**Challenge 1 – Communicating to the general public on ocean emergency**

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| Penguin | - Ocean Reality Show (on islands), with celebrities, CEOs and NGO leaders (for educational part of the show)  
- Campaigns and SoMe | - Fastest way to communicate to the public  
- Bring the Ocean to the mainstream | Contract with Netflix | - Harrison Fold (Voice of the Ocean)  
- Adrian Grenier (#stopsucking)  
- James Quincy (CEO of Coca Cola)  
- Famous Ocean scientists (male and female)  
- Emma Watson  
- Karlie Kloss  
- Nina Dobrev | 10 years ago |
| Eel | Engage with people who have no connection with the ocean. | Connection is needed to bring about action | - Educating (sharing) with facts in a non-jargon way  
- Create an installation and immersive experience  
- Use story telling to show the personal connection with the ocean. | - Urban  
- Cities  
- Industries | Now! |
| Dolphin | Tell the stories of the Ocean and make it personal | Emotional connection so people care, and create awe and wonder | Ocean awe challenge -> so prominent people/ influencers tell/show their connection with the Ocean and challenge the others to do the same - > Via social media, films, school classes, exhibition and public events, art and Ocean trips. | Communication company | 2020 |
| Octopus | Shift discussion from profit-driven production to human needs | - Human population consumption patterns are the root cause of the problem  
- You can’t eat money | - Emotional imagery / metaphor / sound  
- Engage citizens via ocean literacy tools | - Financial institutions  
- NGOs  
- Business, media, science  
- Public authorities | Now (it’s already happening) |
**Challenge 1 – Communicating to the general public on ocean emergency**

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<td>Engage influencers from outside the “green community” -&gt; make it trendy</td>
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| Eel | - Present the “Ocean” problem as wider array of threats  
- Present balanced and simple solutions to complex problems  
- Avoid jargon and technical words - use short and simple language  
- Use of visual pics to tell 1000 words  
- Humanise the issue (why should people care?)  
- Avoid “environmental” rhetoric  
- Identify the audience – not just general public  
- Storytelling -> human connection  
- Reach out to faith/spiritual communities  
- Bring the Ocean to people who aren’t directly connected  
- Think locally, think “oceanally” |
| Dolphin | - Game changing actions  
- Trips to nature at sea  
- Bring Ocean to the land  
- Campaign: Sea to survive  
- Awe wonder -> respect, connection  
- Personal stories  
- Public Exhibition on street -> reality – Animals, Birds and Fish  
- Expose the actors blocking solutions  
- Schools open stomachs to reveal plastics  
- Face painting – Social Media  
- Using art to communicate the message  
- Citizen assembly  
- Cities for Ocean  
- Connection to convenience -> Values!  
- Data -> Emotions conveyed to people  
- Apathy ->engagement |
| Octopus | - 5 trillion dollars subsidies  
- Take school children, esp. of urban areas, to the ocean to connect  
- Connect climate change to ocean  
- Talk about about ocean as the human body  
- Exposure of actors blocking solutions |

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Seas At Risk - Ocean Action! conference  
Workshop outcomes
### Challenge 2 – Addressing the governance obstacles

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| Penguin | Improving communication and coordination towards reaching common objectives -> Breaking silos | To reduce inefficiencies and mitigate negative impacts, reap benefits and address cumulative impacts on the marine environment | - Cross ministry ownership  
- Shared accountability and information  
- Working groups, committees and boards  
- Sense of initiative which creates best practices (reward programme? Incentives?)  
- Across all levels (national, local, regional, European, international)  
- Political will | - Administrators and stakeholders  
- Politicians (national governments) | ASAP |
| Eel | Clear and cohesive targets of legal instruments | To avoid implementation blockage and increase efficiency | We have discussed:  
- Better defined ecosystem targets  
- Centralised decision making based on scientific advice with stakeholder consultation  
- Transition funds and penalty systems | - All relevant sects e.g. agriculture, maritime, fisheries, energy  
- European Commission driven  
- Helcom, OSPAR, ICES, Black Sea conventions etc | ASAP |
| Dolphin | All government departments (EU and MSs), need to be held accountable for reaching environmental goals | Different departments have different remits and power | - Public awareness / media/ engagement  
- The legal framework  
- Finances/ funding  
- Ability for public to take governments to court  
- Citizen assembly | NGOs, EU commissioner, citizens | 2020 |
| Octopus | Integration on all levels | - Build up ownership on common objectives  
- Effective implementation  
- Coherence  
- Effective use of limited resources | - Alignment policies  
- New green deal  
- Priorities main issues  
- Using one data system and centralise  
- Protection of the environment as the priority  
- Cross cutting nature of Env  
- Build up relationships in administration across centres  
- Lunch with fisheries colleagues  
- Consensus building  
- Interval coordination  
- National roundtables | - Policy makers/ administrators  
- Civil society (pressure and dialogue) and observation  
- Municipality  
- Scientific community | “Maybe tomorrow” according to the policy cycles |
# Challenge 2 – Addressing the governance obstacles

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| Penguin | - Breaking Silos  
- Accountability  
- X-ministry working groups  
- Awareness through public consultation  
- NGOs to liaise with all departments concerned, not only env.                                                                                                                                 |
| Eel     | - Effects on env policies. Eg. Work opportunities must be addressed by other policies  
- Find a common ground, agree and acknowledge the problem  
- Create improved international legislation  
- Relevant legislation should have coherent targets                                                                                                                                 |
| Dolphin | - Empower government environment departments  
- Increase transparency  
- Make ECJ more powerful to implement measures  
- Member States need to be held accountable  
- Increase public interest and action                                                                                                                                 |
| Octopus | - Robust actions  
- Streamlining                                                                                                                                                                                                 |
|         | - Coordination of aims of different legal instruments  
- Refit MSFD with links to other policies  
- Coordinating body e.g. CAP influence on fisheries (eutrophication)                                                                                                                                 |
|         | - Properly account (in GBP and EURO), for the loss of marine environment  
- Apply all above to the sectors  
- Weak alignment to the directives                                                                                                                                 |
## Challenge 3 – Enforcing the law at sea

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| Penguin | Increase transparency of all levels at sea | - Evidence of (damaging) activities  
- Promote compliance  
- Basis for planning  
- Inform public | - International law that requires all sea users to collect and share data on their activities  
- Promote and finance publicly available databases eg. Global fishing watch  
- Standardise data  
- Incentives and sanctions  
- Stakeholder consultation  
- Capacity building  
- Ensuring legislator independence | - Governments  
- Institutions (UN)  
- Public  
- Enforcers  
- Courts  
- Industries | Now -> 2030 |
| Eel | Ban bottom fishing within 3nm from the coast | - Highest biodiversity area  
- Simpler enforcement  
- Highly destructive and non-selective fishery  
- Support low impact fisheries and local communities | - Revise CFP?  
- Involve scientists  
- Involve local communities  
- Prove socio-economic opportunities  
- Raise awareness -> good communication  
- Transition to low impact activities | EU (enforcement on member state level) | Now but goal 2030 |
| Dolphin | Easy access to judicial fora | It would have a high impact as it would ensure that environmental laws are enforced but there is a need to remove the current obstacles. | - Dedicated environmental fund  
- NGO/Campaigner/Local authority capacity building  
- Establish independent ombudsman / monitoring and enforcement/agency (ocean enforcement agency) | EU/ Local/ national network | 6 months |
| Octopus | 1. Lines on Admirelty charts to indicate where MPAs are – on international level  
2. Management plan for MPAs and clear indication of what is to be protected  
3. Control management – law enforcement | In order to reach 10% target for 2020 and 30% by 2030, we need to implement special measures | - Clearly define where MPAs are.  
- Share management plans with stakeholders.  
- Law enforcement shared between EU and national agencies | Individual national and international identification of areas. Protection shared by law enforcement agencies | ASAP |
## Challenge 3 – Enforcing the law at sea

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| **Penguin** | - Legal requirements for all sea users  
- Who owns what?  
- Technological development  
- Plan globally, act locally  
- Increase capacity to ensure finance  
- Assure legislator independence  
- Compliance as minister  
- Increase stakeholder involvement  
- Assure courts efficiency |
| **Eel** | - Monitoring schemes  
- Satellites on small fishing vessels  
- EU high seas -> controlled surveillance  
- Make discard of fishing gear illegal  
- Return scheme for fishing gear  
- Legally binding -> fine  
- More MPAs  
- Ban activities that destroy the environment |
| **Dolphin** | - Easy access to court  
- NGO capacity building  
- Ocean protection agency |
| **Octopus** | - ID on fishing nets that are discarded  
- Democratic multi stakeholder roundtable  
- More funding for sea protection agencies |
## Challenge 4 – Redirecting finance flows to support ocean conservation and restoration rather than activities harming the ocean

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| **Penguin** | More money towards enforcement, implementation, monitoring | - To address the gap in efficient ocean conservation  
- Easiest and quickest way to achieve targets (low hanging fruit) | - Mining overall government spending with environmental impact redirection  
- Usage of public funds (EU and MS)  
- In line with SDGs (13+14)  
- Eliminate harmful subsidies  
- Proper resource allocation  
- Improve a standardised monitoring + observation  
- Incentive BAT and BEP (Best available technical and Best Environmental Practice) | Commission and MS  
- Improve involvement of EP and Civil society | ASAP |
| **Eel** | Includes environmental externalities in prices | Currently it is profitable for companies to pollute and harm biodiversity while the public bears the cost | - Regulation  
- Green taxes: eg. Tax environmentally harmful products and activities and reduce taxes or give support to environmentally positive activities  
- Use eg. Eu taxonomy for sustainable activities as a tool for definition  
- EPR – extended producer responsibility eg. Producer paid/ organise deposit schemes  
- Do research on ecosystem products and services (monetising)  
- Transparency on environmental impacts of products (blockchain, Digi)  
- Remove subsidies to environmentally harmful activities  
- Public pressure -> media consciensus | National Governments  
- EU (eg. Carbon boarder adjustment_  
- Enterprises -> Consumers  
- Global/UN/WTO | Now |
| **Dolphin** | Financial Green Deal for Banks | Banks shouldn’t invest in activities which harm the ocean. | - Transparency on investments  
- 3-year plan for turning all banks into envi and climate banks  
- Scale-up existing sustainable banking  
- NGO system to show how banks invest  
- Example of NL Triodos Bank  
- "Bit coin" (Blue coin) for oceans | EU Commission | This year, for the Green Deal |
| **Octopus** | - Internalise external costs  
- Cost of innovation and clean-up | - Collective vs individual benefits  
- Long term gain for common good instead of short-term profit  
- Polluter pays | - Incentivise: reduce/reuse/refuse/recycle  
- Review subsidies and abandon harmful ones and direct to conservation efforts  
- Ringfenced taxes  
- Earmark taxes for conservation projects  
- Green trade regimes | Governments (particularly finance ministers), industry associations, whole of society | Subsidies review can be done today, short transition period to be foreseen (3-5) |
### Challenge 4 – Redirecting finance flows to support ocean conservation and restoration rather than activities harming the ocean

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| **Penguin** | - Database/indicatives to define eco-system services  
- Public money spending in line with SDGs (13+14)  
- EU to agree high S+D policy standards for IFIs and ECAs  
- Roadmap to eliminate harmful subsidies  
- Funding for conservation and restoration projects  
- Distribution of economic benefits: industry – public |
| **Eel** | - Increase national budgets for conservation  
- Taxation for harmful activities  
- Include environmental externalities in prices  
- EPR  
- Money for MPA creation  
- Impact investing  
- Private investors  
- Social enterprises  
- EU taxonomy for sustainable activities |
| **Dolphin** | - Prevent Greenwashing project from being financed by public funds  
- Rebrand taxes: it’s a beautiful way to show solidarity  
- Create innovation fund with clear criteria for restoration  
- Global MPA management fund  
- Liability funds for industry  
- Apply km tax to ships  
- Include cost to environment in prices of product (e.g. fish)  
- Give super power to EU court of auditors  
- Create sustainable ocean bank  
- Stop subsidies to oil and gas industry  
- Environmental tax for tourism  
- Stop reach for growth and balance use of public funds between development and conservation  
- Create financial incentives/benefits/loans by banks for companies that have clean businesses  
- Make rich Davos people pay taxes  
- Let citizens choose how their taxes should be spent  
- Abolish income tax, replace with environmental tax  
- Make mandatory transparency for people to know / Bank investment monitor |
| **Octopus** | - Cap and trade  
- Winner selection: marketing solutions  
- Cost efficiency calculations  
- Investment horizons |
### Challenge 5 – Overcoming unsustainable and consumption patterns

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| Penguin | Stronger and smarter trade regulations | - Ensure that proper labour/environment/health conditions are redirected in prices  
- No IUU fishing coming in  
- No child labour/slave labour  
- Incentive for more local and seasonal consumption  
- Sustainable extraction of raw materials/production | - Strong import control (+ financing)  
- Provisions on environmental/labour intrade agreements  
- Discussions and WTO  
- Provide financial/tech support to 3rd world countries and communicate legal provisions on transparency  
- Preferential tariffs for sustainable imports  
- Public consultation/campaigns with stakeholder groups | - Government: national, EU, International  
- WTO  
- ILO  
- NGOs  
- RFMOs  
- Public (communities) | Short-term |
| Eel | Set up globally standards for products from extraction to its end of life | To raise awareness of the impact of consumption and put pressure upstream to use primary sources more sustainably | - Create and negotiate legitimate standards  
- A credible transparent traceable labelling system for products all along the supply chain  
- Raise awareness of labelling system so logos are publicly recognisable | Coalition of public and private sectors | Now |
| Dolphin | Extended Producer Responsibility legislation placing burden of responsibility on polluting industries. | - Change of responsibility from consumer to producer  
- Rethink whole value chain  
- Give incentives to companies to make changes | - Make it part of legislation and improve legislation / international treaties  
- Treat each step of value chain as "producer"  
- Target main companies involved, name/blame, make lies visible (international media campaigns) | - Governments / international entities  
- Industries / NGOs  
- Control / Enforcement / Councils | Now (with phase-in phase) |
| Octopus | Internalisation of costs (Environmental and Social), all along the lifecycle of products/services for consumers to make a conscious choice | Need for a paradigm shift from selling goods to services; from consumerism to sufficiency | - Public naming and shaming / green flagging of actors  
- Accountability of producers + supply chain (fines + subsidies)  
- Effective information for consumers/ campaigners (Labelling, sources, transparency)  
- Mandatory standards settings with involvement of civil society | Civil society involved via citizen participation, Eu institutions at large (EESC), progressive private actors and stakeholders | Now |
## Challenge 5 – Overcoming unsustainable and consumption patterns

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| Penguin | - Engage market and retailers  
- Stronger trade regulations and adopt + implement  
- Green sustainable financing  
- Improve education -> knowledge  
- Service provisions instead of products  
- Internalise externalities  
- Change from linear -> circular design  
- Reduce consumption in general  
- Change of diet (more plant based)  
- Move away from single-use -> ask yourself if you really need it  
- Promote repair and reuse of materials  
- Use of alternative materials |
| Eel | - Global validate standards ->supply chain transparency  
- Promote responsible, long lasting repairable products  
- Improving supply chains |
| Dolphin | Regulation:  
- Laws on sustainable fishing  
- Increase number of MPAs to reduce overfishing  
- Widespread ban on impacting products (without going to 'alternative' false)  
- Enhance legislation to stop over-production, over-exploitation, over-extraction at international, EU and national levels  
Prevention:  
- Don't provide unsustainable choices/alternatives on the market  
- Environmental fee on the extraction of virgin resources - Increase research in new and less impacting way of producing -> eco-design  
- Formation and education to better produce "Eco-conception"/"eco-design"  
- Introduce a fee for plastic production at its primary stage  
- Provide cradle-to-cradle solutions for products (market level)  
- Put a name (e.g. CEOs) to the most polluting industries and make them responsible for change  
Assessment:  
- Produce cumulative assessments, how different pressures harm the marine environment (jointly)  
Education/ awareness-raising:  
- Plastic packaging to be labelled as single-use plastic + as harmful to the environment  
- Bring victims (of bycatch/entanglement, etc.) to the public / show their suffering  
- EU-wide poll of the responsibility / importance / willingness to change of citizens / companies  
- Put a symbolic price on ocean health and communicate how companies should pay for it  
- Expose greenwashing industry initiatives  
Financing:  
- Better support: REUSE/REPAIR/RECYCLE (finance, law, make it easier for people)  
- Incorporating environmental value into financial models (e.g. tax on virgin plastic) |
| Octopus | - Social costs -> Human rights, labour rights, Community rights, health  
- Ocean resource management ->recreation, fisheries, extractivism, seafood, renewable energy  
- Environmental costs -> Environment, biodiversity, natural resources  
- Accountability -> punishment, rewards/incentives for best practices  
- Paradigm shift -> efficiency, sufficiency different measurement of health and happiness |
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<td>Focus and communicate about the benefits and solutions related to change needed.</td>
<td>- To empower all stakeholders - To build resilience - To build bridges</td>
<td>- Science communication - social and natural science conference with all stakeholders - Develop increased - Community leadership in partnership with science + policy</td>
<td>The World</td>
<td>Now</td>
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<tr>
<td>Eel</td>
<td>Community outreach to connect communities with the natural environment</td>
<td>- Reinforces and builds the commons movement. - Connects the individual to the problem /solution making them active participants. - Holds suppliers and producers accountable</td>
<td>- With for example a fish /food vegetable box scheme; the supply chain is comparatively short. - Traceability, educational good practices developed and shared - Connecting grassroots projects and networks leading to accumulated growth</td>
<td>- Adding more participants to already working projects or movements - Finding new areas easy to work with to start new projects</td>
<td>Now</td>
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<tr>
<td>Dolphin</td>
<td>To plan the transition together with the representatives of those impacted.</td>
<td>Everybody is impacted and needed for complete transition.</td>
<td>- Create dialogue between activists and those impacted through a (sort of) ombudsman for environmental and social impacts - Communicate outcomes to governments (refer to SDGs)</td>
<td>- European NGOs - Industry Organisations - Unions - EU governments and institutions for 8 institutions for ombudsman + actions</td>
<td>Now: NGO’s take into account those impacted - 2 Years: ombudsman facilitated dialogue - 3 years: governments dialogue</td>
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<tr>
<td>Octopus</td>
<td>Develop a positive vision for a socially just and environmental and economic viable relation with the ocean at all levels shared by vast majority.</td>
<td>For democratic legitimacy ethical and human rights approach.</td>
<td>- Construction of vision at different levels - Local stakeholder groups about what would they be doing when phasing out unsustainable activities -&gt; Share good experiences: Incentivise good behaviour avoid perverse incentives - Create low risk testing grounds for learning - Create (a) platform (s) at various levels to find solutions through collaboration, socially acceptable trade offs and shared experiences - Don’t compromise on ambition but set realistic, stepwise and systemic milestones.</td>
<td>Civil society organisations. Platforms (aligning goals) for greater effectiveness, youth schools, universities, those affected (at different levels), Parliaments?</td>
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Challenge 6 – Addressing the social aspects of a transition to a healthy ocean

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| **Penguin** | - Working on a common narrative on the co-benefits regarding marine environment conservation together with fisheries.  
- Ecosystem/knowledge in private sector, education of fisheries.  
- Identifying alternative activities and industries where skills and expertise can be used.  
- Recognise that geography matters. Solutions are not the same everywhere. |
| **Eel** | - Mutual respect for small and large scale fishing  
- Treat fishing like a business and not romanticise it  
- Make the natural environment a moral principle  
- Commoning above privatisation  
- Reorient CAP subsidies to Eco Ag  
- Reinforce Eco Ag transition  
- Network good practices -groups worldwide  
- Take advantage of old and new techniques  
- Local --> Global short chain  
- Build reintroduce commons movement  
- Get rid of Occidentalism ethnocentrism  
- Identify few things might have the most impact  
- Measure progress or decline  
- International solidarity  
- Identify the main points that need addressing  
- Find solutions (invest) that can solve environmental problems  
- Support sectors to diversify out of impactful methods  
- Community outreach to connect local communities with the environment  
- Contradictions and myths when trying to find solutions to achieve healthy oceans  
- People don’t like change  
- Socialism --> people are social beings  
- Social gains from healthy oceans  
- Selfish--> Social problems more important than the environment  
- Private and corporate interests pushes aside community interests |
| **Dolphin** | - Plan the transition  
- Think on consequences - on people -on other environmental areas - on other countries or continents  
- How to plan job loss/ dominoes? --> same as we plan opposition to harm  
- Include both sides in campaign planning (No enemies)  
- Sustainability development  
- Jobs-food-Changing paradigm?  
- Short term impact challenges, linked to urgency of the matter  
- “Against” experience in opposing  
- Specific solutions:  
- Support people losing their jobs  
- Promote more labour intensive, sustainable practices  
- Use of traditional techniques (artisanal) where no plastics involved.  
- Incentives:  
- Prices (rent vs food)  
- Redirect subsidies to more sustainable (social and environmental) businesses |
| **Octopus** | - Stop subsidies that support unsustainable activities  
- Take responsibility for political and economic decisions  
- Increase accountability for all marine sectors  
- Implement existing legislations  
- Perspectives for fishermen and other actions who might lose livelihoods  
- Sustainable tourism and transportation  
- Give solutions to migration crisis for a “healthy ocean” |