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MARine Litter in Europe Seas: Social Awareness and CO-Responsibility

DELIVERABLE 2.6 – REPORT “HOW TO COMMUNICATE WITH STAKEHOLDERS ABOUT MARINE LITTER – A SHORT GUIDE TO INFLUENCING BEHAVIOURAL CHANGE”



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Document Information

Document D2.6 “How to Communicate with Stakeholders about Marine Litter– A Short Guide to Influencing Behavioural Change”
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Document Information

This deliverable provides a guide to communicating with stakeholders about the issue of marine litter and influencing behavioural change. It draws on large scale stakeholder surveys conducted within the MARLISCO project across Europe, specific attempts to influence attitudinal and behavioural change with a number of stakeholder groups, and invaluable feedback collected throughout the stakeholder engagement process in order to inform future efforts to communicate with stakeholders and to influence behavioural change.

Approvals

| Date | Partner |
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| 20.05.15 | ISOTECH (Work Package Leader) |
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List of annexes

Annex1_The_final_Guide



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1 EXECUTIVE SUMMARY

This deliverable “How to Communicate with Stakeholders – A Short Guide to Influencing Behavioural Change” provides a guide to communicating with stakeholders about the issue of marine litter and influencing behavioural change. It draws on large scale stakeholder surveys conducted within the MARLISCO project across Europe, specific attempts to influence attitudinal and behavioural change with a number of stakeholder groups, and invaluable feedback collected throughout the stakeholder engagement process in order to inform future efforts to communicate with stakeholders and to influence behavioural change

1.1 Reference documents from MARLISCO

- Hartley, B. L., Pahl, S., & Thompson, R. C. 2013. Baseline evaluation of stakeholder perceptions and attitudes towards issues surrounding marine litter. Deliverable D2.1 report. MARLISCO project. Marine Litter in European Seas: Social Awareness and Co-Responsibility. (EC FP7 Coordinated and Support Action, SIS-MML-289042).
- Hartley, B. L., Holland, M., Pahl, S., & Thompson, R. C. 2015. Evaluation of specific educational and outreach activities related to marine litter. Deliverable D2.5 report. MARLISCO project. Marine Litter in European Seas: Social Awareness and Co-Responsibility. (EC FP7 Coordinated and Support Action, SIS-MML-289042).
- Kershaw, P., Hartley, B. L., Garnacho, E., & Thompson, R. C. (2013). Review of the state of understanding of the distribution, quantities and types of marine litter. Deliverable D1.1 report. MARLISCO project. Marine Litter in European Seas: Social Awareness and Co-Responsibility. (EC FP7 Coordinated and Support Action, SIS-MML-289042).
- Kopke, K., Bension, A., Maes, T., Vlachogianni, T., Metcalfe, R., & Gheorge, A. (2015). MARLISCO Marine Litter Fora - outcomes for each of the twelve national events and for all regional seas. Deliverable D4.3 report. MARLISCO project. Marine Litter in European Seas: Social Awareness and Co-Responsibility. (EC FP7 Coordinated and Support Action, SIS-MML-289042).
- Scoullou, M., Alampei, I., Malotidi, V., & Vlachogianni, T. (2014). Know, Feel, Act! to Stop Marine Litter: Lesson plans and activities for middle school learners. Greece: MIO-ECSDE.



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2 INTRODUCTION

2.1 *MARLISCO 'MARine Litter in Europe Seas: Social Awareness and CO-Responsibility'*

The MARLISCO project seeks to raise societal awareness of both the problems and the potential solutions relating to a key issue threatening marine habitats worldwide: the accumulation of marine litter. A major objective of the project is to understand and subsequently facilitate societal engagement in order to inspire changes in attitudes and behaviour. This project is a Mobilisation and Mutual Learning Action Plan with the aim of providing a series of mechanisms to engage key stakeholders with an interest in, or responsibility for, some aspect of reducing the quantity of litter entering the ocean. These include: industrial sectors; users of coastal and marine waters; the waste management and recycling sectors; Regional Sea Commissions and EU representatives; local municipalities; citizens' groups; environmental NGOs; school children and the general public; social and natural scientists.

MARLISCO recognises the need for a concerted approach to encourage co-responsibility through a joint dialogue between the many players. This is being achieved by organising activities across 15 European countries, including national debates in 12 of them, involving industry sectors, scientists and the public (WP4), a European video contest for school students (WP5), educational activities targeting the younger generation together with exhibitions to raise awareness among the wider public (WP6). MARLISCO is making use of innovative multimedia approaches to reach the widest possible audience, in the most effective manner (WP3). The project will develop and evaluate an approach that can be used to address the problems associated with marine litter and which can also be applied more widely to other challenges where there are substantial benefits to be achieved through better societal integration among researchers, stakeholders and society.

2.2 *Objectives and scope of this report*

The purpose of this deliverable is to produce a summary guide, "How to communicate with stakeholders about marine litter – A short guide to influencing behavioural change". It brings together insights gained throughout the MARLISCO project, drawing on key findings from large scale stakeholder surveys conducted across Europe and attempts to influence attitudinal and behavioural change with a number of stakeholder groups, summarising best practice of effective communication and engagement. It also includes invaluable partner feedback collected throughout the stakeholder engagement process regarding the common strengths and pitfalls experienced during communication and interaction. It is hoped that this guide will inform future efforts to communicate with stakeholders and influence behavioural change regarding the issue of marine litter. For example, it is hoped that this report will be a useful resource for academic and applied audiences across the marine, environmental and social sciences, as well as for industry, non-governmental organisations, and government organisations.

Understanding societal perceptions and evaluating effective communication and engagement with different stakeholder groups is critical in order to better engage society in the problem and solutions surrounding marine litter and influence behavioural change.



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3 CONCLUSIONS

The MARLISCO booklet “How to Communicate with Stakeholders about Marine Litter – A Short Guide to Influencing Behavioural Change” has been published with a short description on MARLISCO’s website:

<http://www.marlisco.eu/how-to-communicate-with-stakeholders-guide.en.html>