

Ocean Action! conference, 5 February 2020

Annex to conference report: workshop outcomes

**This is a transcript of the outcome of the collaborative work of the participants of Seas At Risk's Ocean Action! conference. It does not necessarily reflect SAR's views.*

Challenge 1 – Communicating to the general public on ocean emergency

Group	What	Why	How	Who	When
Penguin	<ul style="list-style-type: none"> - Ocean Reality Show (on islands), with celebrities, CEOs and NGO leaders (for educational part of the show) - Campaigns and SoMe 	<ul style="list-style-type: none"> - Fastest way to communicate to the public - Bring the Ocean to the mainstream 	Contract with Netflix	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - 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	<p>Ocean awe challenge -> so prominent people/ influencers tell/show their connection with the Ocean and challenge the others to do the same -</p> <p>> Via social media, films, school classes, exhibition and public events, art and Ocean trips.</p>	Communication company	2020
Octopus	Shift discussion from profit-driven production to human needs	<ul style="list-style-type: none"> - Human population consumption patterns are the root cause of the problem - You can't eat money 	<ul style="list-style-type: none"> - Emotional imagery / metaphor / sound - Engage citizens via ocean literacy tools 	<ul style="list-style-type: none"> - Financial institutions - NGOs - Business, media, science - Public authorities 	Now (it's already happening)

Challenge 1 – Communicating to the general public on ocean emergency

Group	Additional Post-its ideas	
Penguin	Engage influencers from outside the “green community” -> make it trendy	
Eel	<ul style="list-style-type: none"> - 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?) 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 	

Challenge 2 – Addressing the governance obstacles

Group	What	Why	How	Who	When
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	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Administrators and stakeholders - Politicians (national governments) 	ASAP
Eel	Clear and cohesive targets of legal instruments	To avoid implementation blockage and increase efficiency	<p>We have discussed:</p> <ul style="list-style-type: none"> - Better defined ecosystem targets - Centralised decision making based on scientific advice with stakeholder consultation - Transition funds and penalty systems 	<ul style="list-style-type: none"> - All relevant sectors 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Build up ownership on common objectives - Effective implementation - Coherence - Effective use of limited resources 	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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

Group	Additional Post-its ideas	
Penguin	<ul style="list-style-type: none"> - Breaking Silos - Accountability - X-ministry working groups - Awareness through public consultation - NGOs to liaise with all departments concerned, not only env. 	
Eel	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Coordination of aims of different legal instruments - Refit MSFD with links to other policies - Coordinating body e.g. CAP influence on fisheries (eutrophication)
Dolphin	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Properly account (in GBP and EURO), for the loss of marine environment - Apply all above to the sectors - Weak alignment to the directives
Octopus	<ul style="list-style-type: none"> - Robust actions - Streamlining 	

Challenge 3 – Enforcing the law at sea

Group	What	Why	How	Who	When
Penguin	Increase transparency of all levels at sea	<ul style="list-style-type: none"> - Evidence of (damaging) activities - Promote compliance - Basis for planning - Inform public 	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Governments - Institutions (UN) - Public - Enforcers - Courts - Industries 	Now -> 2030
Eel	Ban bottom fishing within 3nm from the coast	<ul style="list-style-type: none"> - Highest biodiversity area - Simpler enforcement - Highly destructive and non-selective fishery - Support low impact fisheries and local communities 	<ul style="list-style-type: none"> - 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.	<ul style="list-style-type: none"> - 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	<ol style="list-style-type: none"> 1. Lines on Admiralty 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	<ul style="list-style-type: none"> - 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

Group	Additional Post-its ideas	
Penguin	<ul style="list-style-type: none"> - Legal requirements for all sea users - Who owns what? - Technological development - Plan globally, act locally - Increase capacity to ensure finance 	<ul style="list-style-type: none"> - Assure legislator independence - Compliance as minister - Increase stakeholder involvement - Assure courts efficiency
Eel	<ul style="list-style-type: none"> - Monitoring schemes - Satellites on small fishing vessels - EU high seas -> controlled surveillance - Make discard of fishing gear illegal 	<ul style="list-style-type: none"> - Return scheme for fishing gear - Legally binding -> fine - More MPAs - Ban activities that destroy the environment
Dolphin	<ul style="list-style-type: none"> - Easy access to court - NGO capacity building - Ocean protection agency 	
Octopus	<ul style="list-style-type: none"> - 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

Group	What	Why	How	Who	When
Penguin	More money towards enforcement, implementation, monitoring	<ul style="list-style-type: none"> - To address the gap in efficient ocean conservation - Easiest and quickest way to achieve targets (low hanging fruit) 	<ul style="list-style-type: none"> - Mining overall government spending with environmental impact redirection - Usage of public funds (EU and MS) <ul style="list-style-type: none"> - 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) 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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.	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Internalise external costs - Cost of innovation and clean-up 	<ul style="list-style-type: none"> - Collective vs individual benefits - Long term gain for common good instead of short-term profit - Polluter pays 	<ul style="list-style-type: none"> - 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

Group	Additional Post-its ideas	
Penguin	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Cap and trade - Winner selection: marketing solutions - Cost efficiency calculations - Investment horizons 	

Challenge 5 – Overcoming unsustainable and consumption patterns

Group	What	Why	How	Who	When
Penguin	Stronger and smarter trade regulations	<ul style="list-style-type: none"> - 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 consummation - Sustainable extraction of raw materials/production 	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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.	<ul style="list-style-type: none"> - Change of responsibility from consumer to producer - Rethink whole value chain - Give incentives to companies to make changes 	<ul style="list-style-type: none"> - 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) 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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

Group	Additional Post-its ideas	
Penguin	<ul style="list-style-type: none"> - Engage market and retailers - Stronger trade regulations and adopt + implement - Green sustainable financing - Improve education -> knowledge - Service provisions instead of products - Internalise externalities 	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Global validate standards ->supply chain transparency - Promote responsible, long lasting repairable products - Improving supply chains 	
Dolphin	<p>Regulation:</p> <ul style="list-style-type: none"> - 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 <p>Prevention:</p> <ul style="list-style-type: none"> - 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 	<p>Assessment:</p> <ul style="list-style-type: none"> - Produce cumulative assessments, how different pressures harm the marine environment (jointly) <p>Education/ awareness-raising:</p> <ul style="list-style-type: none"> - 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 - Identify a potential "game changer" in each sector to call to action <p>Financing:</p> <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Social costs -> Human rights, labour rights, Community rights, health - Ocean resource management ->recreation, fisheries, extractivism, seafood, renewable energy - Environmental costs -> Environment, biodiversity, natural resources 	<ul style="list-style-type: none"> - Accountability -> punishment, rewards/incentives for best practices - Paradigm shift -> efficiency, sufficiency different measurement of health and happiness

Challenge 6 – Addressing the social aspects of a transition to a healthy ocean

Group	What	Why	How	Who	When
Penguin	Focus and communicate about the benefits and solutions related to change needed.	<ul style="list-style-type: none"> - To empower all stakeholders - To build resilience - To build bridges 	<ul style="list-style-type: none"> - Science communication - social and natural science conference with all stakeholders - Develop increased - Community leadership in partnership with science + policy 	The World	Now
Eel	Community outreach to connect communities with the natural environment	<ul style="list-style-type: none"> - Reinforces and builds the commons movement. - Connects the individual to the problem /solution making them active participants. - Holds suppliers and producers accountable 	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Adding more participants to already working projects or movements - Finding new areas easy to work with to start new projects 	Now
Dolphin	To plan the transition together with the representatives of those impacted.	Everybody is impacted and needed for complete transition.	<ul style="list-style-type: none"> - Create dialogue between activists and those impacted through a (sort of) ombudsman for environmental and social impacts - Communicate outcomes to governments (refer to SDGs) 	<ul style="list-style-type: none"> - European NGOs - Industry Organisations - Unions - EU governments and institutions for 8 institutions for ombudsman + actions 	<ul style="list-style-type: none"> - Now: NGO's take into account those impacted - 2 Years: ombudsman facilitated dialogue - 3 years: governments dialogue
Octopus	Develop a positive vision for a socially just and environmental and economic viable relation with the ocean at all levels shared by vast majority.	For democratic legitimacy ethical and human rights approach.	<ul style="list-style-type: none"> - Construction of vision at different levels - Local stakeholder groups about what would they be doing when phasing out unsustainable activities -> 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. 	Civil society organisations. Platforms (aligning goals) for greater effectiveness, youth schools , universities , those affected (at different levels), Parliaments?	Now

Challenge 6 – Addressing the social aspects of a transition to a healthy ocean

Group	Additional Post-its ideas	
Penguin	<ul style="list-style-type: none"> - Working on a common narrative on the co-benefits regarding marine environment conservation together with fisheries. - Ecosystem/knowledge in private sector, education of fisheries. 	<ul style="list-style-type: none"> - Identifying alternative activities and industries where skills and expertise can be used. - Recognise that geography matters. Solutions are not the same everywhere.
Eel	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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 - Socialness --> 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	<p><u>Planning:</u></p> <ul style="list-style-type: none"> - Plan the transition - Think on consequences - on people -on other environmental areas - on other countries or continents - How to plan job loss/ dominos? --> same as we plan opposition to harm - Include both sides in campaign planning (No enemies) <p><u>Framing:</u></p> <ul style="list-style-type: none"> - Sustainability development - Jobs-food-Changing paradigm? - Short term impact challenges, linked to urgency of the matter - “Against” experience in opposing 	<p><u>Specific solutions:</u></p> <ul style="list-style-type: none"> - Support people losing their jobs - Promote more labour intensive, sustainable practices - Use of traditional techniques (artisanal) where no plastics involved. <p><u>Incentives:</u></p> <ul style="list-style-type: none"> - Prices (rent vs food) - Redirect subsidies to more sustainable (social and environmental) businesses
Octopus	<ul style="list-style-type: none"> - 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 “ 	