

Deep Network 3rd Hub Summary | A summary of input and action points from the third On-line Deep Network Hub Meeting on Friday 3rd of November 2023

The meeting started with a short introduction of the Deep Network project and presented some information about Europe wide attitudes toward climate change and the three dimensions of learning outlined by UNESCO. With the understanding that a combination of all three dimensions (cognitive, social/emotional, and behavioural) is necessary to illicit some change in behaviour. In addition, how to monitor informal adult learning out comes was presented. (Presentation Slides available [here](#)).

Giuliana Panieri shared a recap of UiT's Ocean Interconnectedness workshop: Senses & Science, Law & Love. This workshop was built upon collaboration and discussions from previous Deep Network meetings. Read more about the workshop here: <https://doi.org/10.7557/7.7271>

Activity 1, Question 1:

Do you have examples from your own experience about how you may have changed the behaviour or attitudes of your target group?

Based on the answers this information was grouped into 3 groups:

- Interacting directly with divers or other non-scientific groups and getting real time feedback through engagement, discussion or questionnaires.
- Education, with a focus on how children can influence the mindset of their adults.
- Social media campaigns with engagement and positive feedback.

Activity 1, Question 2:

What are some ways to evaluate whether or not the messaging has been received and acted upon by the target group?

We broke into two groups hands on (in-person activities) and hands off (on-line activities)

Group 1: Hands on

- Evaluations after events and then re-evaluations some time later to remind people and see possible changes to determine if there are lasting effects.
- Holding each other accountable and sharing progress through family activities, monthly coffee catchups, etc.
- Monthly challenges for people to participate (i.e. Plastic Free July, Veganuary etc.) and implement prizes for most “eco-conscious” local community, school, family etc.

Group 2: Hands off

- Track download rates, statistics of likes, clicks, comments, sharing etc.
- Two (or more)-part surveys after online course, webinar, game or online learning event. One directly after and the other a couple of months later to determine whether there is lasting behavioural or attitude change.
- Google search can reflect the current state of knowledge, and over longer periods of time this can evaluate a shift in general attitude.

*Need to be careful to note the difference between reach, and actual change in attitude and behaviour.

Deep Network Hub Meetings Feedback

We got some great feedback from you. Thank you!

Some highlights and consensus were:

- Uplifting to know that there are so many different great projects working in ocean conservation.
- Interdisciplinary group giving different viewpoints and strategies on how to communicate science.
- Meeting others for possible further collaboration.
- Jamboard to share thoughts was successful.
- Informal and friendly meeting environment.
- Break out rooms to smaller groups facilitated more intimate discussions and gave everyone a change to contribute.
- Unfortunately, time was not allotted for a small presentation from each participant to know what everyone does in more detail.
- Most used the Network for information and learning and finding partners for collaboration.
- Participants could see the future Deep Network meetings being used as focus sessions of a particular project to inspire collaboration, or presentations with discussions and/or workshops.

List of links and organisations mentioned in the meeting.

- The Ocean Senses Activity Book: <https://septentrio.uit.no/index.php/SapEdu/article/view/7046>
- Ocean Interconnectedness Report: <https://septentrio.uit.no/index.php/SapReps/article/view/7271>
- <https://trashtalkinaction.org/>
- https://www.researchgate.net/publication/368471588_FINS_INTO_THE_WATER_OCEAN_LITERACY_INTO_PRACTICE_II_viaggio_del_subacqueo_Bloop_tra_geologia_ed_ecologia_marina_nell'AMP_di_Tavolara
- mybluehome.weebly.com (also on our membership page!)
- Ocean Literacy in the North Atlantic region (Greenland and Faroe Islands and Denmark)

Closing remarks

1. Dissemination events early next year: Possibility to highlight and share Deep Network Members.
2. Follow us on social media: [Instagram](#), [LinkedIn](#)
3. Share the [survey](#)
4. Become a deep network [member](#)
5. Stay in touch! caroline@inter-change.eu
6. Thank you for taking the time to join us!