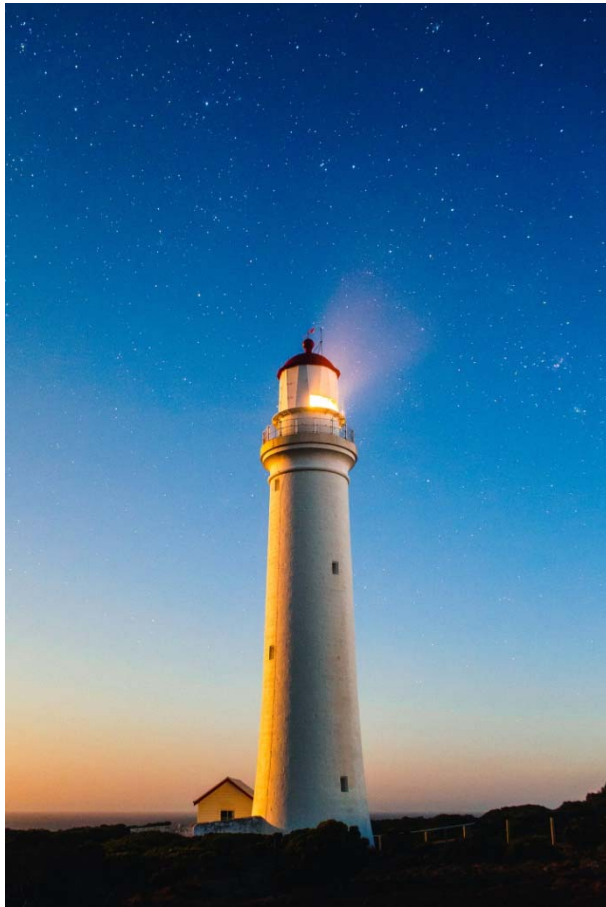


RESPONSEABLE



*Connecting
people to their
ocean*

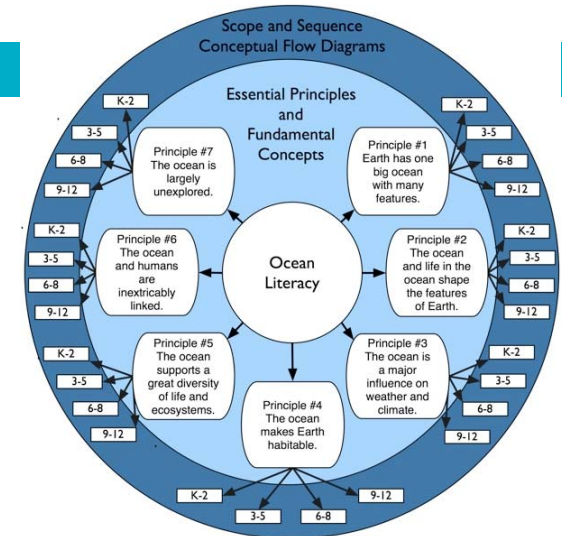
*How to make people not only
aware, but also ResponSEABLE?*



This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652643. This publication/multimedia product/presentation reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.

www.responseable.eu

WHAT DOES IT MEAN TO BE OCEAN LITERATE?



#1

To understand your influence on the ocean and the ocean's influence on you.

#2

To understand your influence as an individual, professional and social being.

#3

To be able to communicate responsibilities for the ocean to others and take responsible actions

Three pillars of ocean literacy (The ResponSEABLE concept):

- What type of knowledge?
- Who should be targeted?
- What communication process?



ResponSEAbLe Key Stories: six challenging environmental pressures for the ocean



Microplastics and cosmetics



Eutrophication and agriculture



Invasive alien species and ballast water



Sustainable fisheries



Marine renewable energy



Coastal Tourism

Geographical scope of the Key Stories

The Black Sea



The Mediterranean Sea



The Baltic Sea



The North-East Atlantic Sea



EU-wide



The ResponSEAbLe Ocean literacy products

Four groups of products will be developed and tested in the real world environment to assess effectiveness

1. **Interactive media/platforms/games** – [platforms on cruise ships/ferries](#), online board game about consumers (ocean footprint)
2. **Media** – series of short films, youtube film competition, social media campaigns
3. **Education for youth** – summer workshop for children in Spain – with Marine foundation (underwater sculptures)
4. **Education for professionals** – maritime academies, educating fishermen

Interactive Internet Platform

RESPONSEABLE

HOME

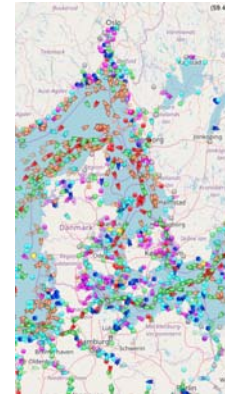
The homepage of the Interactive Internet Platform. A visually very attractive map showing links to the various key stories. First, only Sustainable Fisheries in the North Sea will be visible.

Sustainable Fisheries (Fish main Page)

The page where all the modules for Sustainable Fisheries of the Interactive Internet Platform is shown. Unique for each story. Needs a nice graphical look. The path must be defined, where to go after each module. Each module will have their unique form. The challenges need context and explanations. For example how temperature change and resource/fish stock management affect the fish stock population.

- Fish fleet challenge.** e.g.: how much fish to catch vs fish population lost.
- Stock development challenge.** e.g.: New York Times Climate Challenge. «You draw it...» <https://www.nytimes.com/2013/03/23/us/politics/2013-climate-challenge>; http://www.fox.com/lego.html?_p=0
- Wave heights/currents** Show 2d/3d plots of modelled or observed wave heights and/or currents. Statistics. Interviews with fishermen talking about weather and season changes.
- Appeture** Challenge: how many ships along the Norwegian coast. Show map. Bar/areachart. Give multiple choice.
- Supermarkets** e.g.: The fish on your table. From the ocean to your table. Simplified or cartoon?
- Fish stock location challenge.** e.g.: place locations of species. Compare three different maps, choose the one you think is correct. Show historical distribution.
- Fish species life cycle** e.g.: Three species in the North Sea. Day/night Winter/Summer
- Ferry challenge** Where are the ferry now? Ferry specific. Ferries data.

Home Page 3



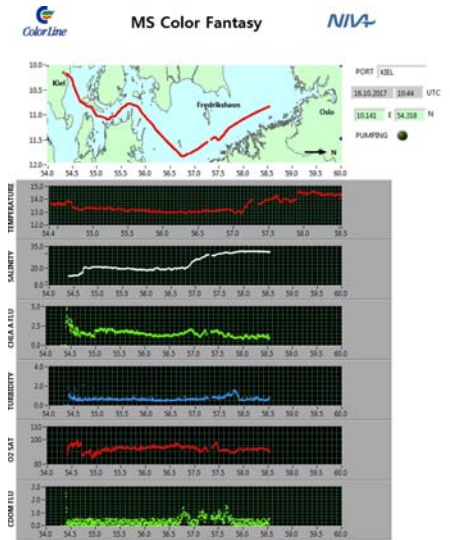
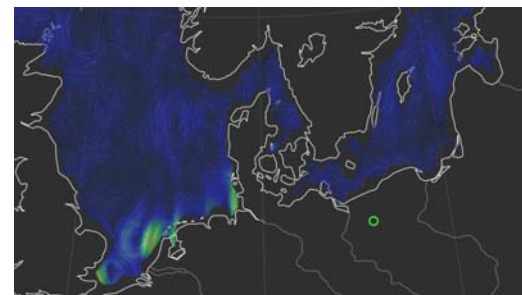
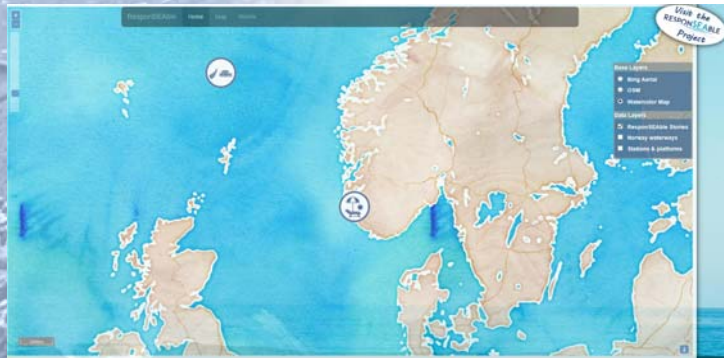
RESPONSEABLE

The component/module page

The page where each module is made. They will have their own look dependent on the module. In the bottom of the page is the buttons for going to the next challenge/module, Home, fish main page or to a big picture connection of Sustainable Fisheries.

Stock development challenge. e.g.: New York Times Climate Challenge. «You draw it.»

Next challenge Home Big picture Kumu.js Fish main page



MS Color Fantasy

DATE FILTER

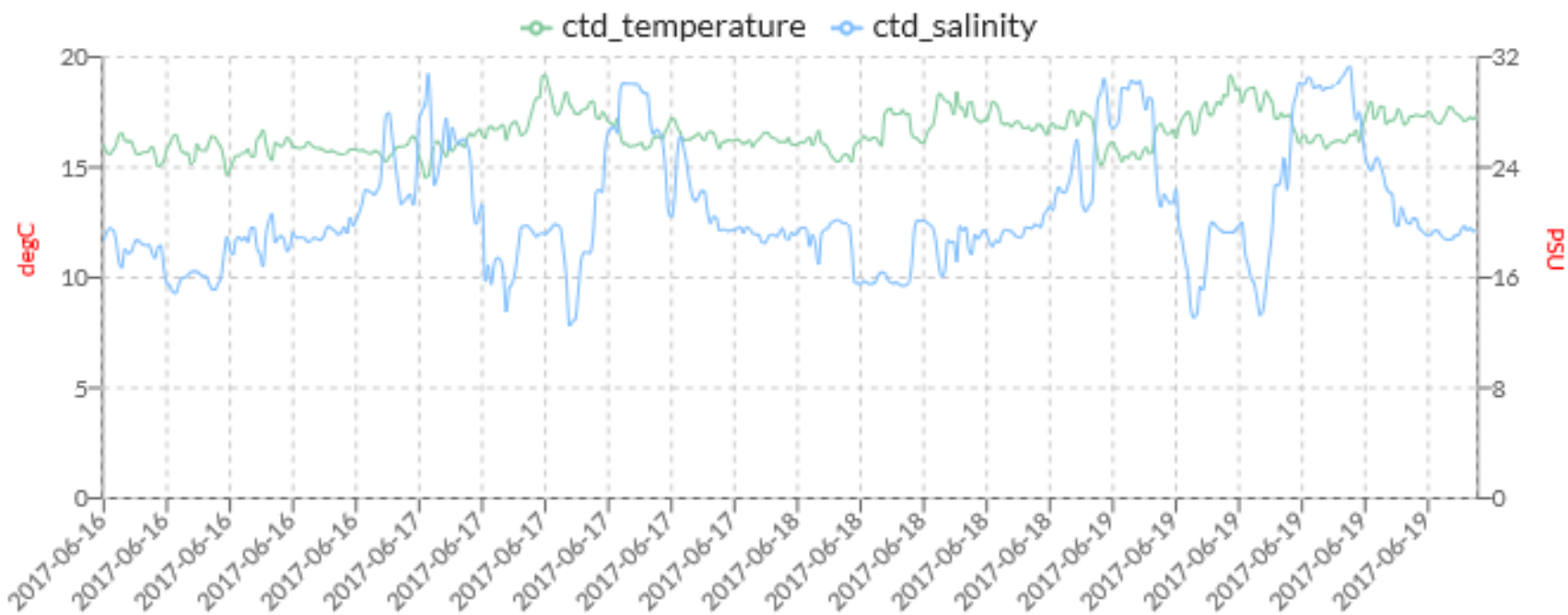
From 2017-06-16 **To** 2017-06-20

-1 week -1 day +1 day +1 week

GPS TRACK



SIGNAL CHARTS



RESPONSEABLE

Thank You

Trond.Kristiansen@niva.no

AnnaBirgitta.Ledang@niva.no

Dag.Hjermann@niva.no



This project has received funding from the European Union's Horizon 2020 Framework Programme for Research and Innovation (H2020-BG-2014-1) under grant agreement No. 652643.
This publication/multimedia product/presentation reflects the views of the author, and the European Union cannot be held responsible for any use which might be made of the information contained therein.

www.responseable.eu