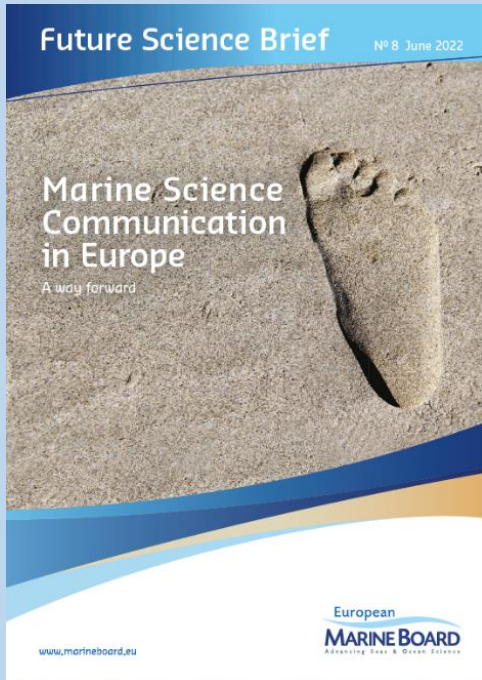


Marine science communication in Europe: a way forward

Marine science communication aims to increase understanding and to raise awareness on the importance of Ocean science. It increases curiosity about scientific discoveries and issues related to our Ocean, while creating awareness and inspiring responsible behaviour at all levels of society and advocating for policy that is committed to a sustainable Ocean and planet.

Recommendations

Over the coming decade, marine science communication will become critical to achieve a more Ocean literate and sustainable society. To strengthen the capacity of marine science communication in Europe, we make the following recommendations:

- Ocean research institutions and funders need to further acknowledge, value and strengthen their science communication efforts with additional funding and human resources, dedicating at least 10% of their staff time to marine science communication.
 - Marine science communicators should stick to the facts but also promote positive stories about the Ocean, provide solutions and opportunities, and highlight the added value of Ocean science to society using the rationale shaping the international Ocean Literacy movement.
 - Marine science communicators should make better use of new technologies and approaches to reach the wider public to enhance successful traditional methods (story-telling, hands-on activities, arts, visuals, etc.) 'to make the invisible visible', to stimulate curiosity and hunger for knowledge, and to actively connect with a wider audience.
 - The entire Ocean community should collaborate under the umbrella of the [UN Ocean Decade of Ocean Science for Sustainable Development \(2021-2030\)](#) and the [EU Mission: Restore our Ocean and Waters by 2030](#), both unique opportunities to enhance marine science communication to help achieve the objectives of the 2030 Agenda for Sustainable Development.
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- Marine science communicators should enhance connections with other science communicators and with communicators in other domains in order to better share expertise and to learn from each other.
 - Marine science communicators should develop a platform or database sharing expertise and resources, and dedicated training programs and events (e.g. [CommOCEAN conferences](#)) supported by funders.

Download the Future Science Brief 8 free of charge at:

<https://www.marineboard.eu/publications/marine-science-communication-europe-way-forward>