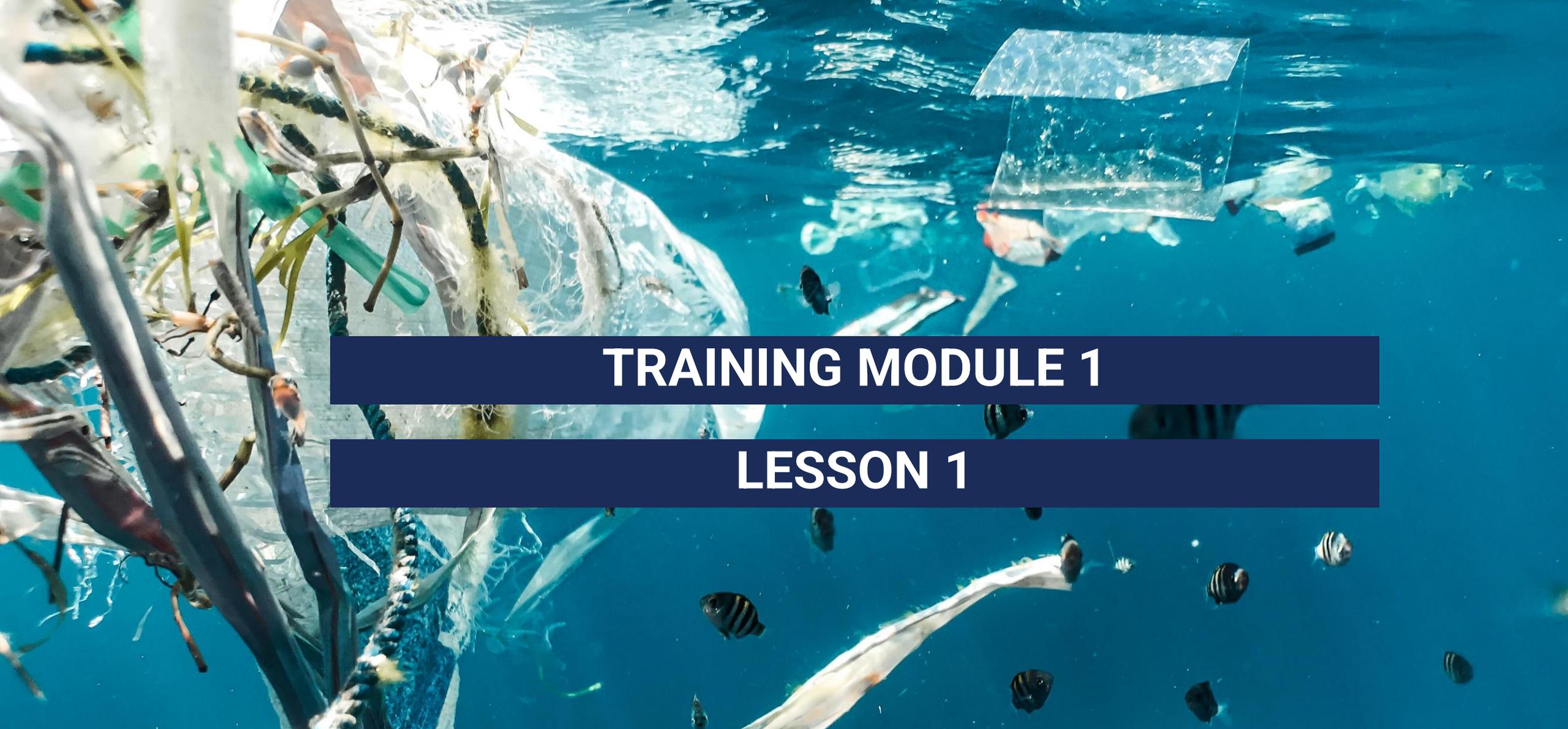




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OCEA(n)RT

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small fish are swimming around the trash. The water is clear and blue.

TRAINING MODULE 1

LESSON 1



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REFRAME
ETHICS INNOVATION GOVERNANCE

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small, striped fish are swimming around the trash. The water is a deep blue color.

Policy Framework – International and European Stakeholders (UN, EU, COE, OECD, NGOs) and Initiatives (COP) – COVID 19



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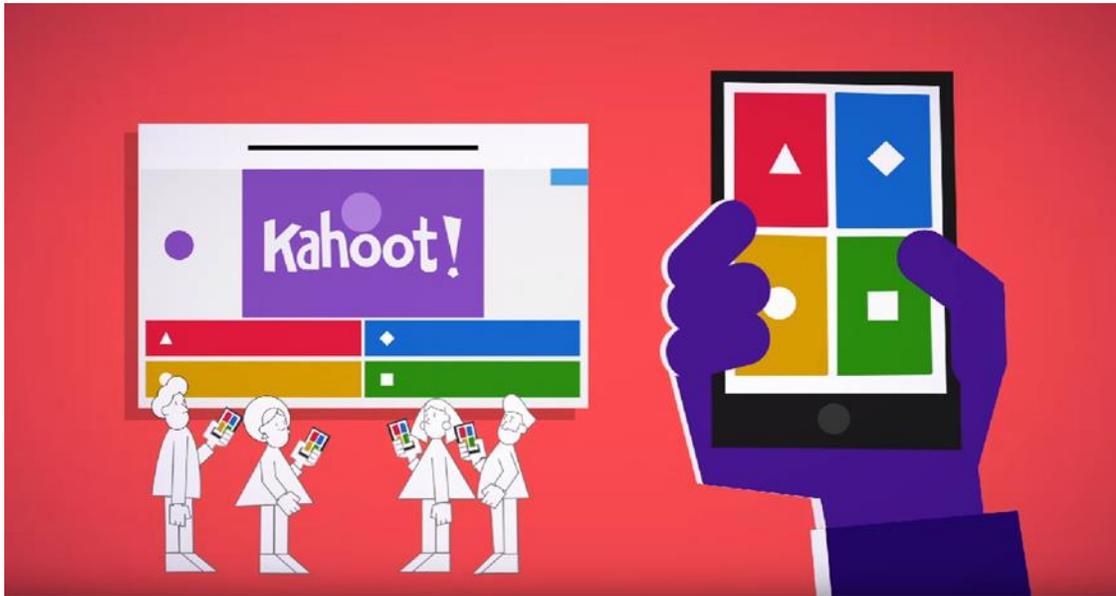
REFRAME
ETHICS INNOVATION GOVERNANCE

OBJECTIVES | OCEAN PROTECTION AND MARINE LIFE PRESERVATION

To get familiar with:

- International policy and legal framework
- European policy and legal framework
- Undertaken initiatives

WARM UP!



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REFRAME
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AN OCEAN IS...

**a large area of water
between continents.**

Oceans are very big
and they join smaller
seas together. Oceans
(or marine biomes)
cover 72% of Earth.



SEVEN SEAS:

- Arctic Ocean
- North Atlantic Ocean
- South Atlantic Ocean
- Indian Ocean
- North Pacific Ocean
- South Pacific Ocean
- Southern (or Antarctic) Ocean



INTERNATIONAL OCEAN GOVERNANCE

International Ocean governance is about managing the world's oceans and their resources together so that they are healthy and productive, for the benefit of current and future generations.

Timeline

- ❑ 1984: UN Convention on the Law of the Sea (entry into force 1994)
- ❑ 2007 – 2009 -2012: EU Integrated Maritime Policy, Blue Growth, Common Fisheries Policy
- ❑ 2014: EU Maritime Security Strategy
- ❑ 2015: Public consultation on International Ocean Governance; & Sustainable Development Goal 14: Conserve and Sustainably use the oceans, seas and marine resources;
- ❑ 2016: Global strategy for the EU's foreign and security policy & International Ocean Governance: an agenda for the future of our oceans.

UNITED NATIONS CONVENTIONS ON THE LAW OF THE SEA (UNCLOS)

An international treaty which was adopted and signed in 1982 that establishes a legal framework for all marine and maritime activities. As of June 2016, 167 countries and the European Union are parties.

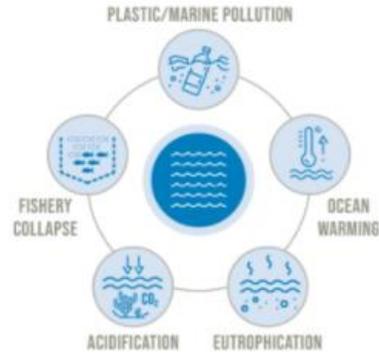
The Convention has created three new institutions on the international scene:

- The International Tribunal for the Law of the Sea
- The International Seabed Authority
- The Commission on the Limits of the Continental Shelf

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

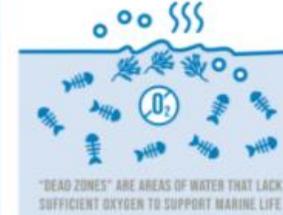


THE SUSTAINABILITY
OF OUR OCEANS IS
UNDER SEVERE THREAT

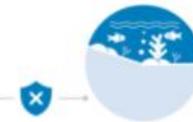


OVER 3 BILLION PEOPLE
RELY ON OCEANS FOR THEIR LIVELIHOODS

DEAD ZONES
ARE RISING AT AN ALARMING RATE,
FROM 400 IN 2008 TO 700 IN 2019



OVER HALF OF
MARINE KEY BIODIVERSITY AREAS
ARE NOT PROTECTED



ABOUT HALF OF COUNTRIES WORLDWIDE
HAVE ADOPTED SPECIFIC INITIATIVES
TO SUPPORT SMALL-SCALE FISHERS



ON AVERAGE, ONLY 1.2%
OF NATIONAL RESEARCH BUDGETS ARE
ALLOCATED FOR OCEAN SCIENCE



THE SUSTAINABLE DEVELOPMENT GOALS REPORT 2021: [UNSTATS.UN.ORG/SDGS/REPORT/2021/](https://unstats.un.org/sdgs/report/2021/)

IUCN, INTERNATIONAL UNION FOR CONSERVATION OF NATURE

IUCN is a democratic Union that brings together the world's most influential organisations and top experts in a combined effort to conserve nature and accelerate the transition to sustainable development. Its mission is to influence, encourage and assist societies to conserve the integrity and diversity of nature and to ensure that any use of natural resources is equitable and ecologically sustainable.

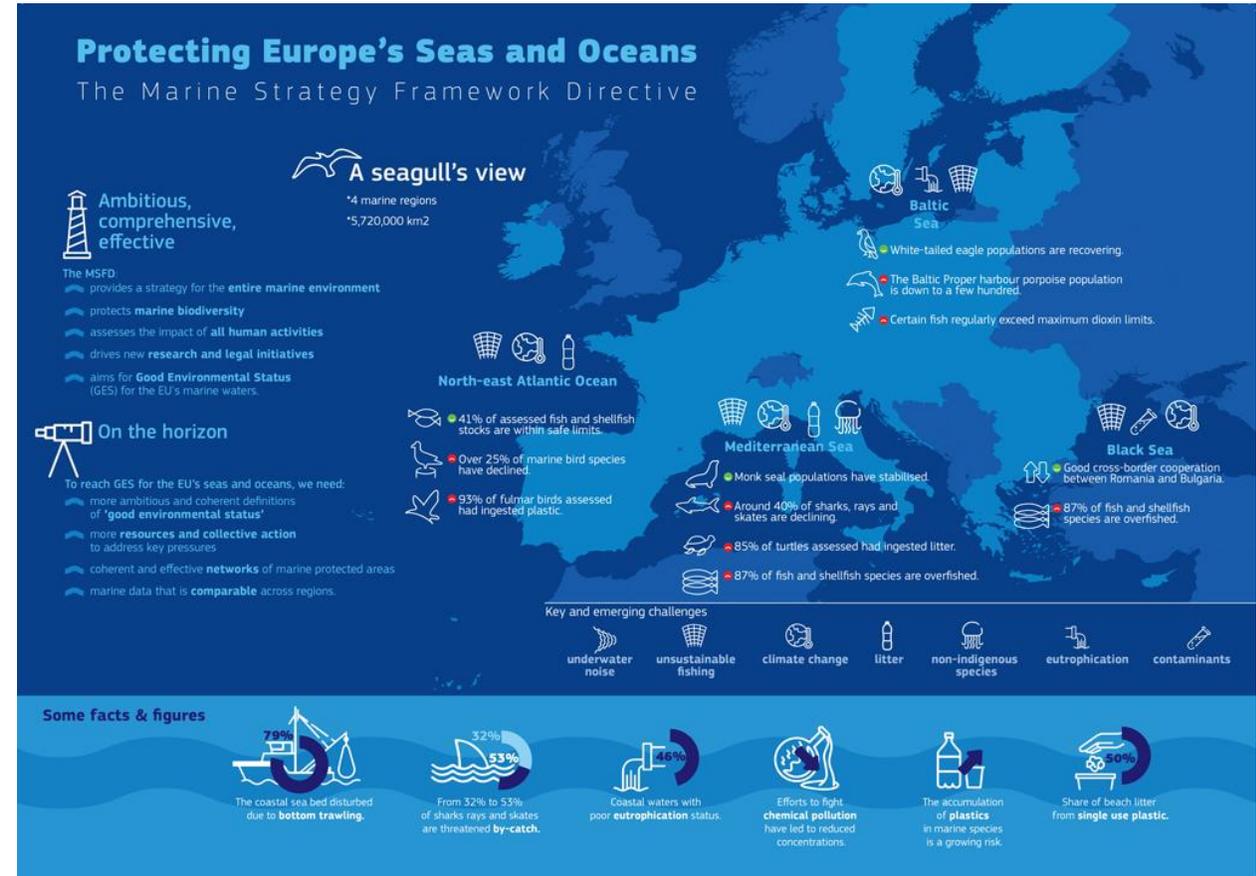
The **Convention** has become the **legal framework** for marine and maritime activities and **IUCN** with its partners are working towards an **implementing agreement** (UNCLOS IA) that will close important gaps in governance. A positive result would provide a measure of protection and conservation of Areas Beyond National Jurisdiction (ABNJ) where there is none at present.

EU MARINE STRATEGY FRAMEWORK AND COASTS

To protect more effectively the marine environment across Europe.

The Marine Strategy Framework Directive was adopted on 17 June 2008.

The Commission also produced a set of detailed criteria and methodological standards to help Member States implement the Marine Strategy Framework Directive. These were revised in 2017 leading to the new Commission Decision on Good Environmental Status.



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Some more EU tools...

- ❑ The Water Framework Directive (2000) is closely linked to the Marine Directive.
- ❑ Habitats and Birds Directives (1992 and 1979, codified 2009)
- ❑ Common Fisheries Policy sets out a collaborative approach to managing the EU's shared seas and fisheries
- ❑ Single Use Plastics Directive (2020)



European Maritime, Fisheries and Aquaculture Fund (EMFAF)

The Commission allocates funds from the European Maritime, Fisheries and Aquaculture Fund (EMFAF) to develop solutions for restoring and maintaining ocean health, and tackling marine litter.

The EMFAF also compensates fishermen for bringing ashore waste caught in their nets during normal fishing operations rather than dumping them back into the sea.

The Commission drives research to create innovative and impactful solutions for clean and healthy oceans. The next programme, Horizon Europe, includes a new approach – a Mission on healthy oceans, seas, coastal and inland waters

INITIATIVES TO INVEST IN KNOWLEDGE AND DATA FOR THE OCEANS



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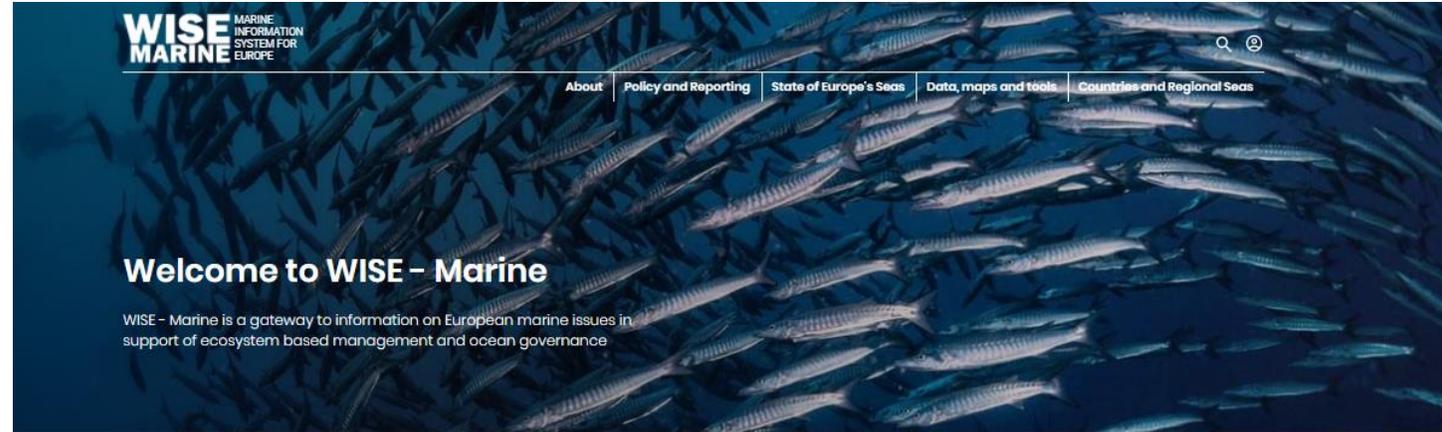


REFRAME
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WISE-MARINE MARINE INFORMATION SYSTEM FOR EUROPE

A GATEWAY TO INFORMATION ON EUROPEAN MARINE ISSUES IN SUPPORT OF ECOSYSTEM BASED MANAGEMENT AND OCEAN GOVERNANCE

WISE-Marine provides access to information and data on the state of Europe's seas, on the pressures affecting them, and on the actions being taken to protect and conserve the marine environment.



WISE-Marine provides access to information and data on the state of Europe's seas, on the pressures affecting them, and on the actions being taken to protect and conserve the marine environment.

In the spotlight



MSFD Reporting Data Explorer

This tool, dedicated to Marine experts, provides information on the main MSFD Articles collected by Member States from 2012 up to date.



Visualisation tools on Good Environmental Status assessments

Results on the Good Environmental Status (GES) assessments reported by the EU Member States to the European Commission under Article 8 are presented in a dynamic format.



Dashboards on marine features under other policies

These dashboards present the ecological and chemical status assessments under the Water Framework Directive, the conservation status of marine species and habitats under the Habitats Directive and the coverage of Marine Protected Areas in European waters.



Country Profile Factsheets

Information on the marine environment of EU Member States, including the state of features reported under different Directives.

In memory of Irene del Barrio Alvarelos, our colleague who has been instrumental in developing and running WISE-Marine, in particular the EU Marine Strategy Framework Directive reporting and assessment components.



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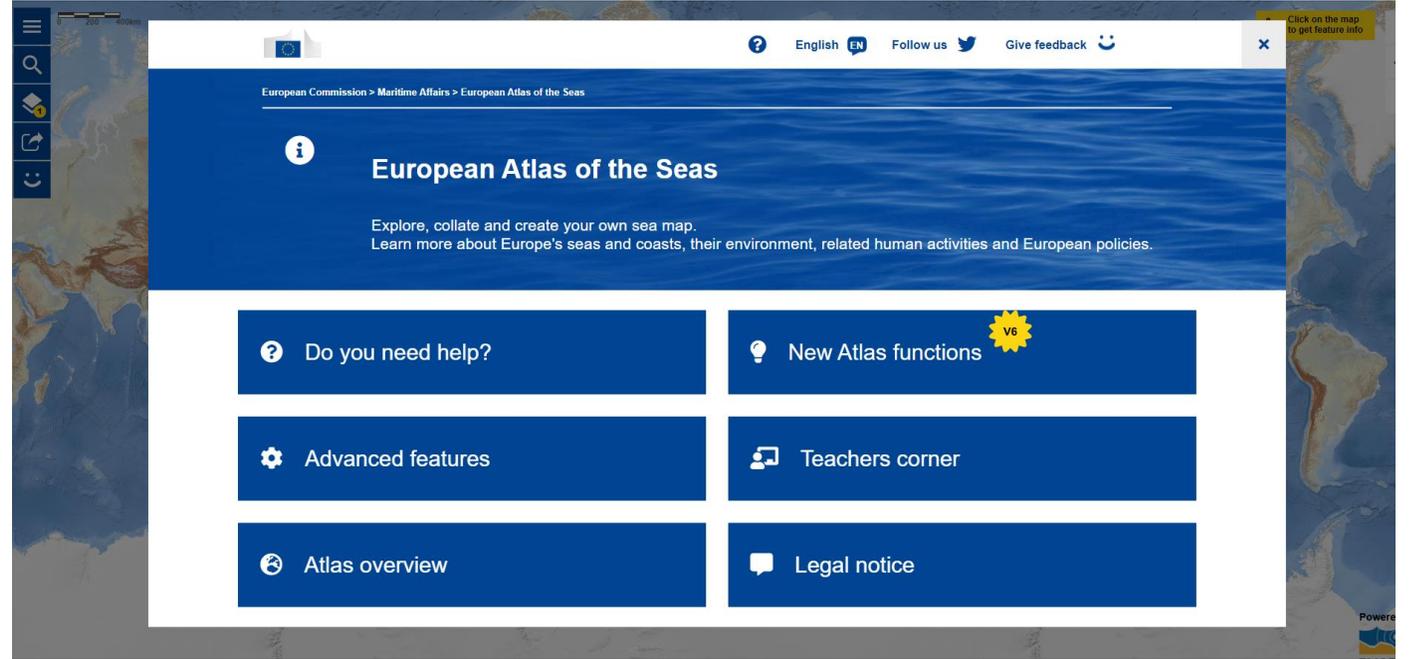




EMODnet



European Marine
Observation and
Data Network

A screenshot of the European Atlas of the Seas website. The page has a blue header with the title "European Atlas of the Seas" and a sub-header "European Commission > Maritime Affairs > European Atlas of the Seas". Below the header is a navigation menu with icons for home, search, and other functions. The main content area features a grid of six blue buttons: "Do you need help?", "New Atlas functions" (with a yellow starburst icon), "Advanced features", "Teachers corner", "Atlas overview", and "Legal notice". The background of the page is a map of Europe's seas and coasts.

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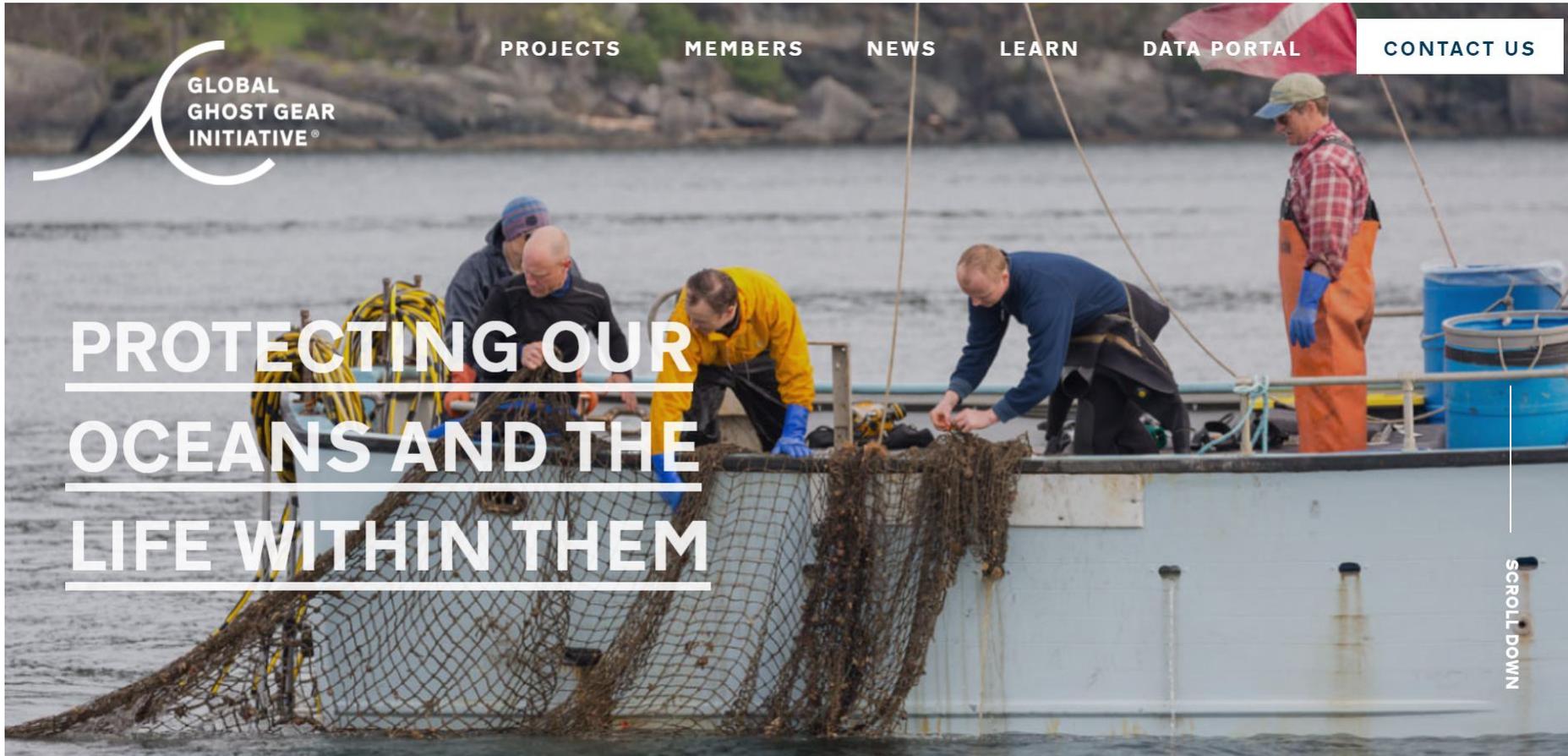
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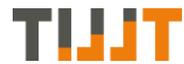
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ONE OCEAN SUMMIT

Strong of more than 90 members, the Platform promotes reflection and exchanges between the scientific community, civil society and political decision-makers. This coalition brings together research institutes, non-governmental organizations, higher education institutions, aquariums, representatives of the private sector and French and international institutions.

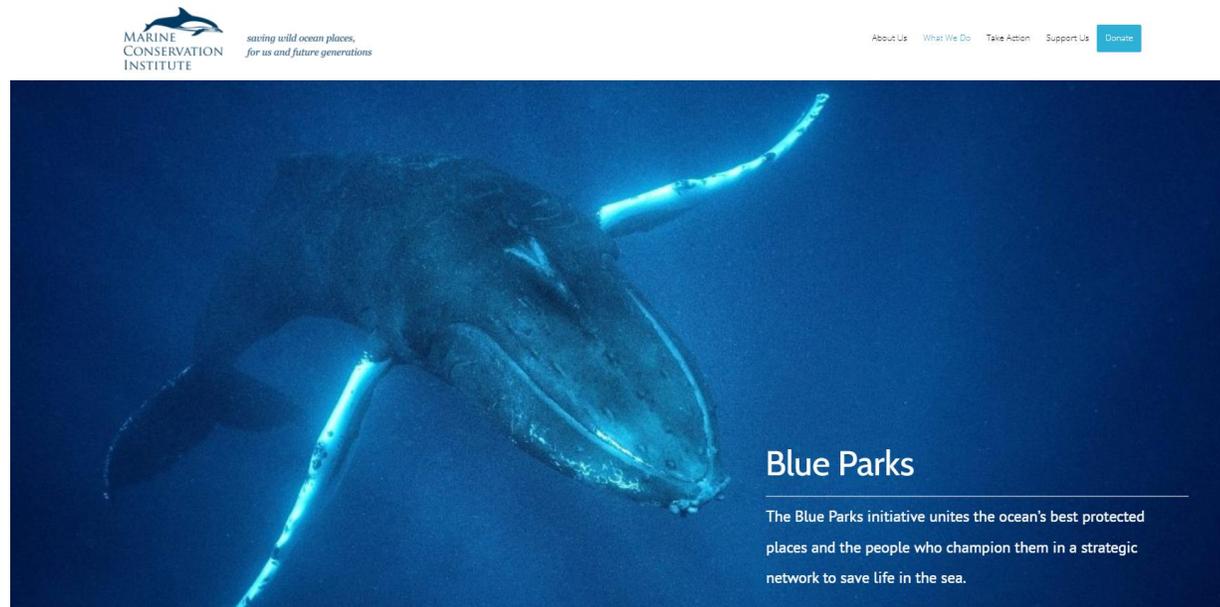


Organized in the context of the French Presidency of the Council of the European Union and with the support of the United Nations, the fifth edition of the One Planet Summit, entirely dedicated to the Ocean, was held in Brest from February 9 to 11, 2022.



BLUE PARKS INITIATIVE

The Blue Parks initiative incentivizes a global ocean refuge system to safeguard biodiversity in at least 30% of the ocean. Blue Park Awards recognize outstanding marine protected areas (MPAs), and the Blue Park criteria provide a science-based standard for marine conservation effectiveness.



BLUE MANIFESTO: THE ROADMAP TO A HEALTHY OCEAN IN 2030

The rescue plan lays out concrete actions which must be delivered by set dates in order to turn the tide on the ever-degraded and polluted ocean and coastlines.

The 102 Environmental organisations call for:

- The At least 30% of the ocean to be highly or fully protected by 2030
- Shift to low-impact fishing
- Securing a pollution-free ocean
- Planning of human activities that support the restoration of thriving marine ecosystems

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Lesson 2

Environmental Activism



Definitions

- ❑ Environmental activism encompasses a broad array of individuals and organizations working in scientific, social, conservational, and political fields that address the concerns of environmentalism. These individuals and organizations are known collectively as part of the environmental movement or green movement. Environmental activists within the green movement do not share a common political affiliation or agenda and seek diverse solutions to environmental problems.

<https://www.encyclopedia.com/environment/energy-government-and-defense-magazines/environmental-activism>

- ❑ Any form of activity by environmentalists that is designed to raise public awareness of environmental issues. Extreme forms of activism include monkey-wrenching and EarthFirst, and more common forms include lobbying and joining pressure groups. Also known as activism.

<https://www.oxfordreference.com/view/10.1093/oi/authority.20110803095753505?rskey=6lrQM&result=5>

Timeline

- ❑ Perhaps the first real environmental activists were the Bishnoi Hindus of Khejarli, who were slaughtered by the Maharaja of Jodhpur in 1720 for attempting to protect the forest that he felled to build himself a palace.
[A Brief History of Environmentalism - Greenpeace International](#)
- ❑ The roots of modern environmental activism, however, lie in the nineteenth-century formation of the first environmental organizations. Typically representing the interests of conservationists and natural historians, such groups were formed in Europe and North America, covering interests as diverse as animal welfare (e.g., Britain's Royal Society for the Protection of Animals); Forestry (e.g., George Perkins Marsh's 1864 *Man and Nature*); national parks and wilderness preservation (e.g., America's Sierra Club founded in 1892; Britain's National Trust in 1895); and urban sanitation (a favorite cause of Britain's Victorians).
- ❑ In the late 1800s, the environmental movement grew strongly in Britain as a response to the Industrial Revolution. With no environmental regulations to stop them, the factories of the Industrial Revolution polluted air and water and expanded out into beautiful farmland. Quickly, there was a backlash to the factories with people calling for wild spaces to be protected. Early conservation groups, like 'the Society for the Protection of Birds (1889)' and 'the National Trust for Places of Historic Interest or Natural Beauty (1894),' began popping up all over England.
[A Brief History On Environmentalism – The Green Medium](#)

Timeline

- ❑ In the mid-twentieth century, environmental activism shifted its focus to local concerns of environmental degradation. Localized concerns—nuclear power, toxic waste, acid rain, road building—found an expression in the era’s increased political activism. Works such as Rachel Carson’s *Silent Spring* (1962) and Barry Commoner’s *Science and Survival* (1965), found popular audiences, heightening the educational efforts of conservationists and raising awareness of human-caused environmental degradation.
- ❑ During this period there was a growing sense that humankind’s effect on nature impacted not just at a localized level, but rather on some overarching entity known as the environment. An examination of the *New York Times’* index citations under the term “environment” demonstrates that the word “environment” was not used in 1955, but by the time of the first Earth Day in 1970, the word appeared in the index 86 times.
- ❑ Although the 1960s gave birth to hundreds of grassroots green organizations, not until the following decade did such groups break national boundaries and become international bodies.

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small, striped fish are swimming around the trash. The water is clear and blue.

Activist Organisations



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- ❑ Greenpeace started in Vancouver, Canada, in 1969 as the Make a Wave Committee—a group of Canadian and American political activists opposed to U.S. underground nuclear testing at Amchitka, an island off the west coast of Alaska.
- ❑ There's a joke that in any bar in Vancouver, Canada, you can sit down next to someone who claims to have founded Greenpeace. In fact, there was no single founder: name, idea, spirit and tactics can all be said to have separate lineages.
- ❑ Greenpeace, today, is comprised of 26 independent national/regional organisations in over 55 countries across Europe, the Americas, Africa, Asia and the Pacific, as well as a co-ordinating body, Greenpeace International.

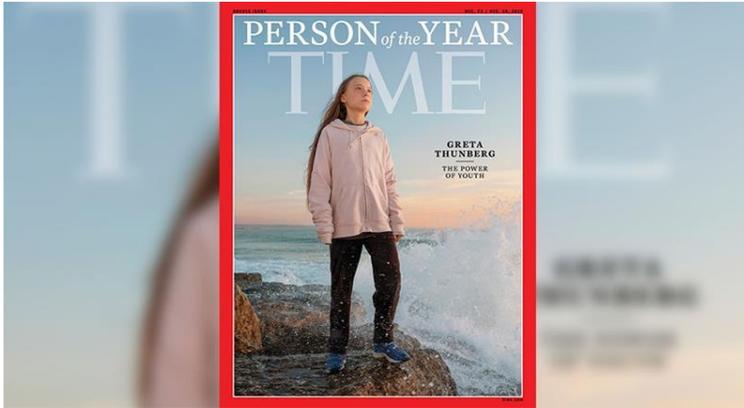


- ❑ Earth First!, radical environmental group focused on the protection of wilderness and wildlife. Earth First! was formed in 1980 as an alternative to mainstream environmental organizations such as the Sierra Club and the Wilderness Society. Those groups were seen as too moderate and too willing to sacrifice the protection of some wild areas in order to make deals with politicians. In contrast, Earth First! adopted the slogan, “No compromise in defense of Mother Earth.”
- ❑ Earth First! was not a formal organization; rather, it was a loose network of autonomous regional groups, without a staff or formal leadership. The only way to become a member of Earth First! was to participate directly in the group’s activities. Earth First! published a periodical, the *Earth First! Journal*, to keep members informed.
- ❑ Critics of Earth First! argued, however, that deep ecology is misanthropic, favouring other species over humans.
- ❑ By the late 1980s, however, Earth First! faced serious challenges. The growth of the group brought in new activists with new ideas that sometimes conflicted with the ideas of its founders.
- ❑ As a result, Earth First! and Earth Liberation Front, an aggressive spin-off movement established by Earth First! members who were later labeled as ecoterrorists, increasingly became the target of police action, notably by the U.S. Federal Bureau of Investigation (FBI).

- ❑ In Fall 2021, President Biden’s administration announced an oil and gas lease sale offering more than 80 million acres of the Gulf of Mexico. This came as a shock and disappointment to environmental activists who have been counting on Biden to keep his pledge to be a climate leader. Instead, he held the country’s largest oil and gas lease sale in U.S. history.
- ❑ But the sale was more than an environmental hazard – it was also unlawful, and environmental and Gulf groups took immediate action. Earthjustice filed a lawsuit in the federal court in the District of Columbia on behalf of Friends of the Earth, Healthy Gulf, Sierra Club, and the Center for Biological Diversity. Activists committed to protecting the Gulf rallied for months, demanding that the sale be canceled. In fact, over 150,000 Friends of the Earth members took action to prevent new fossil fuel drilling.
- ❑ Thankfully, the intense pressure brought by Friends of the Earth and over 250 organizations finally led to justice! In late-January 2022, news broke that a federal judge ruled to revoke the unlawful lease sale! The court found that the Department of Interior did not adequately assess the impacts that oil and gas drilling would have on our climate.



- ❑ Mission: Protect defenseless marine wildlife and end the destruction of habitat in the world's oceans. Since 1977, Sea Shepherd has used innovative direct-action tactics to defend, conserve, and protect the delicately balanced biodiversity of our seas and enforce international conservation laws. (from their web site)
- ❑ The predecessor organization of Sea Shepherd, the "Earth Force Society", was formed in 1977, after its founder, Paul Watson was ousted from the board of Greenpeace for disagreements over his activism which clashed with their pacifist nature. (Wikipedia)
- ❑ Sea Shepherd employs direct action tactics to achieve its goals, most famously by deploying its fleet of ships to track, report on and actively impede the work of fishing vessels believed to be engaged in illegal and unregulated activities causing the unsustainable exploitation of marine life. It has been criticized as eco-terrorists by some environmental groups and national governments that oppose its tactics.



"This is all wrong. I shouldn't be up here. I should be back in school on the other side of the ocean. Yet you all come to us young people for hope? How dare you!"

(From her speech at 2019 Un Climate Action Summit in NYC)

- ❑ Greta Thunberg, in full Greta Tintin Eleonora Ernman Thunberg, (born January 3, 2003, Stockholm, Sweden), is a Swedish environmental activist who worked to address the problem of climate change, founding (2018) a movement known as Fridays for Future (also called School Strike for Climate) after first skipping school every Friday to protest outside the Swedish Parliament.
- ❑ In September 2019, the Global Climate Strike went down in history. In over 150 countries, millions of adults stepped up to support young climate strikers and demand an end to the age of fossil fuels.
- ❑ She has been noted for her skills as an orator, making many effective speeches in excellent English. At COP26 (2021, Glasgow) she said it was "turning into a greenwash campaign, a PR campaign" to pretend, without actually doing anything, that business and political leaders were acting on global warming. She described what was taking place, as she had done for previous meetings, as "blah blah blah", and characterised COP26 as a failure.

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small fish are swimming around the trash. The water is a clear, vibrant blue.

Lesson 3

Rise of Environmentalism in Mainstream Media and Platforms (Netflix)



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Aims of the lesson

- Address questions on the use of platforms as means to foster environmental awareness

Learning outcomes

- Recognise the role of digital platforms in environmental awareness
- Discover new documentaries that can be streamed online and get reminded of old ones.
- Become more aware of controversies related to Environmental Documentaries
- Raise awareness on how to get facts straight through simple research
- Address whether Documentaries help in changing the way we interact with the Environment and whether or not they can benefit the Environment.



Netflix Documentaries List

Which ones have you seen?

1. Our Planet
2. Seaspiracy
3. A Plastic Ocean
4. Chasing Coral
5. The Ivory Game
6. Cowspiracy
7. A Life on Our Planet
8. Breaking Boundaries



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A #NATURENOW MESSAGE FROM GRETA THUNBERG



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ARTICLES TO READ:

- [Framing Social Movements through Documentary Films](#)
- [What Netflix's Seaspiracy gets wrong about fishing, explained by a marine biologist](#)
- [Can Netflix's Seaspiracy really shock people into not eating fish?](#)
- [Netflix's 'Seaspiracy': 5 Mind-Blowing Facts We Double-Checked So You Don't Have To](#)
- [Seaspiracy's lasting impact on sustainable seafood businesses](#)
- [How can environmental films make an impact?](#)
- [Is Netflix's Seaspiracy film right about fishing damaging oceans?](#)
- [WaterBear is a Netflix for environmental activism](#)
- [How 'Netflix for nature' is changing the way we watch](#)

ANSWER the questionnaire

- <https://forms.gle/dg8myn1khBv4vyxW6>



End of Module 1



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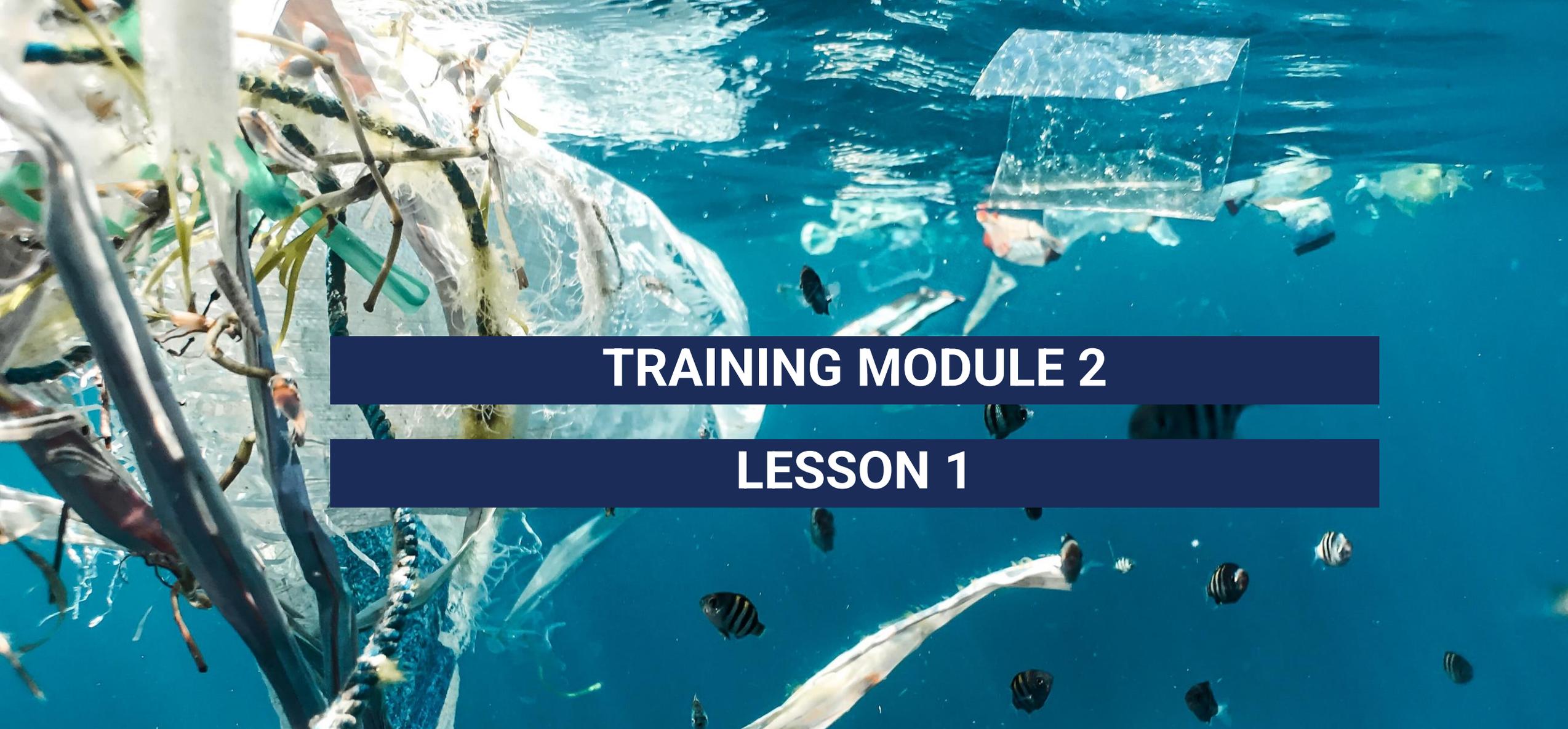
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An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small, striped fish are swimming around the trash. The water is clear and blue.

The Power of Visual Arts & Tools



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ETHICS INNOVATION GOVERNANCE

DESCRIPTION OF THE LESSON

- The aim is to offer participants a chance to express their feelings, emotions, concerns, and fears on environment and climate change by using traditional art tools and materials
- “Art lies in the people who take part in it, the actions they take, and the change they create”.

LEARNING OUTCOMES

✧ Practice visual art tools (*websites, applications*)

✧ Become aware of the environmental concerns (*climate change, water pollution, effect on marine life, waste management*)

LEARNING ACTIVITIES

 Drawing a painting by using traditional art tools and materials. (20 minutes)

 Discussion on the emotions that the participant felt during the task, and the message she/he wanted to pass through her/his work (10 minutes)

GENERAL INDICATORS

©**Target group:** Particularly young people (ages 9+)

©**Duration of the lesson:** 30 minutes

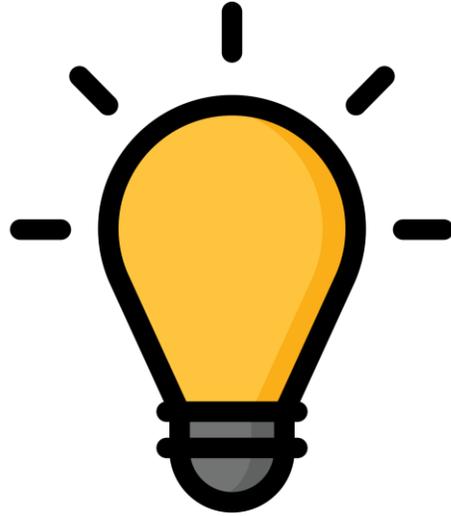
©**Number of participants:** 5-10 students

©**Materials:** Art tools such as (A4 sheets, crayons, pencils, tape, markers, coal etc)

BEST PRACTICES

- ⚙️ Educate about ocean pollution & environmental issues
- ⚙️ Experience traditional art tools to share environmental concerns
- ⚙️ Introduce new visual art tools
- ⚙️ Cooperation and share of different cultural backgrounds and ideas on environmental issues
- ⚙️ Express opinion & feelings and discuss in groups

PROPOSED LESSON IDEAS



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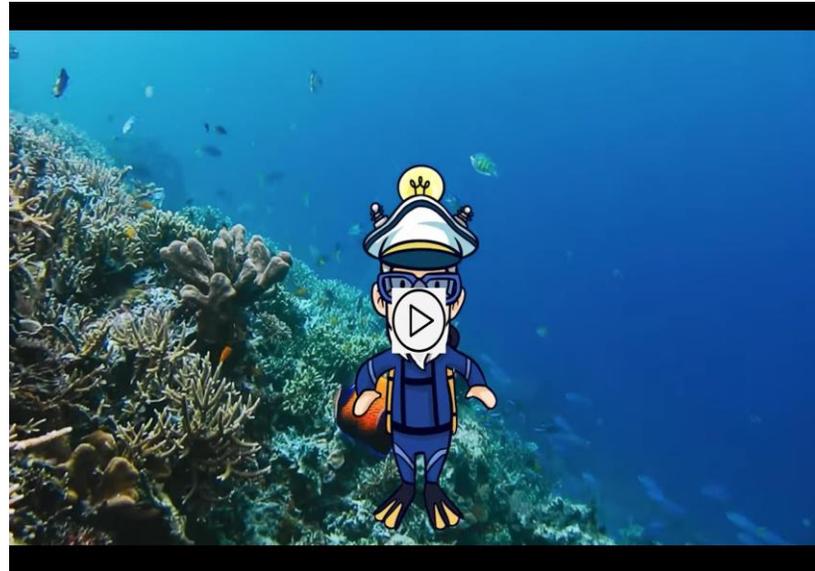
JUNE 8TH IS WORLD OCEAN DAY

🌐 World Ocean Day unites & rallies the world to protect and restore our blue planet!

📌 *You can use this date for the lesson so as to sensitize youngsters*



FACTS ABOUT OCEAN POLLUTION



Source: <https://youtu.be/7o7DinDdY54>

Raise awareness on some basic facts of ocean pollution

PAINTINGS OF CLIMATE CHANGE



Charlotte Sullivan, 13, England

'The silhouette of a figure in my painting represents the governments' and global businesses' idle hold over the world,' she says. 'My wish is that everyone should take care of the environment'

Photograph: UNEP

Present some paintings of other young people from all around the world on climate change

PAINTINGS OF CLIMATE CHANGE



Andrew Bartolo, 15, Malta.

'I have painted a scene that, though slightly extreme, gives an insight into a possible future, one where animals lose their homes and are forced to migrate to unfamiliar territories. While humans are able to freely express their distress at the dramatic changes in climate, I feel this painting gives voice to all creatures' silent protests against the rapid changes taking place'

Photograph: UNEP

PAINTINGS OF CLIMATE CHANGE



Guzel Ramilevna, 13, Russia.

'In my picture the penguin is losing its family members as the ice suddenly broke. They cry to each other but they have drifted so far that their voices cannot be heard. The places which are considered suitable for polar animals to live are now losing inhabitants. People here in Russia all dream of owning big luxury cars, but just think about those little animals and you will know what to do'

Photograph: UNEP

PAINTINGS OF CLIMATE CHANGE



Gloria Ip Tung, 14, China.

'Governments be heroes! Make greenhouse gases zero. Show citizens the way, Let's create a better day! It'll never be too late to free our planet'

Photograph: UNEP

ACTIVITY - AGAMOGRAPH

What Is an Agamograph?

 A series of images that change at different angles.

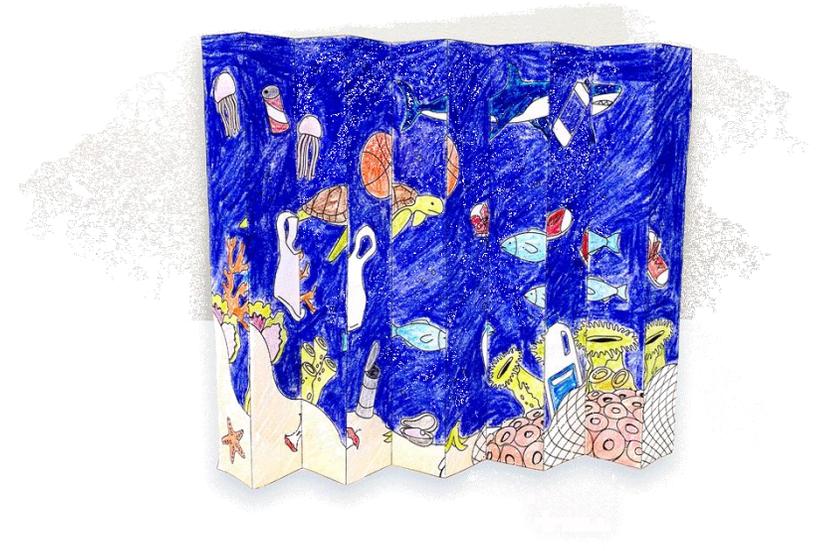
 It is named after the Israeli sculptor Yaacov Agam, who is known for his optical and kinetic art.

 **Introduce a new painting technique with traditional art tools**

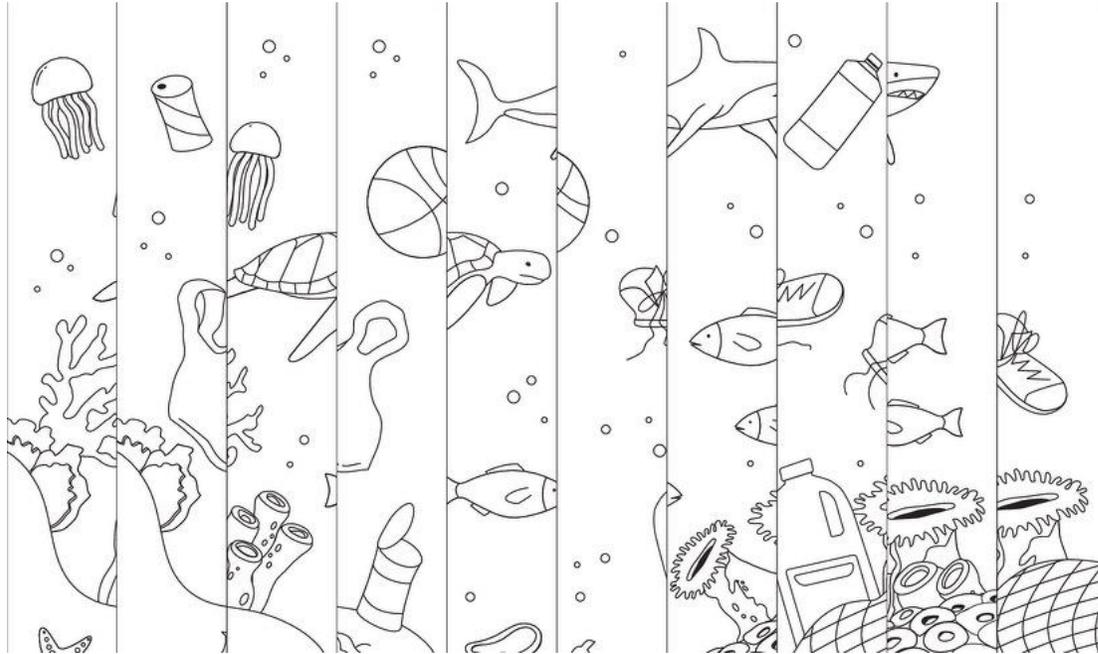
ACTIVITY - AGAMOGRAPH

How to Use an Agamograph?

-  We have spliced together two images.
-  Color each picture – making sure they match up the colors so that the image matches up
-  It is complete when it is folded correctly (like a fan).
-  Hang up the agamograph, and when you walk from one side to the other, you will see the creation change from one image to another!



ACTIVITY - AGAMOGRAPH



Feel Free to color it the way you like

- or just create a painting of any environmental change you have observed on your own!

DISCUSSION



1. *Split* in groups of two
2. *Share* to your partner how you felt during the process of painting and what message you wanted to pass through
3. *Present* your partner's feelings and idea in few words

 *Facilitate a group and afterwards an open discussion*

VISUAL ART TOOLS

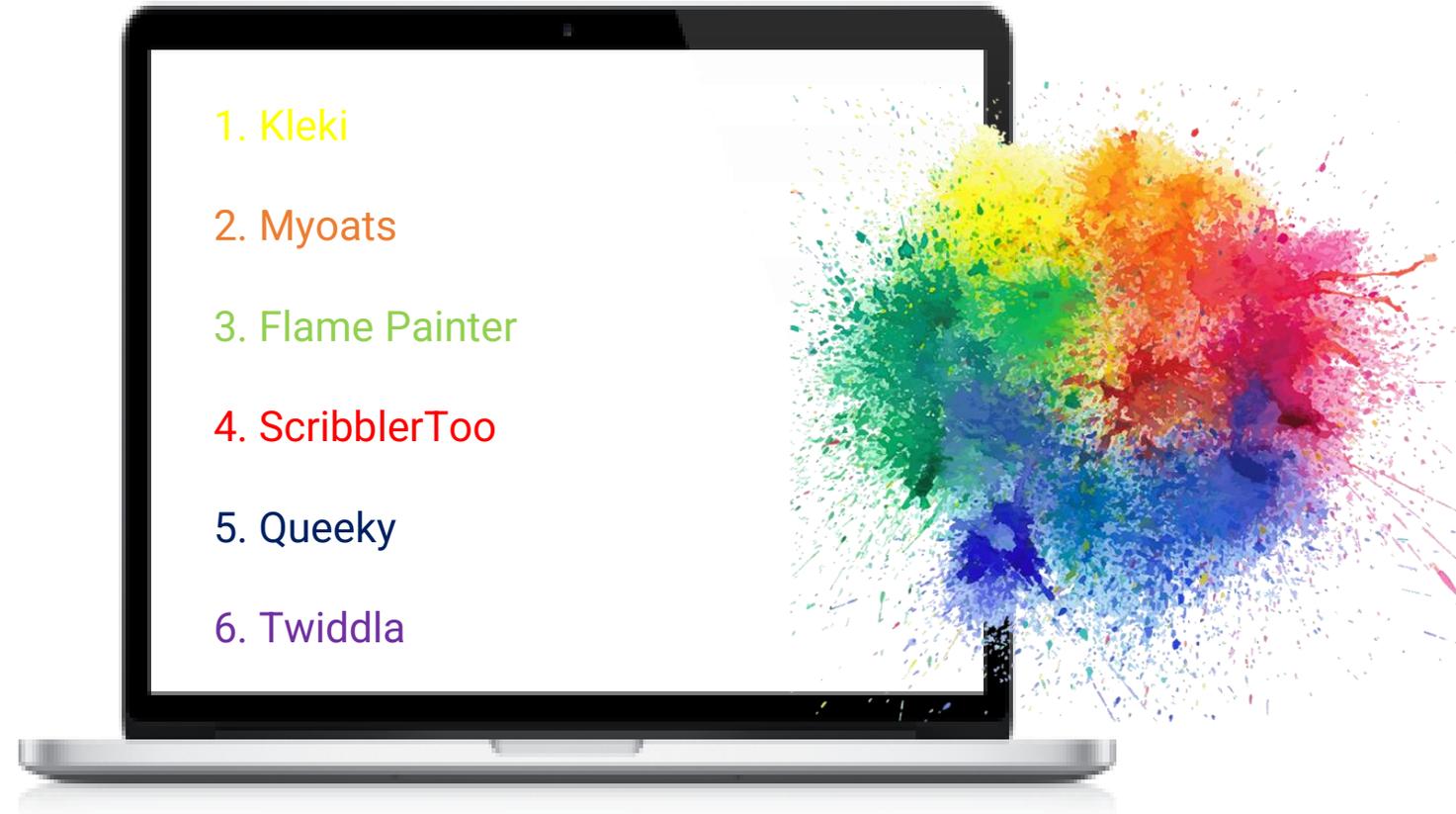
1. WEBSITES



 *Propose visual art tools for practice*

VISUAL ART TOOLS

2. APPLICATIONS



An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small, striped fish are swimming around the trash. The water is clear and blue.

Lesson 2

Ocean Pollution & Art



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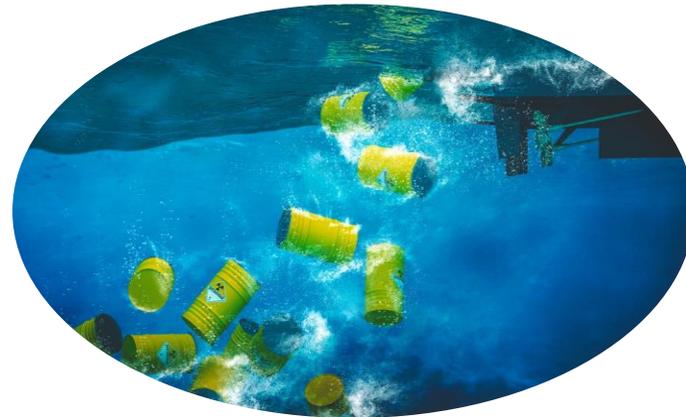
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REFRAME
ETHICS INNOVATION GOVERNANCE

Name the Ocean Pollutants



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Dirty facts: We're drowning marine ecosystems in trash, noise, oil, and carbon emissions.

- ❑ Nearly half of the estimated 1 million tons of oil that makes its way into marine environments each year comes not from tanker spills but from land-based sources such as factories, farms, and cities.
- ❑ Around 70% of industrial waste is dumped to water.
- ❑ 80% of the water pollution is caused due to domestic sewage.
- ❑ 80% of the world's wastewater is dumped—largely untreated—back into the environment, polluting rivers, lakes, and oceans.
- ❑ The nuclear crisis created by the tsunami of 2011, unleashed 11 million liters of radioactive water into the Pacific Ocean.
- ❑ Noise is generated by a range of activities including shipping, seismic surveys, military operations, wind farms, channel dredging and aggregate extraction (Inger et al. 2009). Large commercial ships generate noise in the frequency range from 10 to 1,000 Hz, which coincides with frequencies used by marine mammals for communication and navigation (Richardson et al. 1995).
- ❑ The World Health Organization places mercury in the top ten chemicals of major public health concern (WHO 2017). This is because mercury, especially in the form of methylmercury, is a powerful neurotoxin, which even at low concentrations can affect fetal and childhood development and cause neurological damage (Karagas et al. 2012; Ha et al. 2017)
- ❑ “Plastic waste can take anywhere from 20 to 500 years to decompose, and even then, it never fully disappears. It just gets smaller and smaller. By 2050, there could be more plastic than fish in the ocean.” – United Nations, 2021.

An underwater photograph showing a variety of marine life, including several striped fish, swimming in clear blue water. The scene is cluttered with plastic waste, including a large white plastic bag, a clear plastic bottle, and other debris. A dark blue rectangular box is overlaid on the left side of the image, containing the word 'Art' in white text.

Art



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ETHICS INNOVATION GOVERNANCE

OIL SPILL

Daniel Beltrá, Oil Spill #12.

An aerial view of the oil leaked from the Deepwater Horizon wellhead in 2010. The BP-leased oil platform exploded and sank after burning, leaking more than about 200,000 gallons of crude oil to the sea a day from the broken pipeline

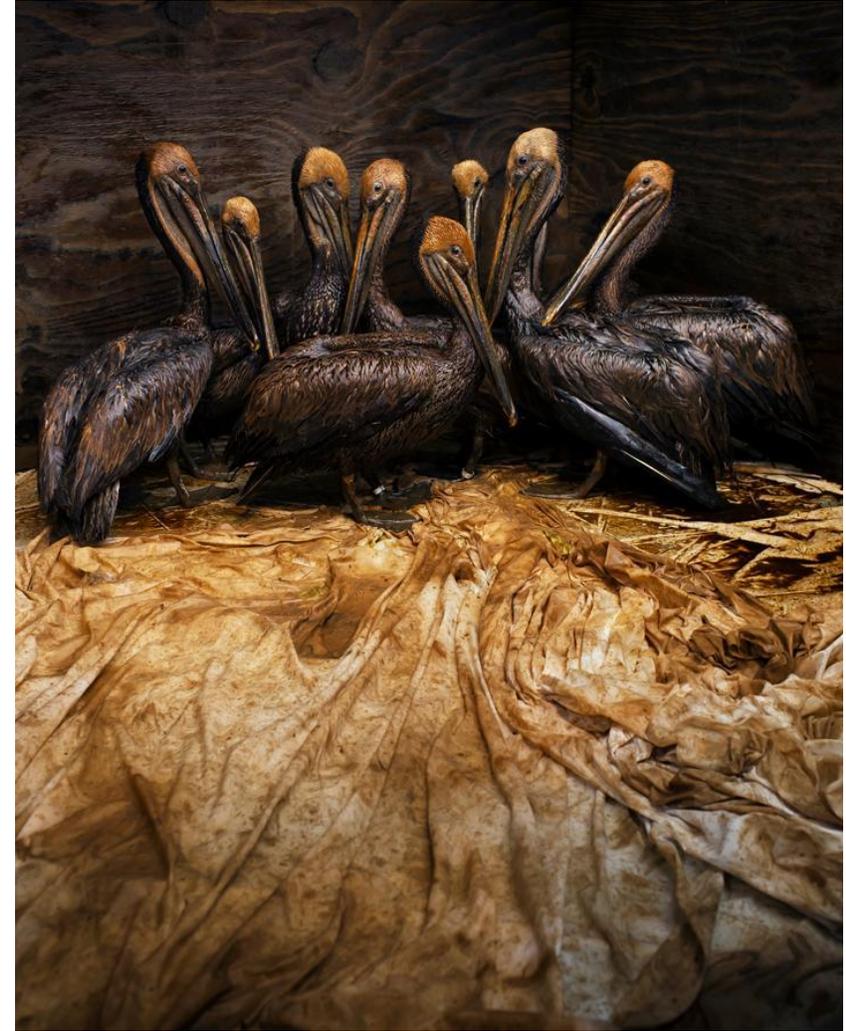
Photograph: Daniel Beltra/Greenpeace/Courtesy of the artist and Catherine Edelman Gallery, Chicago



OIL SPILL

Daniel Beltrá, Oil Spill.

Brown pelicans (*Pelecanus occidentalis*) covered in crude oil from BP's Deepwater Horizon wellhead spill wait to be cleaned at the International Bird Rescue Research Center in Fort Jackson, Louisiana, June, 2010



OIL DRILLING & MINING

- 3D artist: Jun Shao
- Client: Greenpeace
- Raising awareness of the issue, Publicis Shanghai produced a specimen box installation demonstrating the damage oil drilling does to animals. The piece was displayed in the Shanghai Natural History Museum, together with fossil specimens of marine creatures. Photography of the piece was also used in posters and press ads.



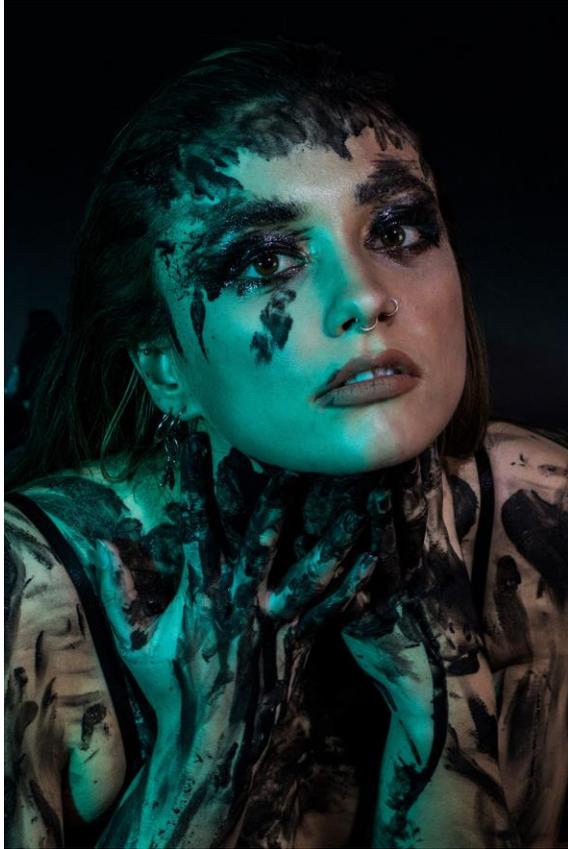
OIL SPILL



Kelly Emmrich



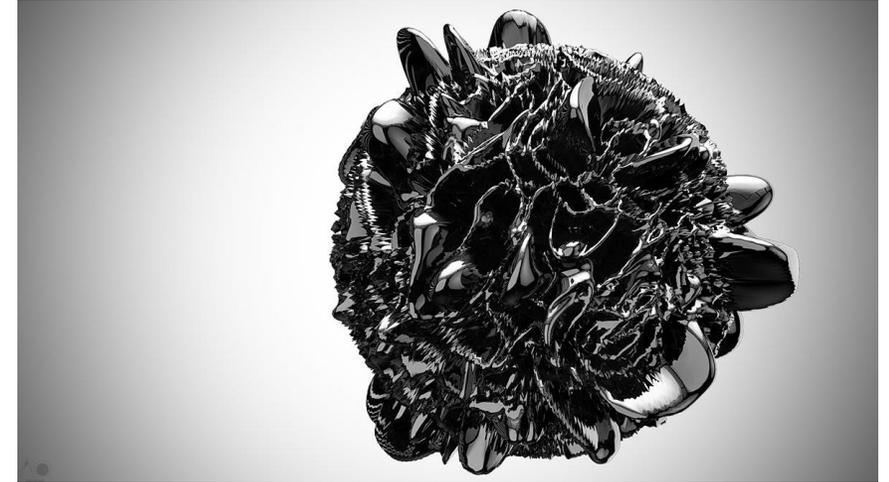
Marquies Smith



Courtney Page



Michael Hoefft



Abdullah Quick

OIL SPILL

Constantina Paduraru, 12 years old, Bacau - Romania

On a polluted beach we can observe a dead turtle (because of an oil spill) and a variety of living forms, in the sea. The dead turtle is a opportunity to amplify the fight against pollution.

The work is a collage made from magazines cuts.



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PLASTIC POLLUTION



This Giant Faucet is Photographed as it Leaks Plastics Into Different Environments, Von Wong

“The parting of the plastic sea” an installation made from 168,000 used plastic straws by Von Wong



RAISING AWARENESS



Jason deCaires Taylor's message about the oceans: we need to understand what's going on under the surface in order to protect them.

The sculptures are created from pH-neutral cement, with textured surfaces designed to attract coral and fish. This means they frequently transform barren environments with hardly any wildlife into stunning, biodiverse artificial reefs.



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End of Module 2



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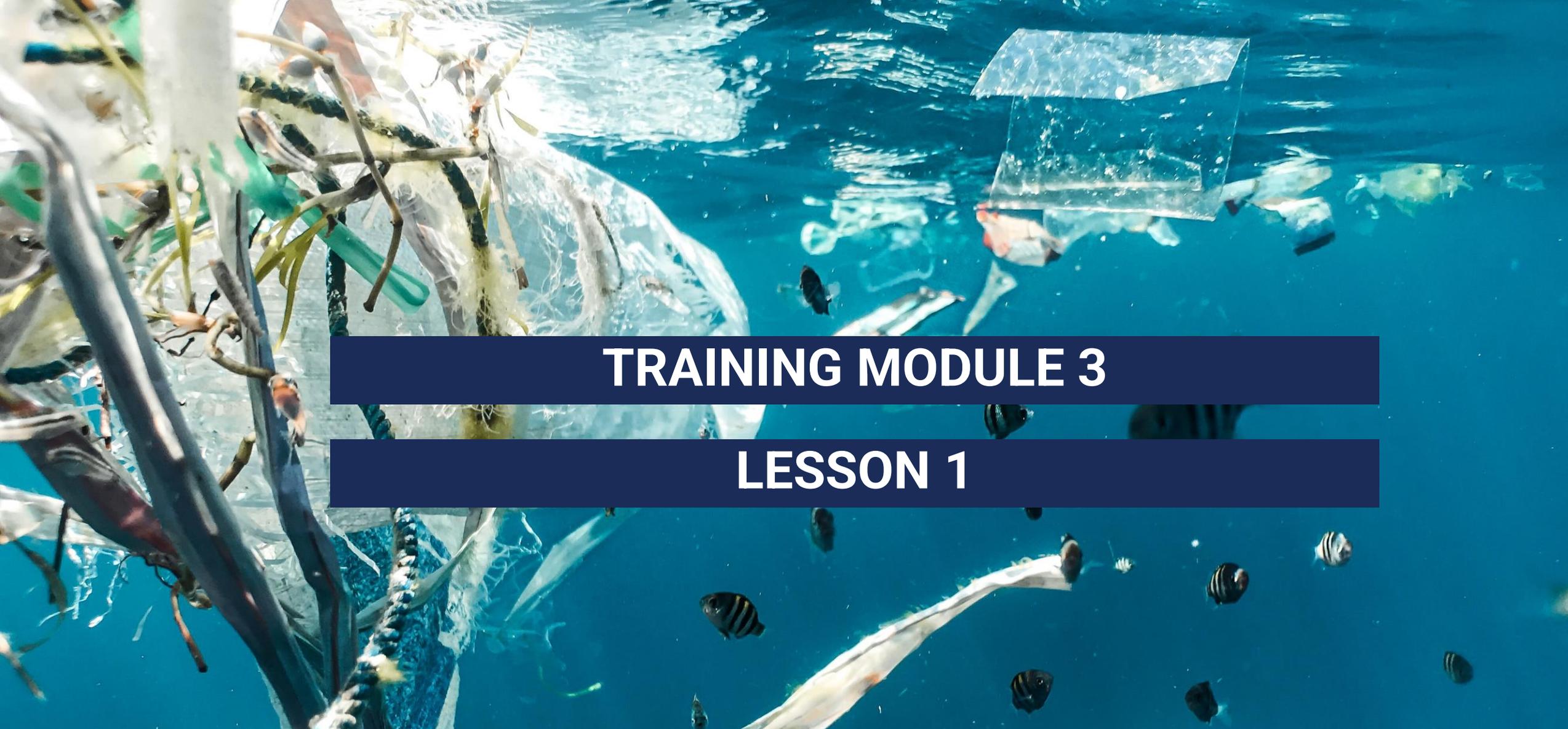
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REFRAME
ETHICS INNOVATION GOVERNANCE

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small fish are swimming around the trash. The water is a clear, vibrant blue.

TRAINING MODULE 3

LESSON 1



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REFRAME
ETHICS INNOVATION GOVERNANCE

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small fish are swimming around the trash. The water is a deep blue color.

International youth practices and youth INITIATIVES: What is facilitating and what is hindering youth environmental awareness?



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ETHICS INNOVATION GOVERNANCE

«Young people should be at the forefront of global change and innovation.»

Kofi Annan, Ghanaian diplomat

Objectives

To get informed on:

- how youth has been mobilised towards promoting environmental awareness
- the various obstacles that may/might hinder movements.



#NATURENOW

[Link to video](#)Co-funded by
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ETHICS INNOVATION GOVERNANCE



#GRETA THUNBERG

- Swedish environmental activist
- School Strike for Climate - Fridays for Future
- Social media activism
- UN Climate Action Summit
- UN Climate Change Conference (COP25)
- Protests and speeches in Europe

YOUNGO | The Official Children and Youth Constituency of the United Nations Framework Convention on Climate Change (UNFCCC)

Young people around the world are actively engaged in the effort to reverse the climate crisis, leading and participating in a multitude of initiatives at the local, sub-national, national, regional and international levels to create a climate friendly future for all of us. YOUNGO consists of many youth-led organizations, groups, delegations, and individuals working in climate change-related fields. Our strong commitment to make the world a just and climate friendly place has motivated us to participate in international climate negotiations under UNFCCC to ensure that truly no one is left behind.



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Connect4climate | Initiatives

- Film4Climate
- Fashion4Climate
- Music4Climate
- Sport4Climate
- Youth4Climate

How We're Making a Difference

Our Initiatives

Working together to advance climate solutions that help end poverty.

[LEARN MORE](#)







#YOUTHTAKEOVER
Want to Be a Part of a C4C #YouthTakeover? Here's...

For the latest from #YouthTakeover, check out our teams' wrap-up articles on their experiences at LAC Climate...



#ALL4CLIMATE
#All4Climate is Live! Join the Movement Today

This Earth Week, we at Connect4Climate are thrilled to announce the launch of All4Climate – Italy 2021, a rich...

#YOUTHTAKEOVER
The Youth Who Took Innovate4Climate 2021 By Storm

When young people have the chance to take over and communicate the urgency of climate change with their own voices, the...



#YOUTHTAKEOVER
The Youth Who Took Over #ClimateWeekLAC Look Back...

Latin America and the Caribbean Climate Week (LACCW) may be over, but it has left us with great messages that our #...

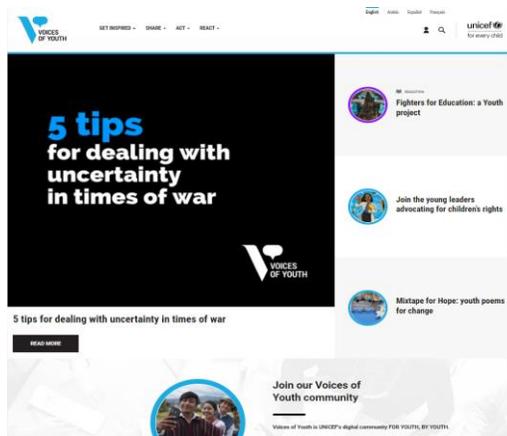


#YouthTakeover

UNICEF | Aims to:

- raise youth voices on the climate crisis
- increase youth participation to address climate change

Voices of youth



Tre: the Adventures of Brother Earth



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ETHICS INNOVATION GOVERNANCE

Climate generation | YEA! Campaigns

Youth Environmental Activists is a network of high school students taking action for a just transition to a resilient climate future for all.



YEA! Campaigns is an intensive mentorship program for youth ages 13–18 who want to win change for environmental justice in their city, town, county, or school district. Apply to be mentored in climate justice and healing organizing skills to lead climate action. Build community power with local partners to target effective local climate solutions and systemic change. Learn and practice organizing and civic engagement by leading your own campaign rooted in environmental justice to shift public will and policymaker decisions.

EARTH GUARDIANS

Training and empowerment of youth to be effective leaders in the intersections of environmental and climate justice.

OUR YOUTH COUNCIL

The Earth Guardians Youth Council works alongside staff as part of the decision making body to help guide EG projects and programs. We work to amplify the impact, connectivity and clarity of EG's branding, initiatives, projects, partner campaigns and curriculum. We are ensuring the representation of the youth voice in the realization of the greater Earth Guardian mission to build a healthy, just, and sustainable world.

[BOOKING](#)



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ETHICS INNOVATION GOVERNANCE

WHAT HINDERS YOUTH ENVIRONMENTAL AWARENESS

- Young people many times are perceived as passive victims.
- Lack of good understanding of over-consumption, exploitation of resources, widening inequalities and worsening climate change impacts.
- Lack of environmental education and active engagement.
- Institutions are not that inclusive for youth from vulnerable groups, who are already bearing the brunt of climate change.
- Lack of bottom- up decision making processes and weakened participatory approaches

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An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small fish are swimming around the trash. The water is clear and blue.

Lesson 2

Art and Environment Campaigns: How to?



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REFRAME
ETHICS INNOVATION GOVERNANCE

Tips for preparing an environmental campaign

- Set concrete objectives
- Identify your target audience
- Set a timeline
- Prepare a budget
- Find sponsors
- Manage the social media

7 forms of art

- Painting
- Sculpture
- Literature
- Architecture
- Cinema
- Music
- Theatre

ACTIVITY

- Divide into teams
- Brainstorm for an idea on a hypothetical environmental campaign (online or physical)
- Present briefly the idea



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An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several small, striped fish are swimming around the trash. The water is clear and blue.

LESSON 3

Plastic Pollution and Art



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AIMS OF THE LESSON

- The aim of this lesson is to examine several marketing and exploitation techniques that might prove useful for improving the efficacy of environmental campaigns.

LEARNING OUTCOMES

- Adopt innovating Marketing and Exploitation ideas and strategies through the analysis of several environmental and non-environmental-related case studies.
- Further recommendations/suggestions on the development of marketing campaigns.
- Participants will gain awareness on the importance of environmental and green art as tools for environmental campaigns.

An underwater photograph showing a large amount of plastic waste, including a clear plastic bottle and various pieces of debris, floating in the water. Several fish are swimming around the trash, highlighting the impact of pollution on marine life.

Marketing and art exploitation in environmental campaigns



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1. DEFINITIONS: What is marketing?

According to the American Marketing Association...

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

According to Kotler...

Marketing is a science, even an art, of exploring, creating and delivering value to satisfy the needs of a target market at a profit.

Source: Pinterest



1.2 WHAT IS AN ENVIRONMENTAL CAMPAIGN?

An environmental campaign is a campaign whose focus is to raise awareness conditions of our planet and inspire the need to take care of our environment by adopting a more sustainable behavior or by pledging to a cause.



Source: UNEP

2. TYPES OF MARKETING TECHNIQUES

2.1 TRADITIONAL MARKETING TECHNIQUES

- Outbound marketing (e.g., billboards)
- Word of mouth marketing
- Cause marketing



Source: WOM Group

2.2 INNOVATIVE MARKETING TECHNIQUES

2.2.1 GREEN MARKETING

2.2.2 GUERRILLA MARKETING

- Viral marketing
- Influencers marketing
- Experiential marketing
- Interactive marketing
- **Green marketing**
- **Guerrilla marketing**



Source: G2 Learning Hub

3. CASE STUDIES

3.1 NON-ENVIRONMENTAL RELATED

- Chipotle and the multiverse
- National Blood Donation in the UK
- Expedia (digital marketing)



Marketing campaign of National Blood Donation. Source: Decision Marketing

3.2 ENVIRONMENTAL-RELATED

- WWF campaign
- Street Art by Banksy on climate change
- Street Art by Odeith (guerrilla marketing)
- Public Installations (guerrilla marketing)
- IFCR International Federation of Red Cross
- Mc Donald's (outbound marketing)



Source: Le Huff Post



Source: WWF

3.2.1 ART IN ENVIRONMENTAL CAMPAIGNS

- Art can support in obtaining knowledge, learning from experience, and benefiting from opportunities.
- Arts' inclusion in marketing communication generates awe and creates emotions.
- "Art infusion effect", by Hagtvedt and Patrick.
- Integration of art into marketing communication by:
 - Recreating famous paintings as backgrounds or prints on packages
 - Integrating music (through mobile applications or as websites' music).



Source: WWF

3.2.1.1 DIFFERENCE BETWEEN GREEN ART AND ENVIRONMENTAL ART

- What is green art?

Is the practice of using environmentally friendly, non-toxic and natural materials. Combining these art forms will depend on the artistic intent.

- What is environmental art?

It consists in artistic works which have the intent of becoming a part of enhancing the environment, whilst making a statement on ecological and conservation issues.



Source: Blue Ocean Society for Marine Conservation

4. RECOMMENDATIONS AND SUGGESTIONS

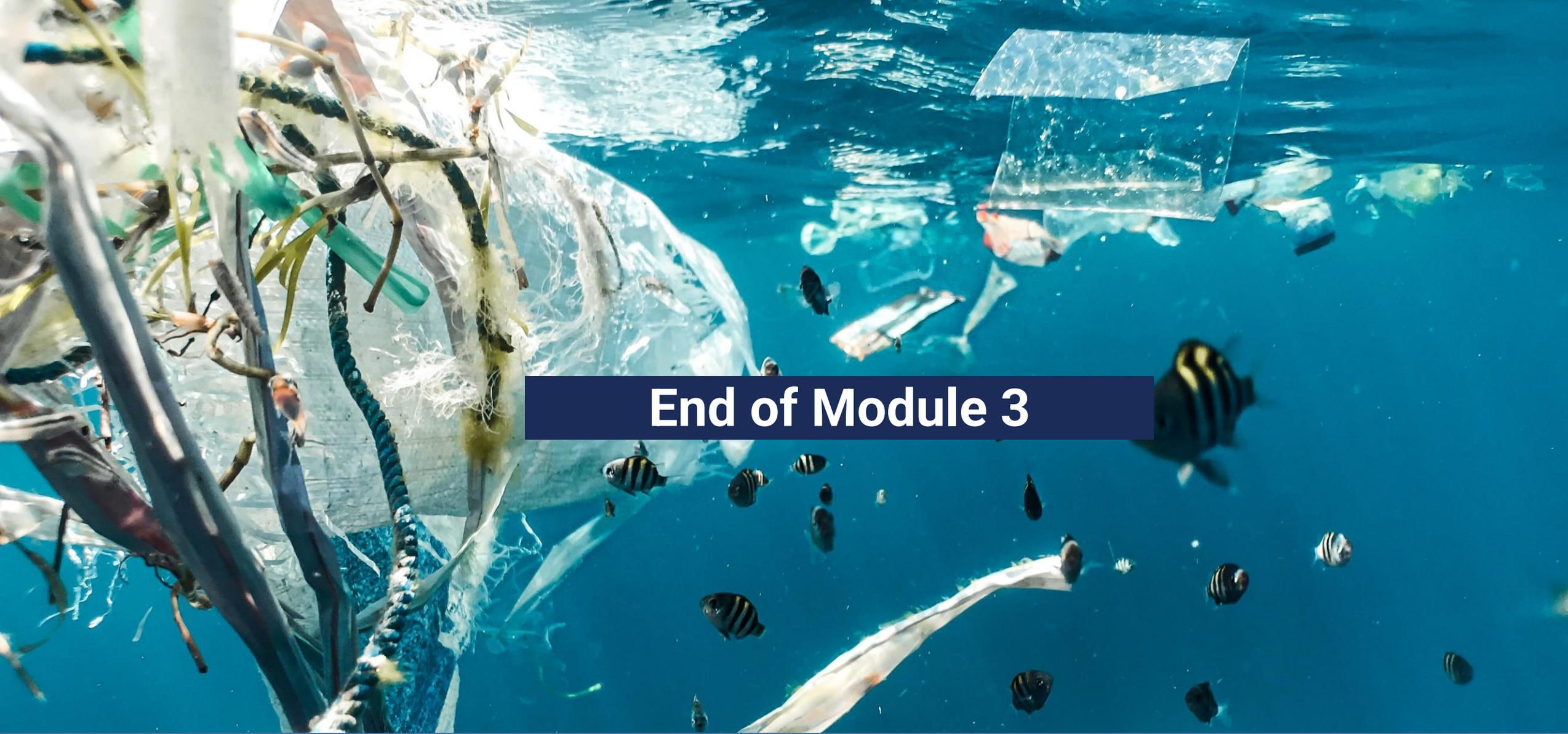
- Be innovative
- The strategy should be human and customer-centric
- It is better to show than tell
- Be creative
- Start a conversation on social media on attractive topics
- Make an emotional appeal to the audience
- Make use of storytelling
- Show how products or services can make life better for real people
- Creating an experience for your target audience



YOUR TURN: PARTICIPATORY ACTIVITY

Activity A: Participants will be divided into teams and they will choose a marketing technique and suggest it for an environmental campaign of their choice. You could also choose an existing environmental campaign and suggest a different marketing strategy than the one adopted.

Activity B: Participants will be divided into teams, where they will be tasked to produce a publicity regarding an art exhibition focused on climate change. You will decide upon the type of publicity (television, radio, online, social media, platforms), and will present their scenario. In the end, they will present their ideas and will explain why this might be an effective publicity.



End of Module 3



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Thank you!

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