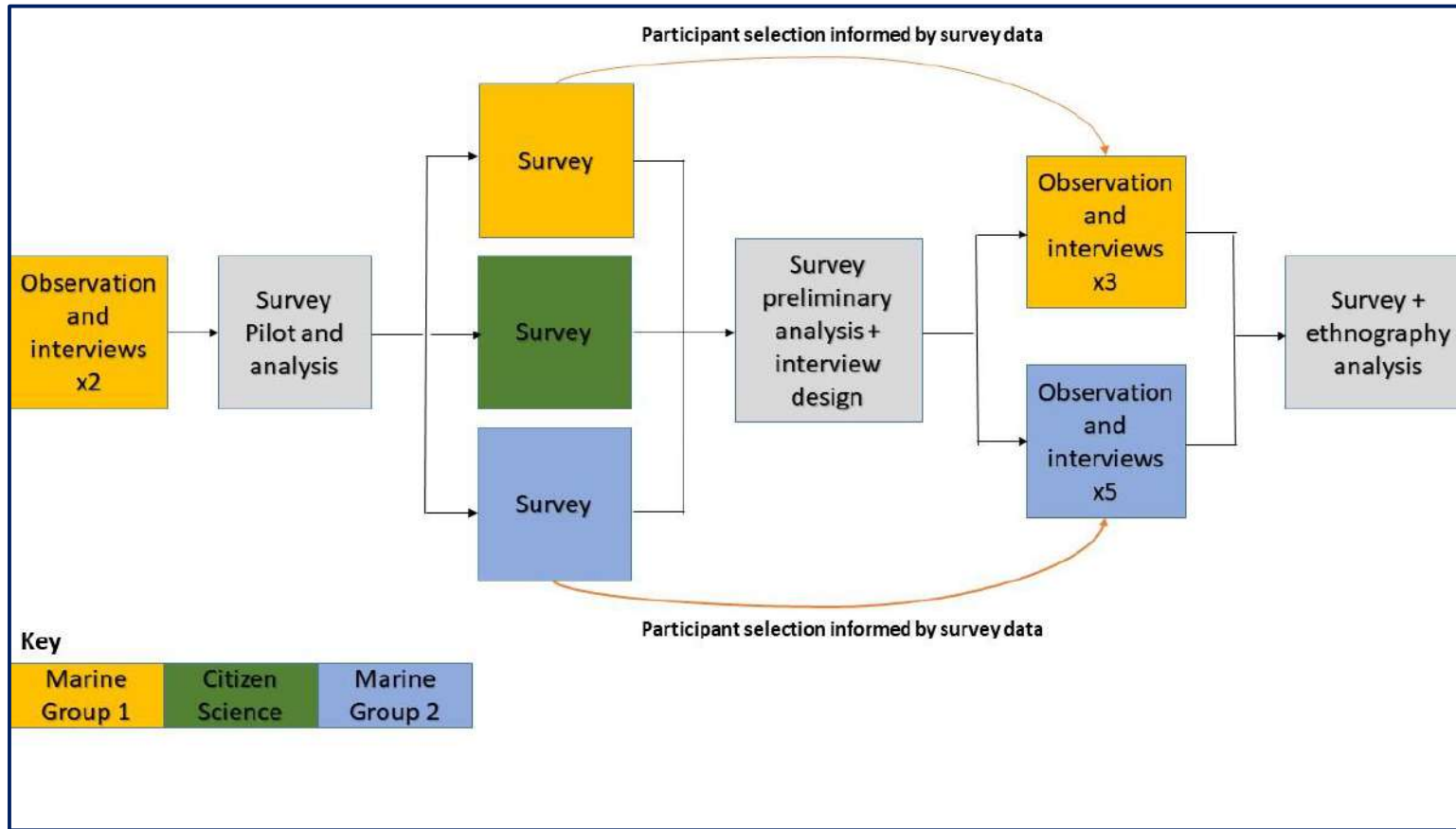


CF2020 Session 2 15th Jan

3 minute presentations

Understanding marine citizenship

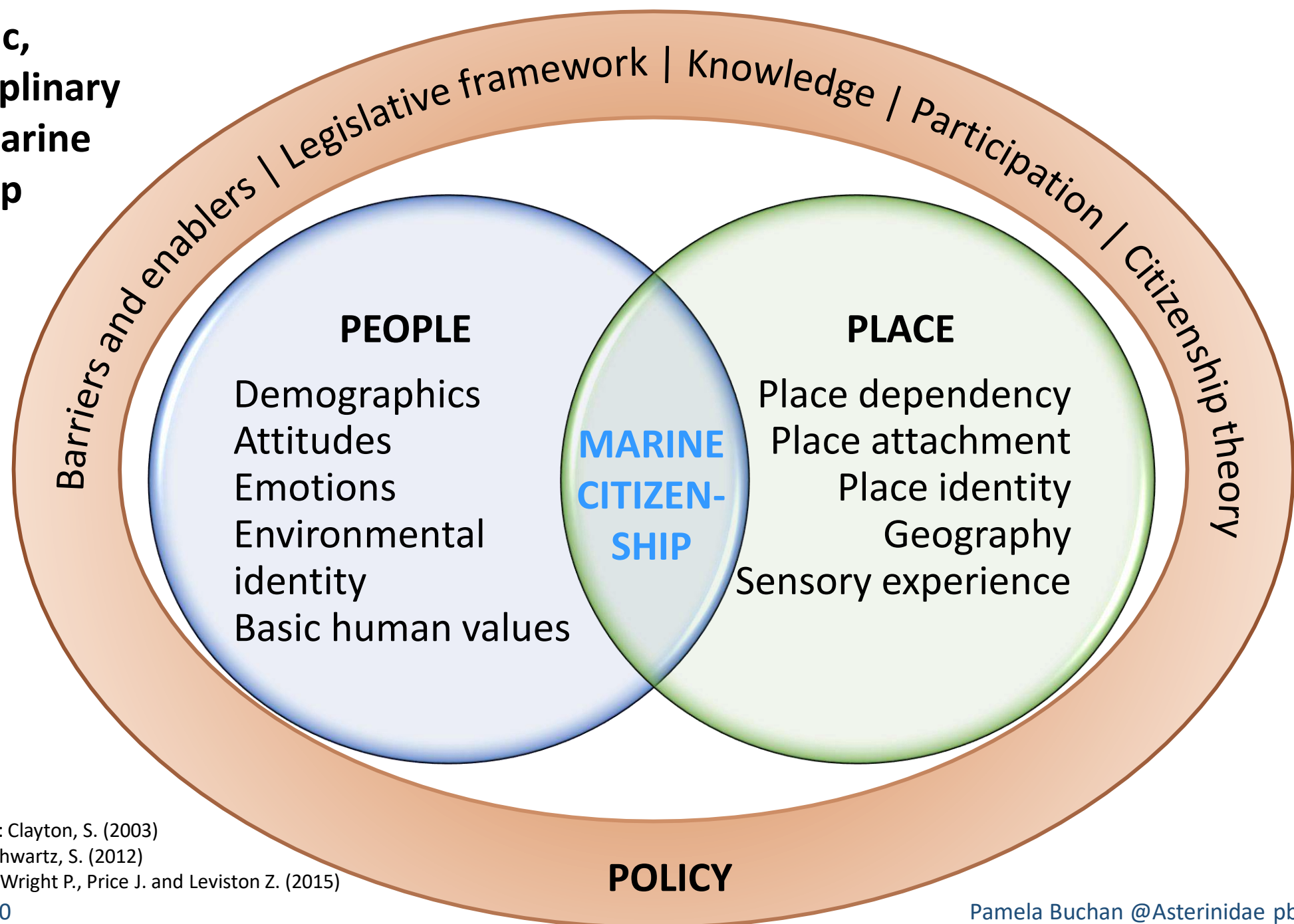
Pamela Buchan



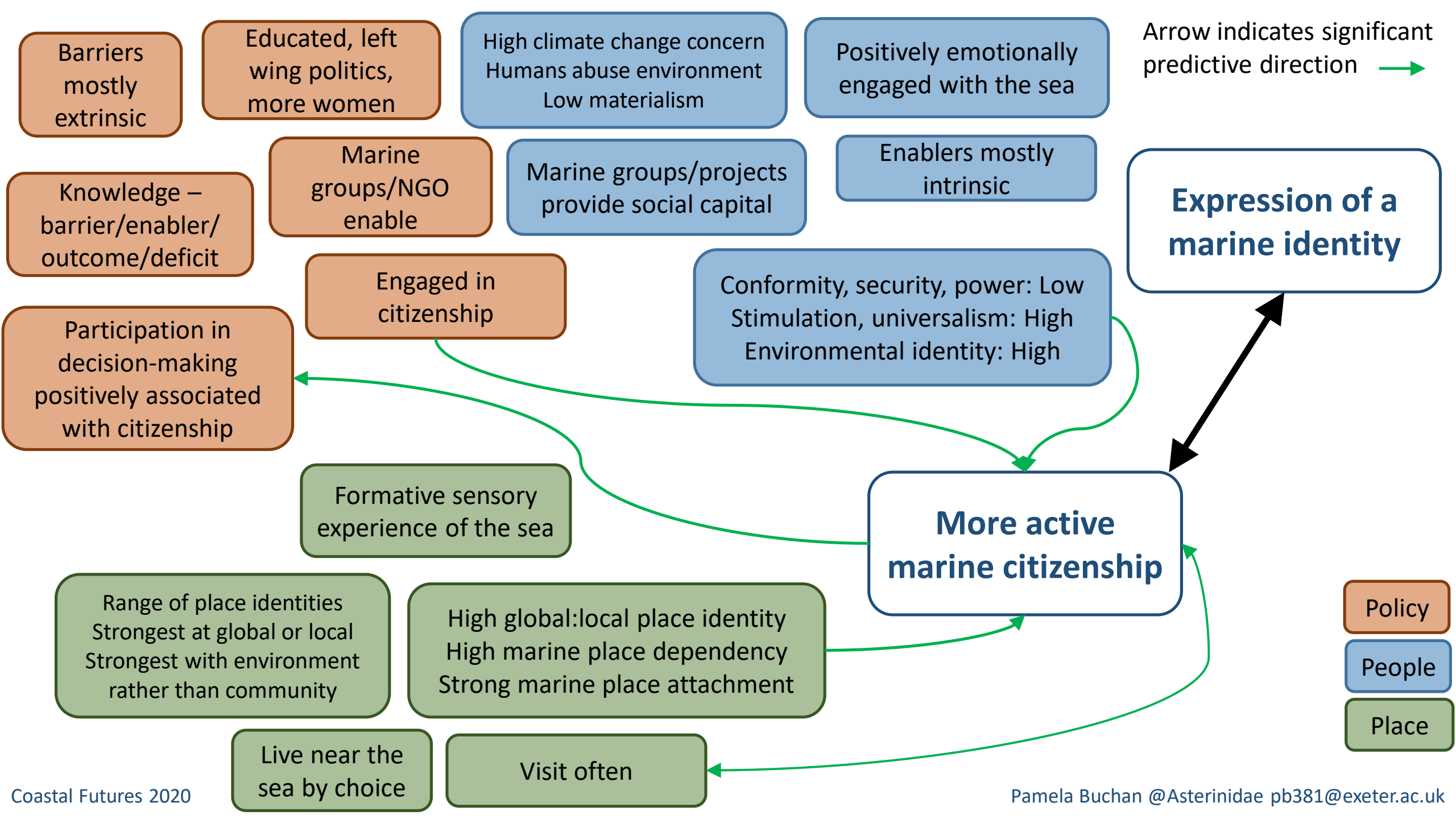
Methodology

- Interdisciplinary
- Mixed methods
- Case studies for access to marine citizens
- Drawing on tested theories but...
- Inductive to allow for emergent themes

An holistic,
interdisciplinary
look at marine
citizenship



Environmental Identity: Clayton, S. (2003)
Basic human values: Schwartz, S. (2012)
Place theories: Devine-Wright P., Price J. and Leviston Z. (2015)
Coastal Futures 2020





The ocean makes life on earth possible, treasure it



**Taking an experimental, values-based and collaborative approach
to communicating why our ocean matters.**

www.marinecolab.org
rosie.chambers@mcsuk.org
[@marine_colab](#)

There is increasing recognition across the marine sector of the need for more effective, joined up ocean communications that meet people where they are

Connection -together we can achieve more than we can individually

Values -Meeting people where they are.

Frames - to communicate more effectively and help improve wider understanding of marine conservation issues → bit.ly/2FutS2M



We can accelerate progress towards an ocean-friendly society by collaborating and placing value at the heart of solutions

Uncovering and communicating the **value of the ocean in all its diversity** to connect with people's deeply held, **personal and shared values**.

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.





Marine Social Science Research and Practice in the UK: Where are we and where do we go to next?

Emma McKinley – mckinley1@cardiff.ac.uk

•Increase awareness and collaboration of existing social science currently being undertaken within a UK marine and coastal context.

•Create an Expert Directory highlighting key academics, research centres and areas of research expertise.

•Identify research themes, evidence gaps and priorities for UK seas and coasts.

•Examine existing capacity and explore challenges and opportunities within the current marine social science research landscape in the UK.

Identify potential areas for multi- and inter-disciplinary research and collaboration

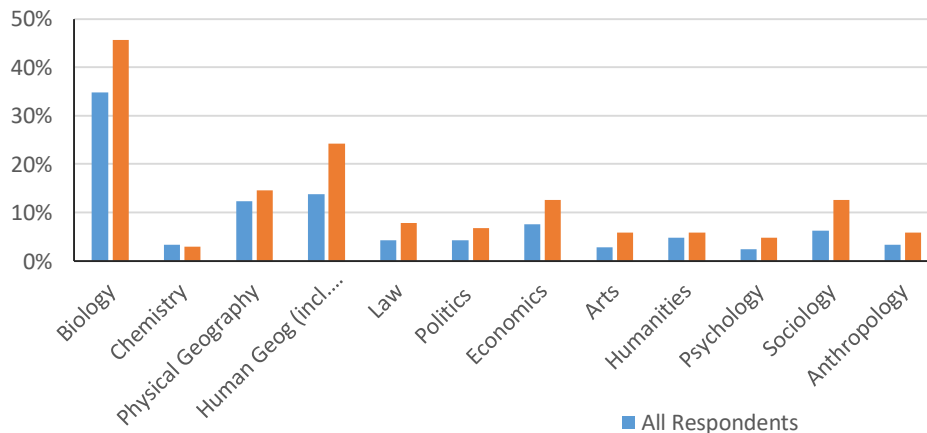
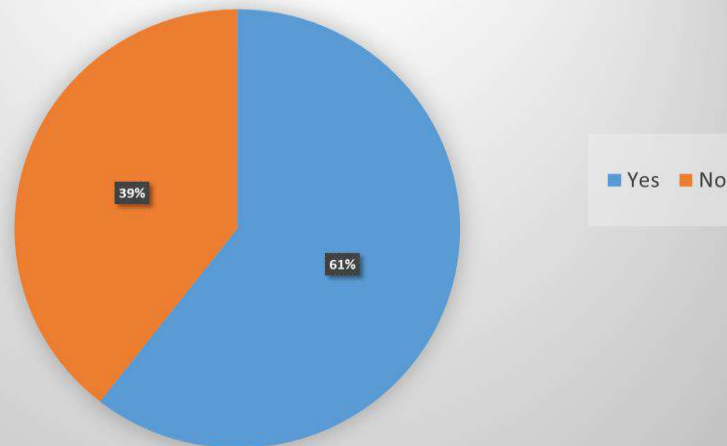
~240
researchers and
practitioners
engaged



N=159



Do you consider yourself to be a marine social scientist?



What do we know and what are the evidence gaps?

For more information – contact: mckinleye1@cardiff.ac.uk

Adaption and climate change

*Behaviour change
Impacts on communities*

Fisheries and fishing communities

*Seafood consumption
Impact of management*

Blue growth and maritime industries

*Social justice and welfare
Loss of employment*

Ocean literacy & marine citizenship

*Drivers for behaviour change
Connection with the sea*

Stakeholder engagement

*Best practice for stakeholder and
public engagement
SNA*

Governance and Management

*Social acceptability
Role of local knowledge*

Social justice, welfare and equity

*Migrant workers
Health and wellbeing*

Valuing and connecting

*£ and non-monetary
Values in decision-making*

Coasts and coastal communities*

*Land/ sea interface
Community use of space*

Key Messages and Recommendations

For more information – contact: mckinleye1@cardiff.ac.uk

- **Methods, best practice and capacity:** Historical lack of understanding of marine social science methodologies, their rigour and robustness. This **must** be addressed for marine social sciences to realise its potential value.
- **Collaboration and interdisciplinarity:** Need for more opportunities were identified with working with natural and physical scientists highlighted as a particular challenge.
- **Funding:** Need for improved integration across funding councils and broadening of the funding landscape to ensure that marine social sciences are ***not forgotten or an 'add on'***.
- **Engagement and pathways to impact:** Historical lack of **appreciation** of the potential role and value of marine social sciences. Need for **effective and impactful pathways** into policy to realise successful management interventions and societal behaviour change.

“Make that connection between us and the sea”

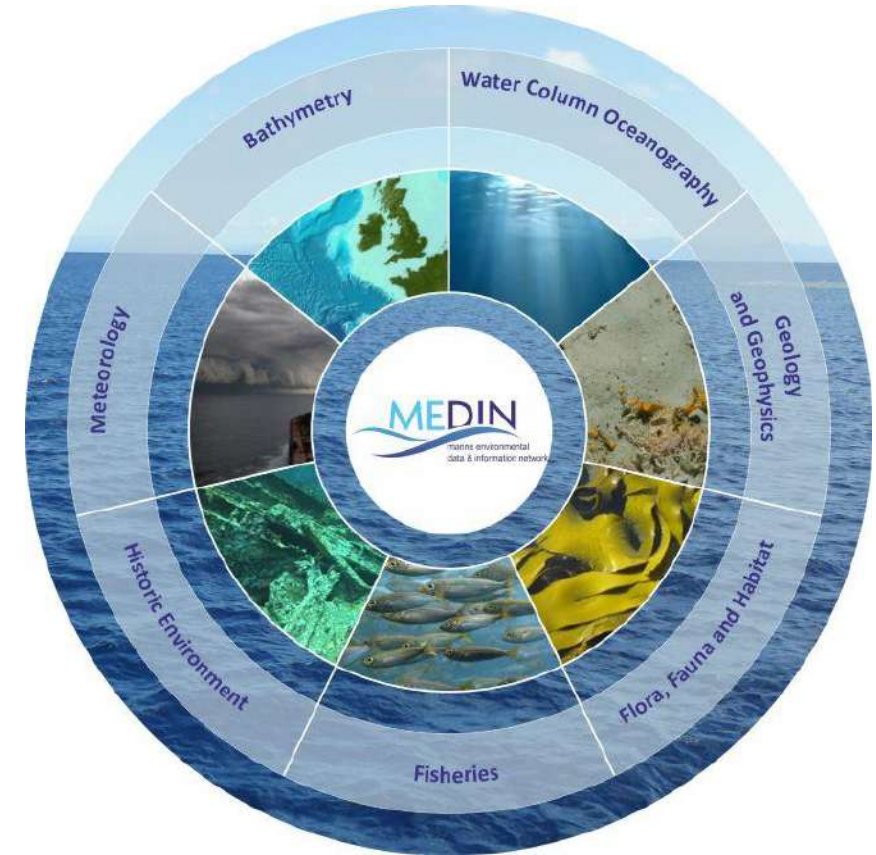
*Measure once,
use many times*

MEDIN's vision is that all UK marine data are findable, accessible, interoperable and reusable.

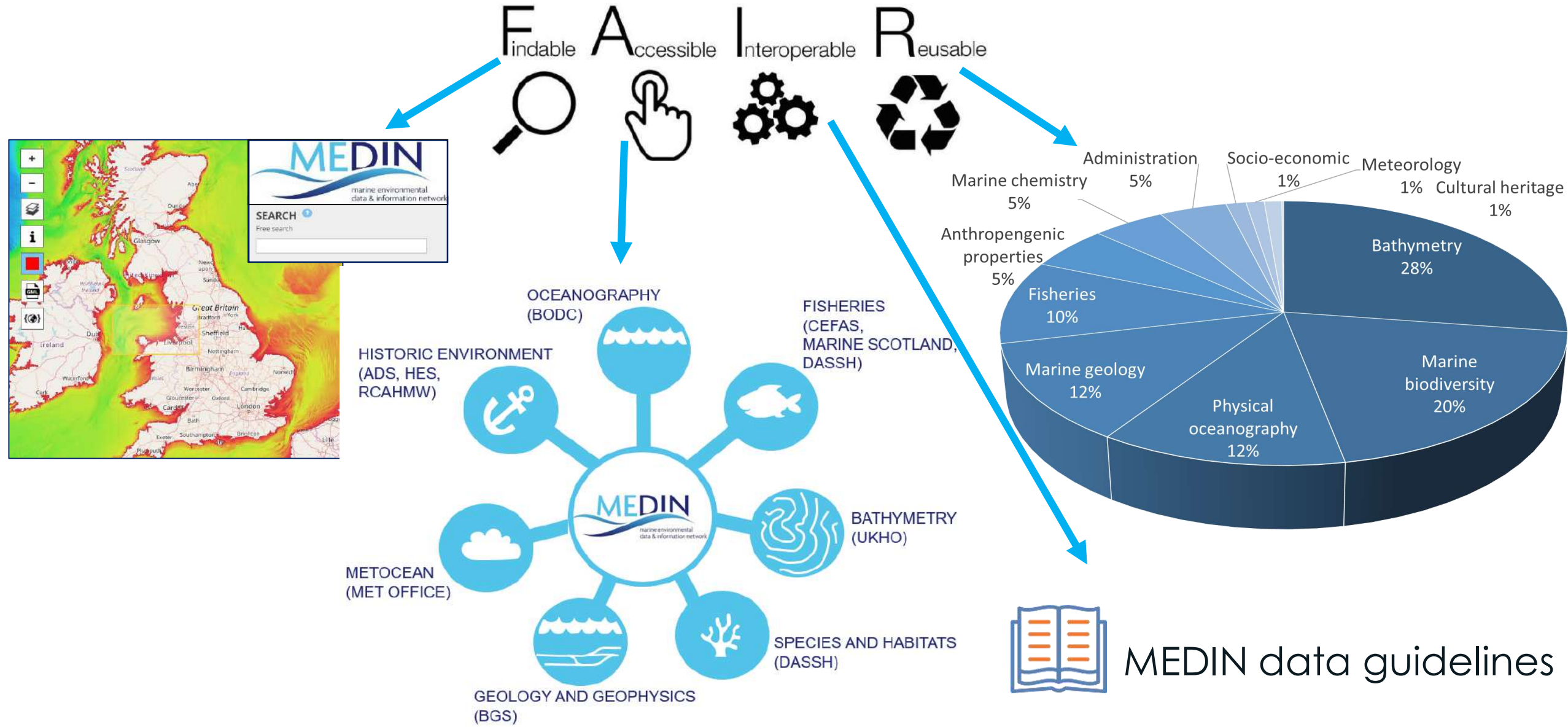
Over 50 MEDIN Partners

7 Accredited Data Archive Centres

The UK marine community



Ensure UK marine data are Findable, Accessible, Interoperable and Re-usable (FAIR)



MEDIN delivers an open and constructive data management culture

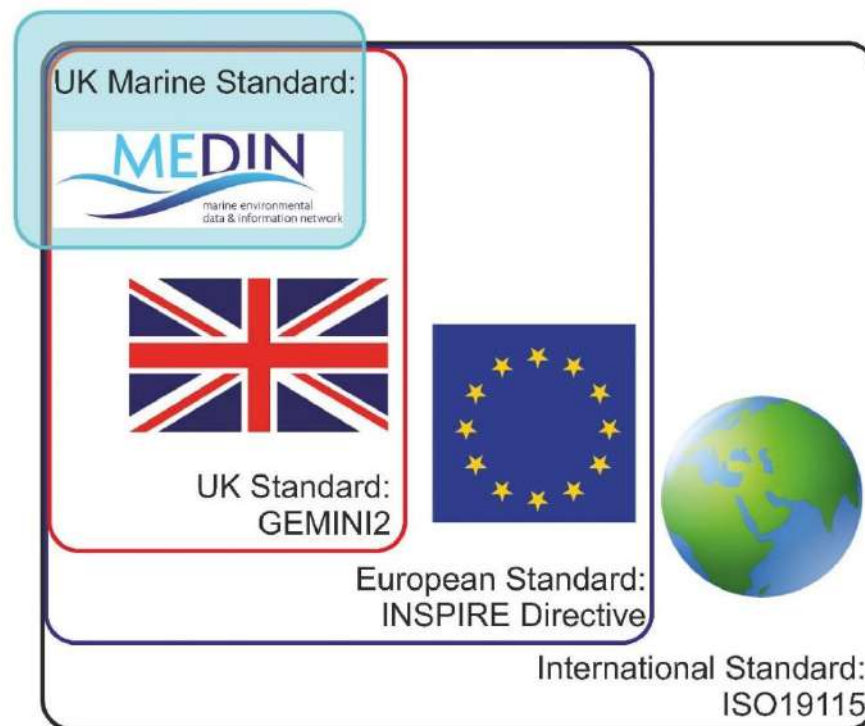


Free MEDIN workshops around the UK

Controlled vocabularies (NVS)

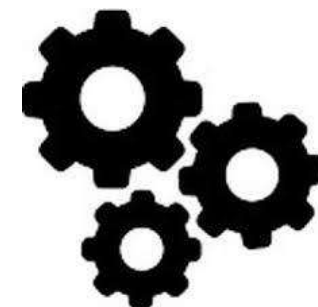
MEDIN Metadata Standards

MEDIN Guidelines



MEDIN Networking
events

MEDIN working
groups



Increasing UK
marine data
exposure



NO ONE LIKES CHANGE... until you learn how to handle it.

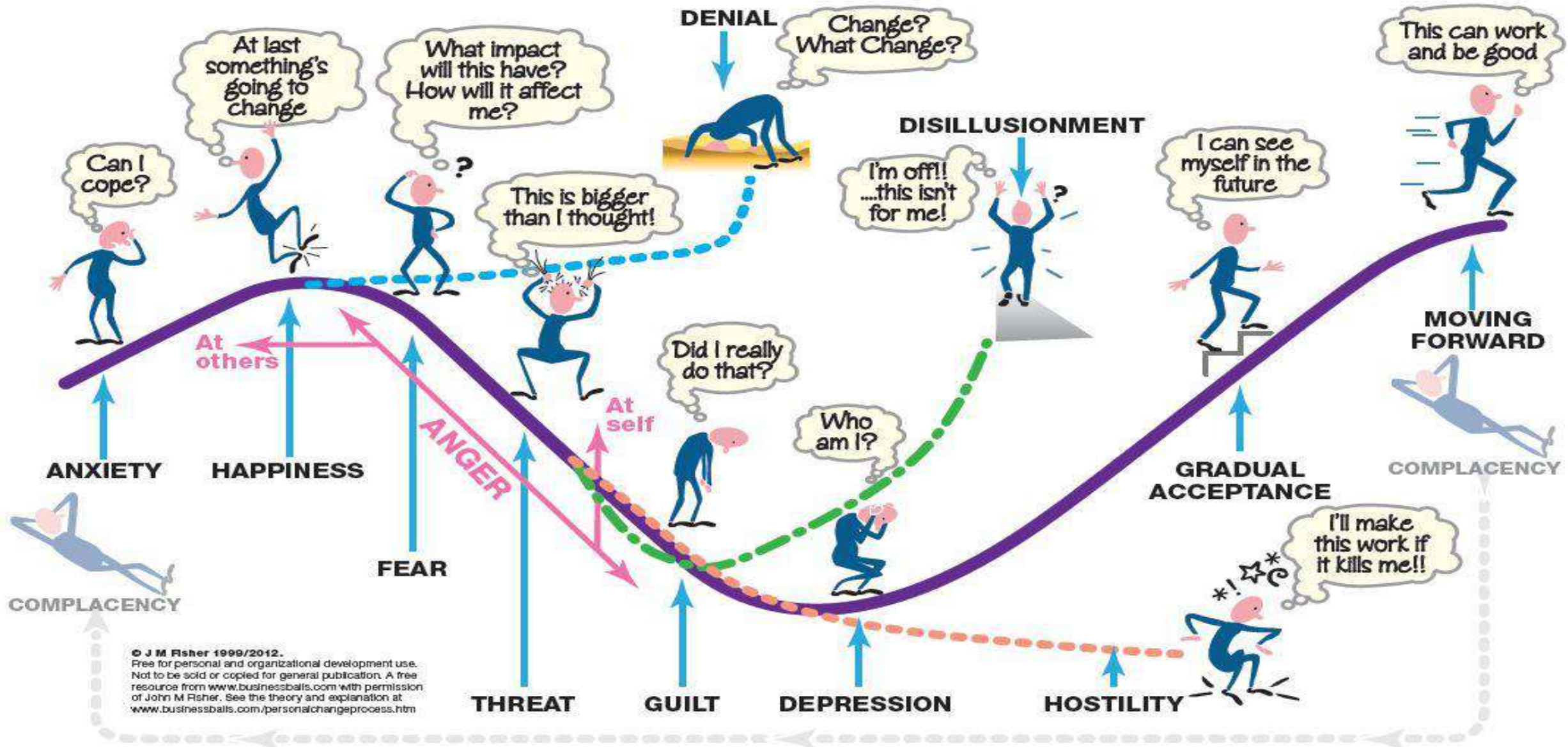
*“He who rejects change is
the architect of decay.
The only human
institution that rejects
progress is the cemetery.”*

Harold Wilson

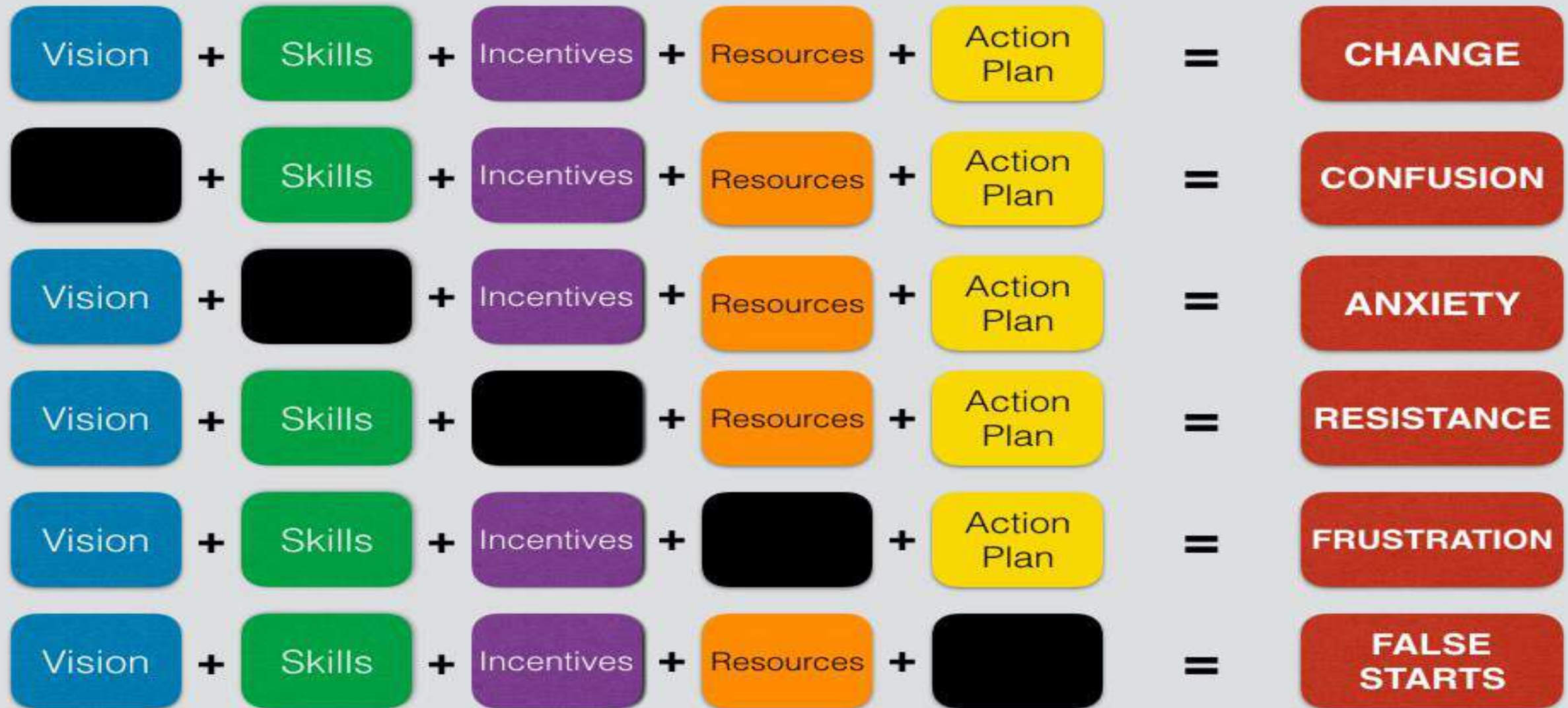


The Process of Transition - John Fisher, 2012

(Fisher's Personal Transition Curve)



Managing Complex Change





MIND THE COMMUNICATION GAP

"Change is hard because people overestimate the value of what they have—and underestimate the value of what they may gain by giving that up."

- James Belasco and Ralph Stayer, Authors of "Flight of the Buffalo"

Thank You

John Pepper
Chairman

www.oceanwise.eu



MINDFULLY WIRED
COMMUNICATIONS

**MIXING
CREATIVITY
WITH SCIENCE
TO TELL A NEW
STORY OF
SUSTAINABILITY**



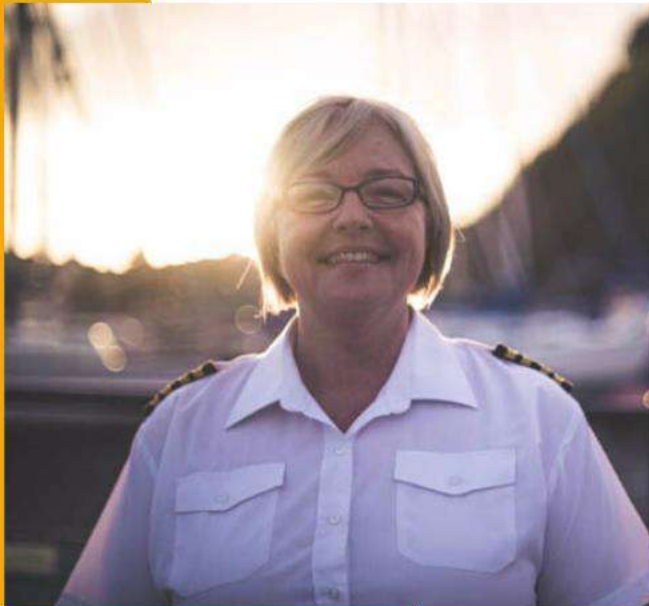
A New Film Series: Connecting Land & Sea

'Inspiring action on land to
protect our seas'

'better connecting local
communities to the marine
environment'

'highlighting Marine Protected
Areas'





Our Approach: #JourneyToTheSea

Bring the two concepts together

We asked WWF and MLP if we could combine projects, mutually strengthening goals - they said yes!

Follow the water

We developed a concept for 6 films, rather than 2, to take the viewer on a physical journey - from Devon moors to the stunning coast - and be released sequentially.

Tell personal, human stories

Each film would focus on one individual with an amazing connection to the land or sea, inspiring others through their real actions and emotions.

Coming soon...

#JOURNEYTO THESEA

6 INSTALMENTS

6 AMAZING INDIVIDUALS

WATCH & ENJOY

POP OVER TO THE WEBSITE

TELL A FRIEND

