



UK SEAS

SUSTAINABLE ENVIRONMENTS AT SEA

Inspiring people to connect to our beautiful UK SEAS

South West Marine Ecosystem conference, 2018
Penny Wilson, WWF
@UKSEAS_project





UK SEAS - Sustainable Environments at Sea

- 5 year programme of work led by WWF UK
- Vision: safeguard precious wildlife and places and ensure sustainable use of the seas by increasing the effectiveness and sustainable management of UK Marine Protected Areas (MPAs)
- Work areas:
 - Taking a fresh look at marine governance structures
 - Investigating and implementing sustainable funding for MPAs
 - **Engaging the local communities with their seas**



3 main work areas

Marine governance - taking a fresh look at how we coordinate and manage of our marine protected areas

Looking to find long term sustainable funding for the management of Marine protected areas

The area that I will be focusing on today:

Engage the local communities in our case study areas to develop a sense of stewardship for their local Marine Protected Areas.



Case study areas

- North Devon
 - Marine Pioneer project: Biosphere Reserve, Blue Marine Foundation, Natural England, MMO, Plymouth University PML, Devon and Severn IFCA

- Outer Hebrides
 - Scottish Natural Heritage, Marine Scotland, Western Isles Council

We are working in two case study areas:

1. North Devon – part of Marine Pioneer project, working with Biosphere Reserve, Natural England, MMO, Plymouth University PML, Devon and Severn IFCA
2. Outer Hebrides – working with Scottish Natural Heritage, Marine Scotland, Western Isles Council

We will also share our experiences and recommendations nationally.

Why connect people to the sea?

Bottle and can deposit return scheme gets green light in England

Consumers to receive small cash sum for returning plastic, glass and metal drinks containers



▲ Deposit return schemes currently operate in 38 countries. Photograph: Don Ryan/AP

Michael Gove says he wants to ban plastic straws

But Environment Secretary claims EU laws may prevent him doing so

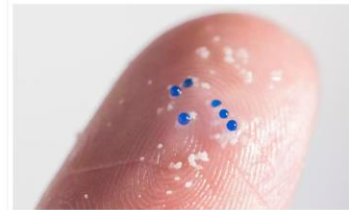
By [Benjamin Kerton](#), Political Correspondent | [@benkerton](#) | Friday 23 February 2018 10:50 GMT | [228](#) [Comments](#)

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Plastic microbeads ban enters force in UK

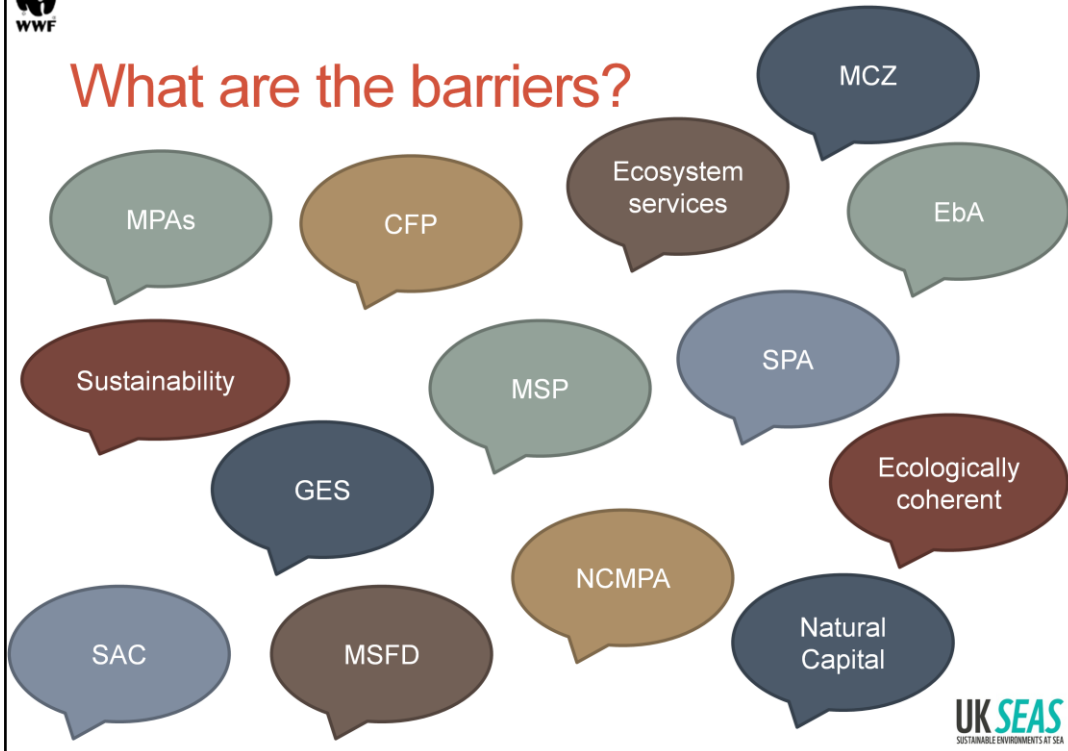
Manufacturing ban means the tiny beads which harm marine life can no longer be used in cosmetics and personal care products



There is enormous power in the general public engaging with an issue. This has recently been seen in the public's interest being piqued by the issue of marine plastics leading to policy changes such as the ban on microbeads in cosmetics, plans for a deposit return scheme for cans and bottles, and increasing pressure mounting on the use of plastic straws.

All of these changes have been mainly driven by a surge in public interest and concern about marine plastic.

What are the barriers?



This slide says it all really - We use a lot of acronyms! I came up with these in about 30 seconds! These are acronyms that I use on a daily basis – but yet for someone less familiar with the area, they can be very daunting – a secret code that prevents some people joining the ‘marine club’ .

Technical language is essential for experts and practitioners, but can come across as goobldigook to the public and are often unnecessary anyway .

I like to do the ‘mum test’ – if my mum can understand a sentence, I know that its pitched right.

What are the barriers?



An over reliance on hefty technical reports, - I've used the 25 year plan as an example – but its certainly not the only example and I think lots of us here could think of times we have put our exciting findings into a big fat report to be buried away on a dusty shelf somewhere

The point here is, that although these are a valuable reference material for specalists they are not a good way to communicate to the public and engage them.

WWF UK SEAS – SWME 2018

WWF

What are the barriers?

The image shows a screenshot of the BBC News website. At the top left is the WWF logo. The page title is "What are the barriers?". Below the title, there are two news snippets. The first snippet is from BBC News, titled "Ocean plastic could treble in decade" by Roger Harrabin, a BBC environment analyst. The second snippet is from Sofia Petkar, titled "More than 90 per cent of the world's most popular bottled water brands contain tiny pieces of plastic known as 'microplastics'", dated 15th March 2018. To the right of the first snippet is a callout box with the headline "Marine heatwave set off 'carbon bomb' in world's largest seagrass meadow". In the bottom right corner of the screenshot is the UK SEAS logo, "SUSTAINABLE ENVIRONMENTS AT SEA".

NEWS

Home UK World Business Politics Tech Science Health Family & Life

Science & Environment

Ocean plastic could treble in decade

By Roger Harrabin
BBC environment analyst

Marine heatwave set off 'carbon bomb' in world's largest seagrass meadow

More than 90 per cent of the world's most popular bottled water brands contain tiny pieces of plastic known as 'microplastics'

By Sofia Petkar
15th March 2018, 11:21 am | Updated: 15th March 2018, 11:59 am

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Negative and doomsday stories can be powerful and shocking, but lose their power if they are used excessively – people either become 'numb' to the messages, or simply feel that hope is already lost so that they can't do anything to change it

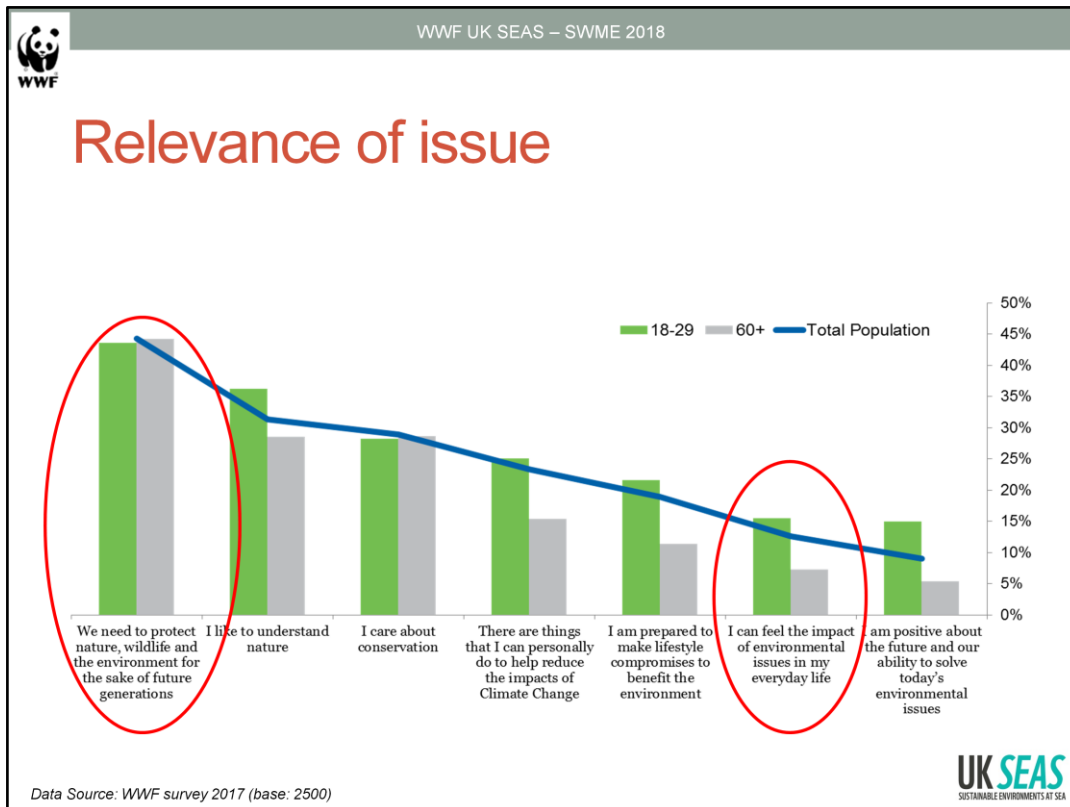
We need to ensure we are also creating positive, inspiring news stories to ensure we are inspiring and engaging people



What are the barriers



A lot of the communication around the marine environment focuses on far away habitats such as tropical coral reefs, or species we can't find on our doorstep – these habitats and species are amazing, but in order to connect people to the sea we also need to show and tell stories about the amazing sealife we have here in the UK – but unfortunately this message isn't often conveyed.



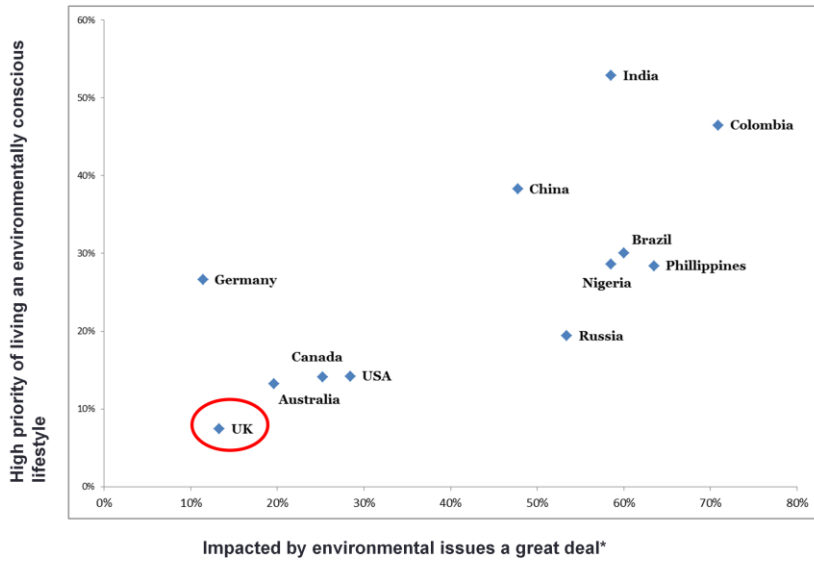
This disconnect of the UK public from their seas was highlighted by a

large scale research project run by WWF in July 2017, consisting of two large nationally representative surveys. Both online surveys were 20 minutes in length, covering different areas of WWF's work, and were each completed by 2,500 people aged 18+ in the UK.

What can be seen, is that around 45% of people surveyed felt that the environment was an important issue, however, when asked if the environment impacted their everyday life the numbers fell significantly, showing most people felt the environment wasn't particularly relevant to them.



Relevance of issue



Data Source: Globalmonitor 2016



There is also research to show that people in the UK feel less impacted by environmental issues compared to a range of other countries, and feel living an environmentally conscious lifestyle is not a priority for them.



The UK SEAS approach

Engage the local communities in our case study areas to develop a sense of stewardship for their local Marine Protected Areas.



In order to address this disconnect between the public and their seas, the UK SEAS project aims to engage the local communities in our case study areas to develop a sense of stewardship for their local marine protected areas and marine environment.

We want to use innovative ways of communicating to the general public about the sea - and we are not afraid to take risks, we can learn as much from our failures as we can from our successes.

North Devon- Lynmouth

Outer Hebrides



What will we do



What does innovative approaches mean in practice?

We have already produced maps at both a UK scale and of our North Devon case study, and have plans to do the same in our Outer Hebrides case study. These maps are aimed at people already familiar with the areas – but are perhaps not so familiar with the marine environment on their doorstep or the types of sea creatures that can be found there.

We worked with a professional illustrator to show the types of amazing animals and habitats that are found in the area, and to also show the areas which have been designated as a form of Marine Protected Area in an engaging and non technical way



What we will do



We are looking to develop a series of short films about the benefits of marine protected areas in North Devon and the marine environment as a whole - using real people who experience the benefits first hand.

We will then show these films locally at local cinemas and festivals – hoping to mirror the success of a previous series of films called Boat stories – which focused on people whose lives revolve around the fishing industry in North Devon.

What we will do



We would like to specifically target ‘unengaged audiences’ .

We have been working to identify who the ‘unengaged audience’ is in North Devon are and start to figure out the reasons why they are unengaged and how we might go about ‘engaging’ them – identifying the right technologies, whether that be high or low tech and also collaborating with existing groups in north devon and identifying where we can add value.

After looking at a selection of audiences we might specifically want to target, we have decided to focus on youth audiences and people interested in maritime history.

Are plans are very much still in development for how we go about targeting these audiences, and I would be particularly keen to hear any ideas or potential collaborations we could work on together to target these audiences.

Thank you for listening!



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