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International Marine Conservation Congress

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CS4

Communicating marine conservation (marine conservation awareness and outreach, social media)

Room: Carron B 2014-08-16; 15:00 - 17:00

NB: Unless specified otherwise, presentations are 15 minutes in length, and speed presentations are 5 mins in length.

CS4.1 15:00 What lies beneath – probing the cultural depths of nature conservation conflict in the Outer Hebrides.
*Brennan, RE *, Scottish Association for Marine Science;*

Abstract: The relationships of people with their marine environment are dynamic and inherently complex and call for expression in innovative ways. My research on Barra, Outer Hebrides, Scotland probes the cultural depths of a conflict between the local community and the Scottish Government around the creation of two marine protected areas off the coast of this island. I used a visual participatory methodology and art-science collaborations to explore the islanders' connections to the sea, understand what 'conservation' means for them and to find a way of connecting the language and obligations of marine policymakers with the marine environment lived and experienced by this local community. Results include: 1. A photo-text publication which reveals a rich picture of the unique relationships of the local community with their marine environment as part of a bigger 'conservation' picture, where humans and the natural environment work together as an intertwined system. 2. An interactive online cultural map of the seas around Barra (Sgeulachdan na Mara – Sea Stories) which reveals, through sound, image, story and naming, local worldviews of this marine environment. This audio-visual presentation illustrates the importance of acknowledging and embracing culture as an aspect of local ecologies, and extending the ecosystem approach to encompass the specific kinds of relationship that people have with their marine environment, and the ways in which they perceive and express those relationships.

CS4.2 15:15 "The future of our oceans" infographic- creating public and industry awareness of seafood traceability. *DL O'Meara *, Scripps Institution of Oceanography at University of California, San Diego; D Zeyen Conservation International; ADJ Haymet Scripps Institution of Oceanography at University of California, San Diego;*

Abstract: The academic community increasingly recognizes seafood traceability as a way of reducing illegal, unregulated, or unreported (IUU) fish products from entering global markets. However, awareness by industry and the general public is lacking. To increase awareness in these groups, and encourage collaboration by stakeholders, we have developed an infographic titled "The future of our oceans" in partnership with the World Economic Forum Oceans Council. Through this graphic we address four key benefits of implementing a global system of seafood traceability: (1) encouraging sustainability by linking responsible fishing to markets, (2) helping the seafood industry meet its growing commitment to offer sustainable products, (3) creating a climate of fair competition by ending economic losses associated with illegal seafood entering the market, and (4) ensuring security of supply by preventing overfishing. By promoting these key features of traceability in an accessible well informed infographic, we intend to encourage a strong collaborative effort between academia, industry, and the greater public in an effort to maintain a sustainable supply of seafood for years to come. "The future of our oceans" infographic can be viewed at: <http://www.weforum.org/community/global-agenda-councils/future-of-our-oceans>

CS4.3 15:20 The Big Fish Network: An Incentive Based Approach to Citizen Science in the Maldives. *Rees, R.G *, Maldives Whale Shark Research Programme; Hancock, J.W Maldives Whale Shark Research Programme;*

Abstract: Open sharing of data via an online portal was used to incentivise wildlife tour operators in the Maldives to submit baseline data on spatial and temporal movements of the whale shark (*Rhincodon typus*). In the 2 months since the launch of the initiative, 493 stakeholder data submissions were received; equivalent to 29% of the total encounters recorded over 8 years by MWSRP researchers. An interactive online portal was developed to provide a platform for data exchange. Tour operators were invited to submit standardised data logs from their excursions. In return, operators were provided access to a photo-identification database of whale shark individuals and 8 years of corresponding encounter data. Outputs from the portal include an interactive map, a customised trip report, social-media bulletins and later a mobile app. These features were designed to aid tour guides in planning and marketing their excursions and informing and engaging guests, during and after the excursion. Guides that participated in photo-identification training became familiar with individual whale sharks and in the absence of enforced management guidelines, the portal also began providing a forum for stakeholder discussion on matters of self-regulation and stewardship. We believe that this example of using open data as a tool to produce carefully tailored incentives may strengthen stakeholder commitment to citizen-science initiatives within the tourism industry and result in a high return on data investment.

CS4.4 15:25 A transborder marine litter research programme undertaken in two regions between Italy and France in the Pelagos Sanctuary. *Crosti, R , MATTM-ISPR; Luperini, C Univ. Pisa; Campana, I *Univ. La Tuscia; Cerri, F Univ. Pisa; Di Clemente, J Southern denmark university; Paraboschi, M Accademia del Leviatano; Refice, S Legambiente ; Trampetti, F, Univ. Politecnica Marche; Arcangeli, A, ISPRA*

Abstract: The increasing awareness of the harm on the marine environment of marine "plastic" litter and the consequent legislative measures (i.e. Waste and Marine strategy EU directive, Barcelona Convention Action plan) which are undergoing to respond to the problem need an efficient and effective indicator which can assess the composition and trend of abundance of litter in the sea in order to evaluate, particularly in the short time, the success of the litter reducing measures. In 2013 started a project that systematically monitors presence of floating litter (larger than 25 cm and using JRC categories) along two transborder transects between France and Italy using ferries as platforms of observation. Winter finding along the Tuscan archipelago-North Corsica transect were compared with summer results along the same route and with winter findings in the Bonifacio Strait Region transect. Results obtain from a total of 24 replicates/runs and 3.000 km travelled showed that density of object between winter and summer is different ($P < 0.01$ -from 1,06 to 2,2 obj/km²) as it is the relative abundance of artificial polymer between the two regions ($P < 0.05$ -from 80 to 93%). No difference was found among the frequency distribution of "plastic" materials. Overall the research programme showed that the monitoring protocol allowed to record, cost-effectively, for an indicator capable to return an information on trends in the amount of floating litter, its composition and spatial distribution

CS4.5 15:30 The human dimensions of marine conservation collaborations – A comparative analysis of two collaborations in the Central Visayas, Philippines. *Pietri, Diana M. *, University of Washington, School of Environmental and Forest Sciences;*

Abstract: Recent conservation initiatives in the Philippines have focused on ecosystem approaches that involve collaboration among multiple communities on interventions like marine protected area networks or joint fisheries enforcement. For conservation collaborations to yield ecosystem impacts, participants must form relationships, exchange ideas, and work together towards achieving socio-ecological goals. Thus, the human dimensions of conservation collaborations are crucial to their success. I studied the human dimensions of two collaborations in the Central Visayas, Philippines: the Southeast Cebu Coastal