes place and has an impact on society as a whole by claiming that although few people have a direct experience of the ocean, everybody is dependent on it. Later, I deal with the attempt of framing ownership and protection of the common oceans by addressing the modern dichotomy between sovereign and non sovereign spaces and the difficulties of catching the fluid ontology of seawater. Finally, I consider the negative impact of a long lasting ambivalence between the sea and the land both in science and politics. As a result, I suggest that a maritime aware border studies perspective could both open some interesting research paths and bring about positive policy outcomes.