



Ocean Literacy in Action

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Ocean Literacy is...

...an understanding of the ocean's influence on you
- and your influence on the ocean...

Principles of Ocean Literacy:

1. Earth has one Ocean with many features.
2. The Ocean and life in the Ocean shape the features of earth.
3. The Ocean is a major influence on weather and climate.
4. The Ocean makes earth habitable.
5. The Ocean supports a great diversity of life and ecosystems.
6. The Ocean and humans are inextricably linked.
7. The Ocean is largely unexplored.

Ocean literacy is an outcome – a society that understands, values, and cares for the Ocean.

An Ocean-literate person:

- Understands the Essential Principles and Fundamental Concepts about the Ocean;
- Can communicate about the Ocean in a meaningful way; and
- Is able to make informed and responsible decisions regarding the Ocean and its resources.





→ Recognising and enabling the co-design, co-development, and co-production of knowledge to strengthen science-society connections

→ Equipping people (from different user groups) with the tools, skills, and knowledge to communicate clearly about the values/services of the ocean to human well-being

→ Using formal education in schools, as well as informal experiential learning (e.g., citizen science, museums, aquariums, and multimedia) to build connection, deepen understanding, and motivate community action

→ Recognising how intergenerational interactions with the ocean (and local waterways, coastal areas, and sea ice) inform cultural identity, social values, and practices

Information sharing alone is not enough to drive the societal transformations required at scale.

Our role is to provide opportunities for society to discover meaningful connections with the ocean, build knowledge and understanding of its impact on our lives, and mobilise pro-Ocean behaviour.

#thinkocean

UN Ocean Decade Challenge 10: Changing society's relationship with the Ocean

Ensure that the multiple values and services of the Ocean for human well-being, culture, and sustainable development are widely understood, and identify and overcome barriers to behaviour change required for a step change in humanity's relationship with the Ocean.

Ocean Decade Vision 2030 White Papers

Challenge 10:
Restoring society's relationship
with the ocean





Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni

Y Môr a Ni

Ocean Literacy Strategy for Wales 2025

Prepared by the Welsh Ocean Literacy Coalition,
part of the Wales Coasts and Seas Partnership



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government



CANADIAN
OCEAN
LITERACY
COALITION

A CANADIAN OCEAN LITERACY STRATEGY

2021-2024

LAND WATER OCEAN US



Survey on Ocean Literacy in England

Working together with the Department for Environment, Food and Rural Affairs (Defra), Marine Scotland and Natural Resource Wales

>12,000 responses over two years



Over 80% of people across England, Scotland and Wales believe it is crucial to protect our Ocean, which is excellent news to safeguard the future of our Ocean.



Ocean Literacy Strategy for England

A strategy that aims to grow people's relationship with our coasts and seas, through strategic goals linked to education, accessibility and pro-Ocean behaviour change at all levels of society

To get involved, please email:
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Thank you!

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