



The ocean makes life on earth possible. Treasure it.

### Why we exist

We have one planet. One ocean. Unless we ensure that our ocean is clean, healthy and productive, our future wellbeing will be compromised. Evidence of the multitude of ways in which we benefit from the ocean is growing. However, information about how the ocean makes life both possible and worth living is not widely communicated or understood. The current dominant narrative around the ocean is based on economic values. All too often this leads to short-term thinking and over-exploitation. We need to build a more ocean friendly society where people share an understanding of our inextricable connection with the ocean and act to safeguard all the benefits it provides.

### Who are we?

The Marine CoLABoration was initiated by the Calouste Gulbenkian Foundation in 2015 to increase collaborative action and explore how to communicate the value of the ocean more effectively.

We are a collaboration of nine organisations: ClientEarth, Fauna and Flora International, Forum for the Future, Institute for European Environmental Policy, International Programme on the State of the Ocean, Marine Conservation Society, New Economics Foundation, Thames Estuary Partnership and the Zoological Society of London.

### What change are we seeking?

Participants in the Marine CoLABoration share a belief that we can accelerate progress towards an ocean friendly society by collaborating and by placing value at the

heart of shaping solutions. We hypothesise that uncovering and communicating the value of the ocean in all its rich diversity connects with people's deeply held, personal and shared values and leads to better and faster ocean conservation. Our vision is for an ocean that is healthier and where the full range of ocean and human values are reflected in individual and collective decision-making. We aim to increase the effectiveness and impact of ocean solutions through a values based approach.

### How do we work?

Taking a values based approach means that Marine CoLAB partners design experiments which test the hypothesis that developing a shared appreciation of the value of the ocean, in all its forms, will deliver better outcomes for people and the planet.

We particularly focus on making intrinsic and non-monetary values explicit, moving away from a narrative currently dominated by short term economic maximisation of the ocean's resources.

### What have we achieved?

We have progressed new approaches in collaborative decision making and governance, horizon- scanning to identify and address gaps, and launched projects and experiments that are delivering more effective protection of the ocean. We have also built our own capacity and that of others to communicate the wider value of the ocean through a CoLABoratory (experimental, systemic, collaborative) and values based approach.

The experiments include:

- The rapidly growing **#OneLess** campaign, which began as a Marine CoLAB experiment, and is supporting pioneering and progressive individuals, communities, businesses, NGOs and policymakers to collaboratively reduce the amount of single-use plastic water bottles entering the ocean from the city



of London. #OneLess is successfully making the connection between people and the ocean and ensuring that the ocean is front and centre in the plastic policy debate.

- **Agents of Change** – working with diverse community voices to build a new narrative around the need for marine conservation zones in three pilot areas; Beachy Head East, and Kingmere (both in Sussex) and Cromer Shoals (North Norfolk). The project tackles key underlying issues with the public perception of marine protected areas and is supporting a network of new voices to shift the narrative about MPAs.
- **Ocean Sound Waves** – a campaign helping NGOs apply the values-based approach in their communications for a 'Mental Health Awareness Week' experiment, engaging leading academics in the field of ocean and human health and wellbeing from Exeter University and One Ocean FM, a communication platform to accelerate action around UN Sustainable Development Goal 14, which reached and resonated with hundreds of thousands of people.
- **Ocean Literacy** – applying the collaborative ethos and values based approach of the Marine CoLAB, we worked to establish a new network with organisations beyond the Marine CoLAB which have significant reach to help accelerate UK ocean literacy (an understanding of the ocean's influence on us and our influence on the ocean) – identified as a systemic gap in communicating the value of the ocean effectively. This has led to the piloting of World Ocean Day for Schools in 2018, engaging 410 schools and approximately 82,000 students.

#### What's next?

Over the next three years, we want to build on our achievements and grow our collaborative network to amplify influence

and impact. We will continue to identify and develop initiatives which address key strategic gaps, supporting the sector to scale the pace and effectiveness of change. Continually improving how we work together, we will new governance and learning models at the cutting edge of collaborative practice and monitoring and evaluating our work.

#### Our focus

We have refocused our strategy for 2019-21 on three core ambitions to secure clean, healthy, productive seas by promoting the development of a more 'ocean friendly' society. We aim to focus on:

##### *Communication and shifting the narrative on marine conservation.*

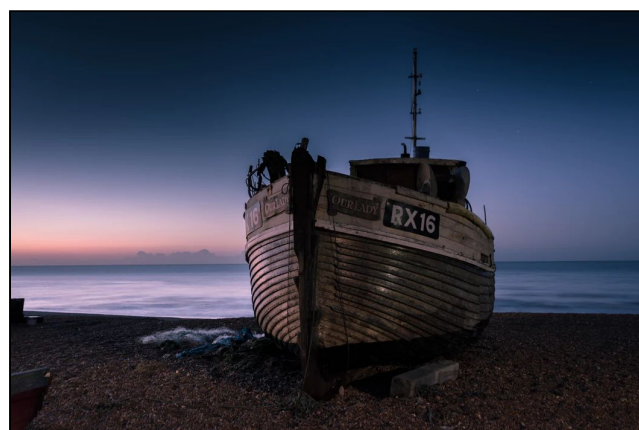
By leveraging the collective thinking and influence of the Marine CoLABoration and a Marine CoLABoration community, we will shape new stories for the sector and support a coherent, compelling voice on ocean value.

##### *Addressing strategic gaps.*

By initiating horizon-scanning activities with the wider sector and incubating initiatives to address key gaps, we will develop new experiments ourselves and work with others to design and deliver systemic responses to secure change.

##### *Building capacity in and beyond the sector*

We aim to help build the capacity of stakeholders we have identified as of strategic importance through programmes, workshops and tools.



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