SWIM and Horizon 2020 Support Mechanism

Working for a Sustainable Mediterranean, Caring for our Future

SHOWCASES OF MARINE LITTER AWARENESS RAISING ACTIONS

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ASSESSMENT OF MARINE LITTER IN THE MOROCCAN COASTLINE

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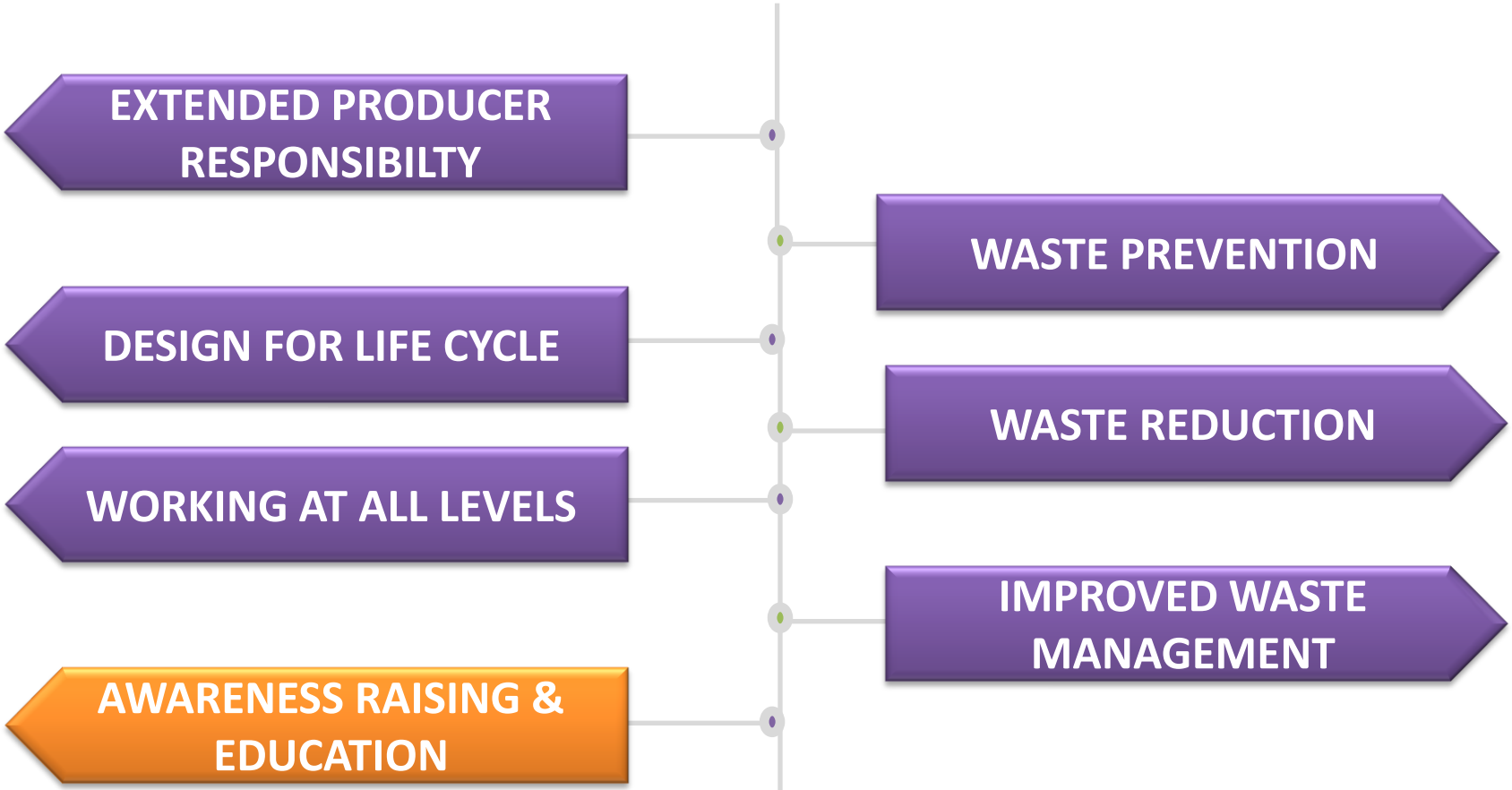
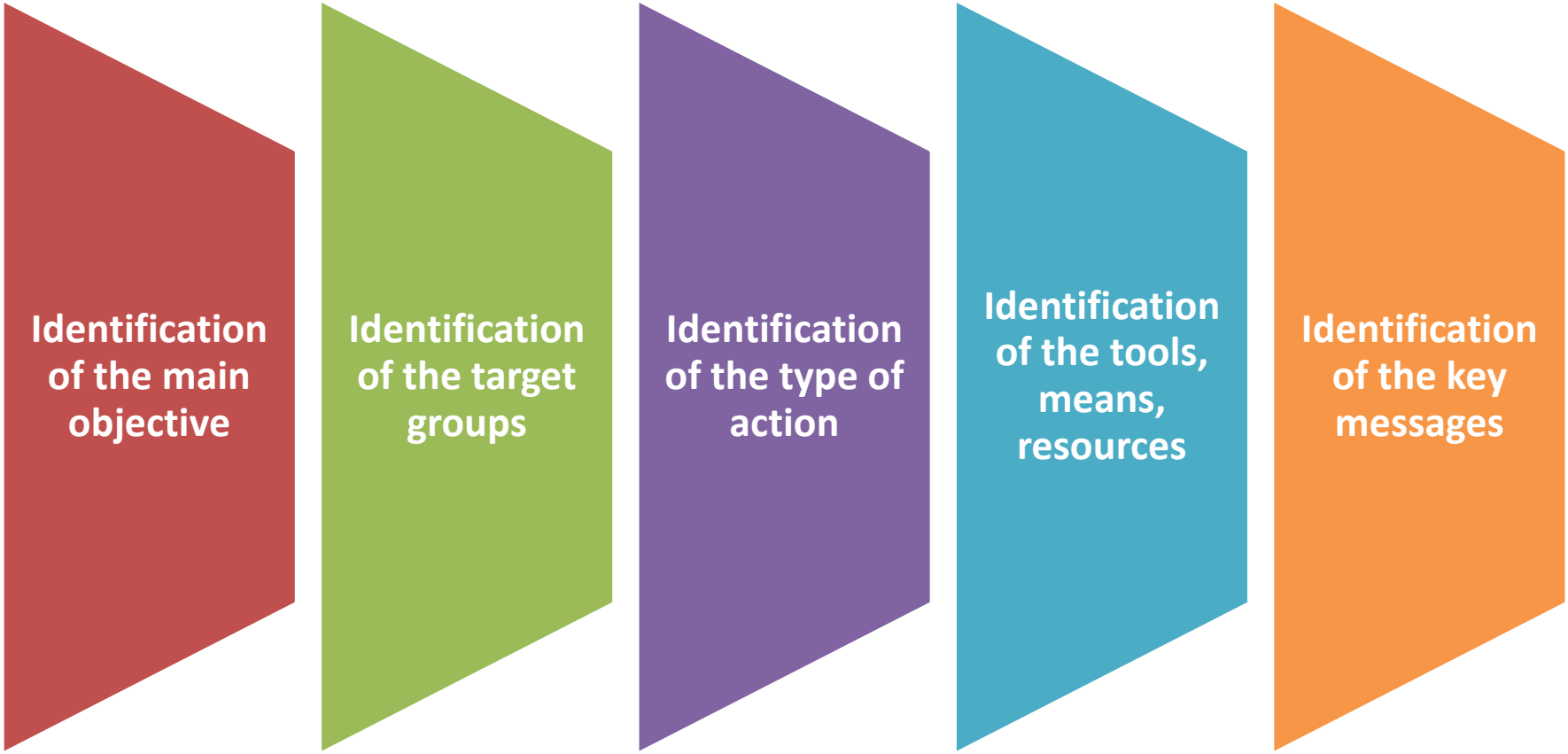
INTRO|AN INCONVENIENT TRUTH

As scientists call for more research on global environmental changes in an effort to gain a better understanding of the human induced implications for all of life on Earth, it remains an inconvenient truth that if the world had acted upon the knowledge that the scientific community already produced, the state of many ecosystems would be different today.

AWARENESS RAISING & EDUCATION AS | ONE OF THE MAIN MEASURES TO TACKLE MARINE LITTER



SETTING UP AWARENESS RAISING ACTIONS | KEY STEPS



ML AWARENESS RAISING ACTIONS | POTENTIAL TARGET GROUPS

- ✓ Industry professional - plastics converter/manufacturer,
- ✓ Industry professional - manufacturer of cosmetics/personal hygiene products/abrasives
- ✓ Industry professional - product designer
- ✓ Tourism sector professional
- ✓ Maritime sector professional - fisherman
- ✓ Maritime sector professional – aquaculture farm owner/worker
- ✓ Maritime sector professional – shipping company
- ✓ Maritime sector professional – small boat owners
- ✓ Local authority
- ✓ National authority
- ✓ Port authority
- ✓ Educators and students
- ✓ Marine Protected Areas managers
- ✓ Media
- ✓ Environmental NGOs
- ✓ General public

BEST PRACTICE ML AWARENESS RAISING ACTIONS

- Awareness raising targeted to educators & schools
- Fishing for litter
- Bring your fishing nets back to shore, Recycle
- Marine Litter Watch Month
- Adopt a beach
- Beach cleanups
- Dive against debris
- Bag it and bin it don’t flush it
- Return to the offender campaign
- Responsible Beach Snack Bars
- Bye bye plastic bag

MARLISCO IN A NUTSHELL

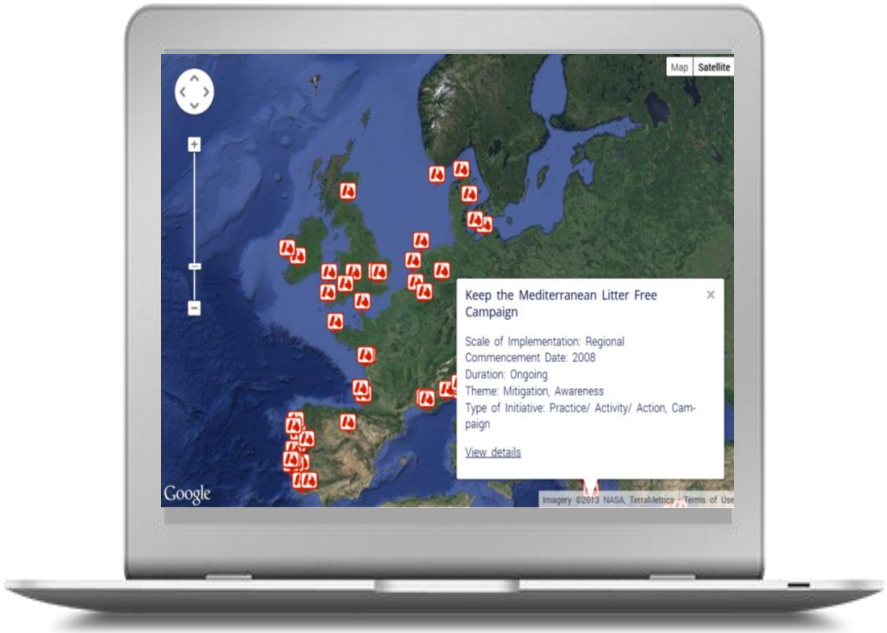
MARLISCO sought to raise public awareness, trigger co-responsibility across the different sectors and facilitate dialogue between the different actors on both the problems and the potential solutions related to marine litter

MARLISCO'S MAIN LINES OF ACTIONS

- Delivering clear messages based on sound scientific evidence and findings
- Understanding the prevailing perceptions and attitudes of different stakeholders on ML
- Showcasing best practices towards effective actions
- Empowering society through national fora
- Working with children as agents of change in Society
- Awareness raising and educational tools for informed decisions and responsible behaviour

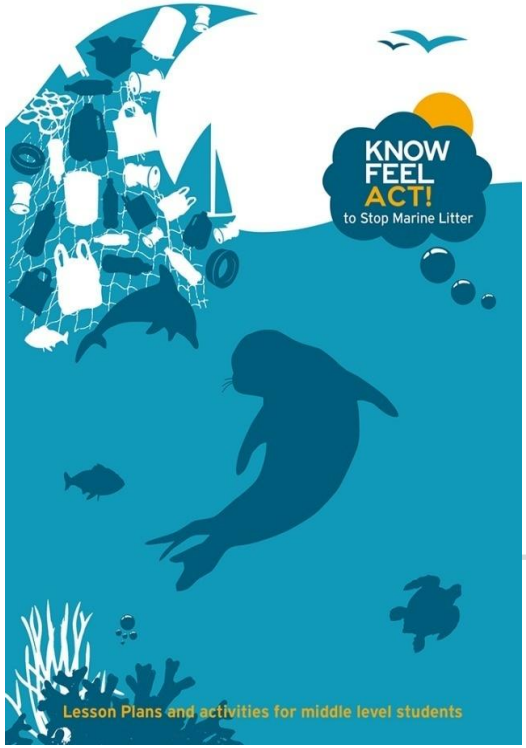
THE MARLISCO GUIDE FOR REDUCING ML

Available in Arabic, with the support of UNEP/MAP

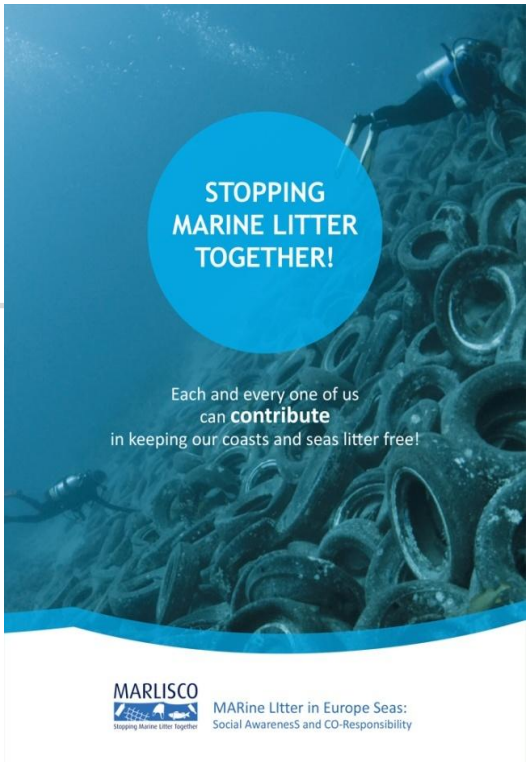


Inventory of ~ 72 best practices implemented by a range of stakeholder groups (local authorities, public bodies, fishermen and their associations, NGOs), regulatory measures or voluntary initiatives addressing marine litter in different phases of its lifecycle

AWARENESS RAISING & EDUCATIONAL TOOLS FOR INFORMED DECISIONS AND RESPONSIBLE BEHAVIOUR



An educational pack translated in more than 14 languages and an e-learning course targeted to educators on how to apply it



A booklet targeted to citizens, mainly in their professional capacity but also as individuals

National Fora

Discuss marine litter and its impact

European Video Contest

The winners have been chosen

Serious game

An interactive game on marine litter

SEA DREAM TEAM

Troubled Waters

An interactive web-documentary

Exhibition

Inform and sensitise the general public

THE MARLISCO EXHIBITION

LESSONS LEARNED

1. **Good framing** of the issue at stake on the basis of a consolidation of the various scientific views, integrating multi-disciplinary perspectives, **is key** towards providing a solid knowledge basis to feed into all awareness raising, public engagement and empowerment actions.
2. **Understanding and assessing the perceptions and views** of the involved stakeholders before launching in the transformation of knowledge into meaningful and tailor made information **is imperative**.
3. **The transformation of knowledge into simplified information** and/or easily digestible messages **should not be warped by the emotional appeals approach** favoured very often by communication & media experts.

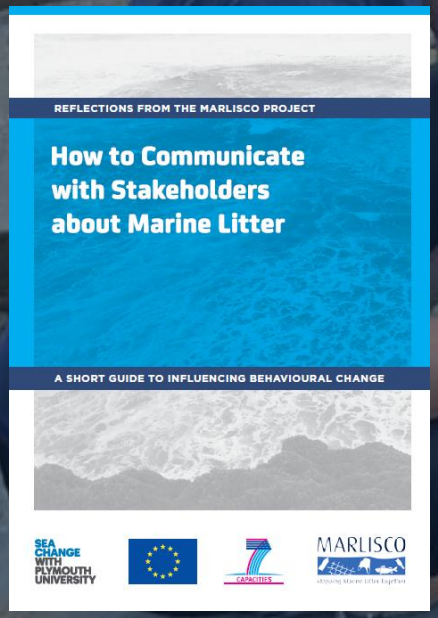
LESSONS LEARNED

4. Given the diversity of stakeholder profiles in terms of motivation and interest as well as responses towards learning and learning styles, **there is a need for a pluralistic, diversified approach** when designing awareness raising and public engagement tools and mechanisms.
5. **Stakeholders are knowledge agents themselves** and treating them as such not only fosters trust which is key to mobilizing action but also leads to more creative and dynamic solution identification and problem solving approaches.
6. **A solution oriented approach** when communicating the problem at stake **coupled with concrete showcases** of feasible actions has a greater impact in terms of triggering action.

LESSONS LEARNED

7. To facilitate the transfer of state-of-the art scientific knowledge**, interactive, hands-on and experiential activities** should be performed in a dynamic mutual learning environment.
8. **Activities should take account of local specificities while linking to national and/or regional and international efforts**, creating in this way a sense of broader participation, a momentum that fosters citizenship, co-responsibility and empowerment towards taking up individual and collective actions.
9. Great outreach and momentum can be achieved **by complementary and/or simultaneous engagement activities targeted to various stakeholders and strata of society**, often having an amplification and multiplier effect.

WE SHOULD



- ✓ Not to re-invent the wheel
- ✓ Provide opportunities for exchange and collaborate with other groups of people with similar goals
- ✓ Consider how the campaign is likely to influence the target audience's attitudes and behaviour
- ✓ Make it solution-and action-oriented
- ✓ Capitalise on networks via social media, the press and organisation connections

DEFISHGEAR IN A NUTSHELL

- Pilot surveys in a harmonized way
- Modeling marine debris movement and transport in the Adriatic sea
- Making data accessible via a GIS database
- Assessing the socio-economic implications
- Building synergies and ensuring cross-fertilization
- Piloting measures

DeFishGear
www.defishgear.net

The project is co-funded by the European Union, Instrument for Pre-Accession Assistance

Let's grow up together
Adriatic IPA
Cross Border Cooperation 2007-2013

PILOTING MEASURES - OUTPUTS

Ghost nets retrieval from sea

Fishing for litter campaigns

Derelict fishing gear management schemes

- ✓ Mobilized **400** fishermen who have been very active throughout the project
- ✓ **113 tons** of DFG were collected in ports, ¬ 50% were mussel nets, some 30% was sent for recycling
- ✓ **90 tons** of ML were collected by the FfL activities
- ✓ Some **8 tons** of ghost nets were collected from the sea

LESSONS LEARNED…

- ✓ The fisheries sector substantially contributes to the problem of ML.
- ✓ The maritime sector needs to take its share of responsibility and be part of the solution.
- ✓ Creating motivational strands and forging community connections within the maritime sector are essential towards triggering change and establishing an enabling mindset for reducing the plastic footprint and the amounts of litter entering the coastal and marine environment.
- ✓ Even though the amounts of litter collected by fishing for litter initiatives and targeted recovery of ghost nets is on the rise, the real added value of these measures lies in enhancing the awareness of the sector with regards to prevention measures and this where the maritime industry can and do make a difference.

THE ML WATCH MONTH

CITIZENS IN ACTION TO TRACK ML

The EE and over 20 NGOs, among which MIO-ECSDE joined forces to launch the first ever Marine Litter Watch Month, carried out in some 70 European in 2016.

The campaign aimed to fill the 'data gaps' that hamper an effective implementation of essential measures to address ML and to raise awareness on the issue.

Photo © Thomais Vlachogianni

USEFUL RESOURCES

- The MARLISCO exhibition
- The MARLISCO educational material
- The MARLISCO best practice guide
- The MARLISCO targeted brochure
- The MARLISCO How to communicate with stakeholders about marine litter - a short guide to influencing behavioural change

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Thank you for your attention!

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