

## **Recommendations for Ocean Communicators**

### **Preamble**

A better understanding of climate and ocean processes, their interactions and the resulting planetary changes is fundamental for the future of humanity. Citizens will not take climate or ocean action without understanding the problem, at least on a basic level.

Knowledge-holders, policy-makers, educators and professional communicators must collaborate to communicate knowledge in a way that empowers citizens across the world to develop more sustainable behaviors. The philosophy of sustainability must go hand-in-hand with concrete alternatives to accept habits and socio-economic practices.

The principles of communication, marketing and behavior change can help improve our collective understanding of how people choose and absorb information, and how that information determines beliefs and behaviors around environmental issues.

But how can we foster a more systematic link between these principles and knowledge-holders to ensure we are doing climate and ocean communications right?

### **Recommendations**

In the context of the European Marine Day 2023, the event *Where the World is Heading* brought together a diverse group of scientific and communication experts to tease out five key recommendations of practices and policies research and policy-oriented institutions may adopt to improve the quality and effectiveness of their communications, in the context of the UN Decade of Ocean Science for Sustainable Development 2021-2030:

1. Scientific institutions should create links with climate/ocean-related organizations, including those non-profit and civil society to secure greater opportunity for accurate knowledge transfer to citizens.
2. Scientists should continue redouble efforts in disseminating their results, which should not be limited to scientific papers, but also reach beyond the science community.
3. Scientific institutions should properly staff, equip and fund their communication teams, to ensure they can deliver content beyond simple institutional marketing.
4. Scientific, governmental and various climate and ocean-related institutions should set up collaborative “knowledge hubs” to facilitate sharing of scientific facts in an effective way to the media, to citizens worldwide as well as feed AI with reliable knowledge.
5. National education policy-makers are encouraged to include climate and ocean literacy in regular school curricula.