

## Deep Network 2<sup>nd</sup> Hub Summary | A summary of input and action points from the second On-line Deep Network Hub Meeting on Friday 1<sup>st</sup> September 2023

The meeting started with a brief introduction of the project and addressed some pointers that were brought up in the first meeting:

1. LinkedIn Discussion Group: [www.linkedin.com/groups/12850492/](https://www.linkedin.com/groups/12850492/)
2. Possibility of collaboration spin off meetings set up by The Deep Network → contact [caroline@inter-change.eu](mailto:caroline@inter-change.eu) for more information if interested.
3. Become a Deep Network member and have your organization or project featured and linked to our website: <https://www.deepnetwork.eu/members>

### Some preliminary stats that were shown at the meeting based on the Deep Network Survey

- Gender was not an indicator of whether participants were interested in learning more about the ocean.
- Regarding the question if climate change activism was important, age groups did make a difference, ages 46 and up found it less important.
- The main source of information about climate change was documentaries, scientific studies, and newspaper.
- To the question “We all engage in climate change at our own pace - if there are things you don’t do, why is that?” 43% of participants answered: “I’d like to, but buying/ eating/ holidaying sustainably is more expensive!”

### ACTION POINT! Flyer Distribution

It was exciting to see some results coming out of our Deep Network Survey. However, we need to increase our sample size... So we need some help with distribution.

What can you do??

1. Share the survey directly: <https://ec.europa.eu/eusurvey/runner/DeepNetworkSurvey> (survey is available in all EU languages)
2. Contact [caroline@inter-change.eu](mailto:caroline@inter-change.eu) for survey flyer. We can send you the electronic version for you to share online, or we can send you print outs that you can hand out in your own communities (see flyer example attached in email). \*\*\* SURVEY AND FLIER AVAILABLE IN ALL EUROPEAN LANGUAGES\*\*\*

Then we moved on to group discussion for activity one.

*Activity 1 Provide concrete, practical recommendations for....*

1. Who/what organisations should be targeted to join the call to action to educate local communities?
  - Nonprofit organisations
  - Local museums
  - Universities
  - Recreational: scuba diving clubs, sailing clubs, tour boat operators
  - early career ocean professionals programme
  - Ocean Literacy programmes
  - Social media influencers
  
2. Method of learning - how should learners be engaged? *-Through discussion this was broken down into 2 groups*
  - **Hands on activities:** courses, workshops and exhibitions at universities or museums to engage people's emotions, multi-sensory activities such as beach cleanups and coral plantings, 4 sensory stimulations on tourism tours, interdisciplinary conferences.
  
  - **Hands off activities:** social media campaigns, gamification, On-line courses, documentaries, live streaming from scientific expeditions, visualisations of local underwater world species with simple jargon free information
  
3. What do they need to know? *Based on the discussion and Jamboard notes this could be categorized into 4 groups*
  - a. **Biodiversity:** people need to understand the importance of biodiversity and how each organism in the ecosystem has a specific role and is dependent on the other. For example, lack of biodiversity directly affects humans through fish stocks.
  - b. **Human health:** people should not underestimate the benefits of the sea on ones physical and mental health. The idea of the blue mind and the psychological/mental health benefits of ocean and blue spaces.
  - c. **Economic and cultural significance:** many communities depend on the services from the ocean for their livelihood, we need people to know that these communities are being threatened because of human impacts on the ocean.
  
- d. **Human impact on the ocean:** there needs to be a realistic conversation about the consequences our impact is having on the ocean, juxtaposed with mitigating solutions including the importance of sustainable practices, conservation methods, marine protected areas etc.

*Activity 2 Pitch a Project – Here we broke into two groups with the idea to pitch a project using the information we discussed in activity 1*

**Hands on group:**

Discussion about using images at workshops or film events to engage participants in conversation. Also mention about having easy access to ocean measuring systems that the general public may have access to via tour boats etc.

**Hands off group:**

Discussion about using social media influencers to get across messages in different target groups.

*Closing remarks:*

1. Next Hub meeting is on Friday November 23rd from 10:30 to 12:30 CET
2. Follow us on social media: [Instagram](#), [LinkedIn](#)
3. Sign up for our [mailing list](#) to receive newsletter
4. Share the [survey](#)
5. Become a deep network [member](#)

*List of links to organisations and projects mentioned in the meeting:*

- <https://www.padi.com/aware> mission is to drive local action for global ocean conservation
- <https://weareguardiansoftheblue.org/> Guardians of the Blue is an environmental NGO based in Byblos, Lebanon working in ocean literacy and fighting for marine protected areas
- <https://www.blumarinefoundation.com/the-sea-we-breathe/> Blue Marine Foundation is a charity dedicated to restoring the ocean to health by addressing overfishing, one of the world's biggest environmental problems.
- <https://www.mcsuk.org/goodfishguide/> Good Fish Guide allows you do discover whether your seafood choices are affecting the environment
- <https://b2e.pt/> Blue Bioeconomy Colab is a collaborative lab having projects working in the consumer perspective
- <http://olapicreative.com/> Ola'Pi create stories using photography, video, and design that bring people closer to each other and to our blue planet
- <https://www.sjavarklasinn.is/en/> Iceland Ocean Cluster - fishery resources
- <https://thehydro.us/> The Hydrous is a non-profit organization on a mission to inspire ocean empathy and marine stewardship
- <https://oceanexplorer.noaa.gov/oceanos/explorations/seascape-alaska/welcome.html> From May through September 2023, NOAA and partners will conduct a series of telepresence-enabled ocean exploration expeditions on NOAA Ship Okeanos Explorer to improve knowledge about unexplored and poorly understood deepwater areas offshore Alaska
- <https://oceanschool.nfb.ca/> Ocean School is a free environmental education resource for students in grades 5 to 12.
- <https://artsandculture.google.com/experiment/calling-in-our-corals/zgFx1tMqeIZyTw?hl=en> Citizen Science project: In just three minutes listen and identify fish, and help marine biologists attempt to bring life back into coral reefs.
- <https://edu.parley.tv/course-catalog/> variety of courses available on various ocean related topics.