

An aerial photograph of a beach with turquoise waves crashing onto the shore, creating white foam. The text is overlaid on the image.

Let's talk about the Ocean

Activity booklet

The logo for the World Ocean Network, featuring the text "world ocean network" in a sans-serif font, with a blue globe icon replacing the letter "o" in "ocean".

world  ocean
network



World Ocean Network

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You want to know what your public thinks about the Ocean? You want to involve your public and assist them in actions they imagine? World Ocean Network have designed an effective and simple tool that you can easily adapt to your needs.

Let's talk about the Ocean initiative



The objective

"Let's talk about the Ocean" is a mutual learning activity designed by World Ocean Network to raise awareness on key ocean issues in a format that is light, easy-to-run and can be displayed in streets, museum hallways or conference venues. All you need is four roll-up banners, a poster and some stickers. In a dynamic and punchy way, the participatory aspect of "Let's talk about the Ocean" shows that the Ocean is important for humankind and raises strong opinions. Everyone has something to share with the Ocean.

As part of this activity, passers-by are asked a single question about their beliefs and personal relationship to the ocean. A facilitator and facts-and-figures board are also presented to help people express their ideas and feelings, write them down and pin them up on the wall. It is a chance to raise awareness and allow participants to reflect.

With this activity, organisers can capture a targeted audience's perception and understanding of a specific topic which can help to shape future activities or awareness tools. "Let's talk about the Ocean" is a very flexible activity and can be used alone or along with another exhibition.

The MARINA project

MARINA is a European project whose main goal was to develop a web platform¹ where a community of marine stakeholders could gather, exchange info and events. "Let's talk about the Ocean" was produced under the communication part of the project, alongside with a big exhibition on RRI for science centres, and with the idea to continue the debates that were organised all around Europe during the project.

¹ www.marinaproject.eu

Let's talk about the Ocean in a nutshell

Communication objective: the Ocean is important for humanity and citizens have things to say about it.

General tone: short, dynamic and punchy

Target: general public (but can be adapted to specific public)

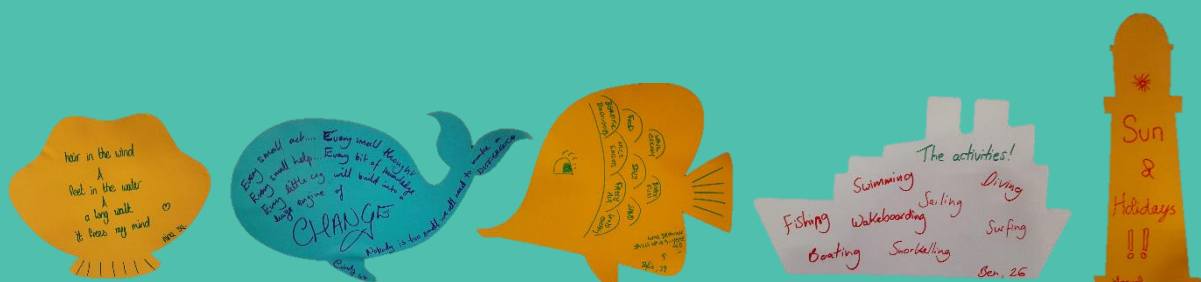
- 1 Question linked to the topic you want to tackle



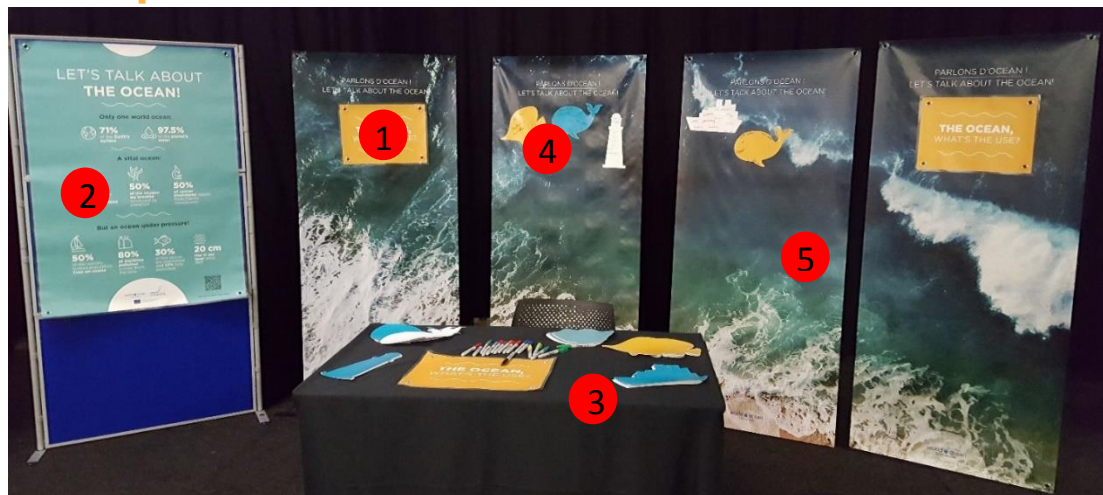
- 1 Info board and



- 2 facilitators to help participants
- Answer stickers for participants to write their contribution on and stick them on the wall



The set up



1 The question boards

- A short and catchy question, preferably printed 3 times
- Two questions are proposed in "questions" doc (in English and French, best printed in A3), but you can also invent your own question

2 The Facts and figures poster

- Basics facts and figures linked to the question asked, as food for thoughts for the participants
- In graphical style
- Two posters are proposed in "info-UK" and "info-FR" docs (best printed in A0, about the World Ocean and European Ocean)

3 The writing area

- Where participants can choose the shape and colour of their answer sticker to write on it
- It is best if the writing area is on the side, not to block participants access to the wall

4 The answer stickers

- Stickers with participants' answers, name and age
- Participant can choose where to pin their answer
- 5 shapes and 4 colours are proposed in "answers" doc (best printed in A4)
- Can be adapted to organiser's means and creativity (square boards, sticky notes, reusable white-board-like shapes...)

5 The background posters

- Where the answers are displayed
- 4 posters are proposed in "background" doc (1800*900)
- Can be replaced by a wall, other boards or strings where answers are pinned

Before the activity

The first necessary thing to organise this activity is to define precisely the **topic** you want to tackle and which audience you are targeting. According to this you will have to define a question and the info that will be displayed on the facts and figure board. It is also about sharing some knowledge on the chosen subject, facilitators can prepare complementary educational sheets.

The **question** must generate discussion and reactions of the targeted public. It shouldn't be possible to answer the question by an easy yes or no. You can also use a controversial statement to trigger participants' reaction.

For instance : to know a science centre visitor's vision of how important the Ocean is, the question could be "The Ocean, what's the use?" with a board with basics ocean facts on oxygen, food, leisure, etc.

Then you have to decide the best **place** to do the activity. It has to be a crossing place but where people can stop and spend time answering the question. Be aware of any sound pollution that could disturb your dialogue with participants. If you do it in a street, note that you can be facing other people also requesting the attention of passers-by (NGO fund collectors, marketing campaigners...).

For instance: it can be done in a square in front of a science centre or aquarium, a university, the entry of a beach, a conference venue, etc.

The third step is to prepare all the **material** and communication. Print everything, prepare colourful felt pens and the writing area (see n°3, in "set up"). You can also prepare and print a poster briefly explaining the rules so that shy participants can understand what it is all about without having to ask (example in "How to participate" doc). Be sure that the writing area does not block the access of answers, people should feel free to walk around and read everything.

You can also tease the activity on social media, posting the question for instance. Facilitators can prepare themselves learning more facts and figures, or prepare complementary sheets to be able to answer participants' questions on the topic.

During the activity

The activity can last from half a day to 2 days, depending on the circumstances.

During the activity the two facilitators have to invite people in the activity. They create interactions with participants and dialogue with them to help them dig their main idea on the proposed subject. It is necessary that there are two facilitator or more because once exchanging with a participant the facilitator cannot invite more people in.

Facilitators have to:

- Invite passers-by to participate to the activity
- Explain the activity principle, the subject and the question
- Exchange with participants, bring precisions, link participants ideas with what have been said previously and sum up the ideas if necessary
- Invite participants to write their idea on an answer sticker
- Go into depth on the subject if needed

During the activity you can also invite participants to share their answers on social media with #ISpeak4theOcean and #LetsTalkAboutTheOcean or other hashtags related to the place, the event or the topic related to your activity.

When the activity is run during a conference, it can be presented in the program handed to all participants specifying the question and answer stickers can be handed to participants with the program to encourage them to take part in the activity.

After the activity

In the end of the activity, facilitators can fill in the "results analysis sheet" to have a feedback of the day, in terms of how the public responded to the question, what were the main types of answers...

Take a picture of each participations, you can also share them on your social media channels or website. From these pictures and the "results analysis sheet", analyse your public trends and look for missing ideas.

This can be the basis of a new activity targeting people's interest, or the basis of a dialogue with new partners.

We, at World Ocean Network, will be also very interested in your results, do not hesitate to share them with us via email (info@worldoceannetwork.org) or on Twitter ([@WON_ROM](https://twitter.com/WON_ROM)). It is also possible to put your results on the dedicated page on the website.

List of joined documents:

1. **Questions:** two proposed questions, each in French and English
2. **Info-FR** and **Info-UK:** two proposed posters, one on World Ocean theme and European Union's Ocean theme, each in French and English
3. **Answers:** colors and shapes proposed for answer stickers
4. **Background:** proposition of background panel where to stick answers (one image divided in 4 panels)
5. **How to participate:** board explaining the rules of the activity, available in French and English

Results analysis sheet: example of table that can be used to analyse results

