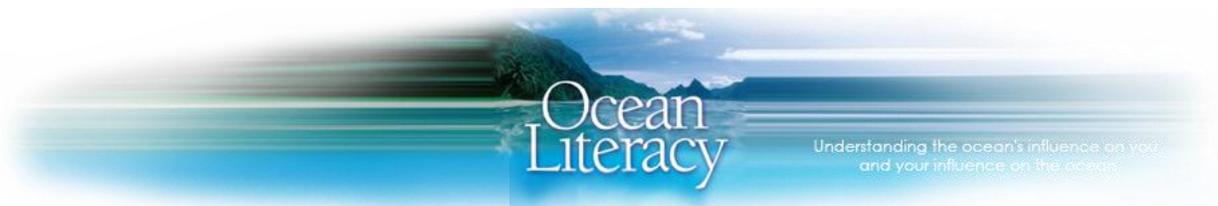


TRANSATLANTIC OCEAN LITERACY IMPLEMENTATION STRATEGY



Authors: Transatlantic Ocean Literacy Workshop participants
Gothenburg, Sweden, 30 Sept 2014

Purpose

The implementation strategy aims to consolidate existing efforts towards a proof of concept for Transatlantic Ocean Literacy (TOL) as stated in the Report on the 2014 Transatlantic Ocean Literacy Workshop held on 30 September in Gothenburg, Sweden. The workshop was informed by and built upon earlier efforts in TOL (e.g. Galway Statement on Atlantic Cooperation¹, Ostend workshop, 2013 TOL Plymouth workshop², and the Vision Statement on Ocean Literacy and Atlantic Cooperation between the European Union, United States of America & Canada³).

Priority Actions

The implementation strategy establishes a series of short, medium and long term priority actions. Actions were informed by a TOL Vision Statement and three Objectives:

TOL Vision:

A society where citizens are ocean literate and adapt their everyday behavior by making informed and responsible decisions on ocean stewardship.

TOL Objectives:

Objective 1. Encourage cooperation and best practice exchange between Marine Education Associations and all interested parties from both sides of the Atlantic, and seek to promote and apply ocean literacy globally.

Objective 2. Raise awareness of the two-way interactions between the Atlantic and daily life, and empower citizens to adapt their everyday behavior.

Objective 3. Seek and apply innovative ways to make citizens ocean literate citizens so they understand environmental challenges and policies and make informed, responsible decisions regarding ocean stewardship.

Each priority action is outlined below with an associated output and outcome. Outputs specify what will be done or produced as a result of the action. The outcomes indicate the resulting impact of the action and output. Short term actions are anticipated to be completed within *one year*, medium term actions between *one to two years*, and long term actions in *three to five years*. Throughout the duration of the implementation strategy as a dynamic document, actions

¹ Galway Statement on Atlantic Cooperation, http://europa.eu/rapid/press-release_IP-13-459_en.htm

² TOL2013 Workshop Report <http://atlanticoceanliteracy.wp2.coexploration.org/2013/10/29/39/>

³ Tuddenham, P., et al., 2014. Vision Statement on Ocean Literacy and Atlantic Ocean Cooperation between European Union, United States of America & Canada, drafted by participants of the European Commission Transatlantic Ocean Literacy Workshop, 5th-6th September 2013, Plymouth, UK. DOI: [10.5281/zenodo.11864](https://doi.org/10.5281/zenodo.11864)

may be transferred to and from different time frames based on current activity, policy, and/or opportunities unforeseen at the time of the preparation. The implementation plan will be adjusted at each annual TOL Workshop help in autumn of each year.

1. Short Term Actions (Timeline: within one year, ideally by September 2015)

Focus: Connect the key players in TOL and ensure our collective efforts have an impact on TOL

Action	Output	Outcome
Identify the current key players in TOL	A list of people committed to fostering TOL	Potential collaborators in TOL actions, funding and activities
Identify representatives from additional countries to participate in TOL activities	Expanded TOL effort to include more countries around the Atlantic Ocean basin	Increased participation in TOL from countries surrounding the Atlantic Ocean basin
Provide a forum for communication among all key players in TOL	An OL address book and/or OL listserv	Improved communication among TOL key players
Engage TOL key players from Horizon BG-11, BG-13 and BG-14 calls (EU) and NSF and NIEHS ⁴ initiatives (USA)	A model for involving TOL key players from multiple countries outside the EU	Collaboration involving Atlantic Ocean basin countries
Provide input to Horizon2020 Work Program 2016-2017 priorities and Scoping Papers	OL integrated as a tool in future Blue Growth call, in Work Program 2016-2017	A diversity of calls, with OL as an essential Knowledge Exchange instrument
Identify alternative funding possibilities for TOL initiatives	A list of potential private funders and philanthropic organization matched with potential projects	Complimentary funding to support collective efforts and OL promotion to industry
Support and consolidate established events and/or initiatives	Participation in large scale ocean science and education events to promote OL	Successful OL efforts on a transatlantic and/or global scale
Organize efforts to promote EU adoption of the 7 Essential Principles of Ocean Literacy	Draft a strategic rationale in favor of adopting the 7 Essential Principles of OL	A set of agreed upon principles to inform TOL actions, funding and activities

⁴ National Institute of Environmental Health Science, <http://www.niehs.nih.gov/> are now eligible participant in Horizon 2020 on equal funding terms

Calendar of Milestones:

Specific Actions:

- April UNESCO/IOC Workshop on Marine Graduate Training
Target Audience: Marine Doctoral Schools
Relevance: roadmap for Knowledge Transfer capacity among future Graduates
- September OL side-event at [ICES Annual Science Meeting](#) (Copenhagen, Denmark)
Target Audience: Marine Research Community
Relevance: showcase OL potential services to Marine Research projects

OL Promotion Opportunities:

<u>Date:</u>	<u>Action:</u>	<u>Specific opportunity:</u>
14-15 Jan	EVENT: Atlantic Action Plan, Porto	OL contribution to Blue Growth
28 April	FUND: Apply for Marie Curie RISE	Int. Staff Exchange EU to USA
20 May	EVENT: European Maritime Day	OL contribution to Blue Growth
8 June	EVENT: World Ocean Day	OL engaging the public
21 June	EVENT: Ocean Sampling Day	OL engaging citizen scientists
28 June	EVENT: Global OL Day, NMEA	OL engaging educators
various dates	EVENT: US Nat. Ocean Sciences Bowl	OL engaging educators
June-Sept '15	FUND: Apply Fulbright Specialist Program	Int. Staff Exchange US to EU
Jan 2016	FUND: Apply COST-Action	Support EU OL Community

2. Medium Term Actions (Timeline: one to two years)

Focus: Inform TOL actions, funding and activities and expand our collective reach

Action	Output	Outcome
Synthesis of key research, education, and policy documents from EU, US and Canada on Ocean Health & Human Health interactions.	A set of common themes relevant to OL key stakeholders (research, education and policy)	A set of clear benefits of OL initiatives to a range of stakeholders underpinning OL funding options

Formulate best practices pertinent to OL stakeholders	A comprehensive inventory of OL best practices and services to all stakeholders	A directory of best practices to inform TOL actions, possible funding options and relevance
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3. Long Term Actions (Timeline: three to five years)

Focus: Build upon the collective TOL actions to expand our collective reach to new audiences and nations

Action	Output	Outcome
Promote ‘Open Science’ in Ocean Research by educating and encouraging researchers to lower all access barriers to ocean research	Open Science literate marine researchers, capitalizing on citizen science and crowd science	Stronger science society interactions, leading to concrete Champions of Change ⁵ in Ocean Health
Engage citizen scientists and society	Template for meaningful contributions to Ocean Health research by citizens (based on best practices and funding options)	Stronger science-society interaction; citizens empowered in solution co-creation
Design a Global Ocean Literacy Campaign	A model for fostering OL throughout the world with additional international partners	Expand our collective reach in global OL

Conclusion

Participants in the 2014 Transatlantic Ocean Literacy Workshop agreed to develop a TOL implementation strategy with a timeline of associated activities. The above outline of actions, outputs and outcomes relating to TOL and more broadly, global OL, provides the community of ocean researchers, educators and policy makers with a solid plan to advance our collective efforts in fostering ocean literacy. The implementation strategy will be reviewed and revised, when appropriate, at future TOL workshops.

⁵ White House Champions of Change <http://www.whitehouse.gov/champions/open-science>