



# Environmental Advocacy and Justice

Amsterdam, 27 November 2024





## Agenda:

### Workshop overview

**1<sup>st</sup> session** → **Advocacy Skills Development**

**Discussion on Local Environmental Issues**

**Campaigns Success Stories**

**2<sup>nd</sup> session** → **Applying Advocacy to Environmental Justice**

**3<sup>rd</sup> session** → **Workgroup: Social Media Advocacy Campaign**  
**Creating an Awareness Campaign**

**Wrap-up**

# Ground rules:

## How to engage in the Workshop Sessions?

- Ensure internet connection on your devices, as well as access to design software (Microsoft PowerPoint, Adobe Photoshop, Canva and others)

### 1st Session – Advocacy Skills Development

### 2nd Session – Applying Advocacy to Environmental Justice

- Practice Active Listening
- “Raise Hand” to ask questions after the presentations

### 3rd Session – Workgroup: Social Media Advocacy Campaign

- Form groups consisting 5-6 people
  - Design your campaign
- Send your results to email: [catiaduarte@spi.pt](mailto:catiaduarte@spi.pt)

# Workshop overview: Introduction of Mission Ocean, PREP4BLUE, and BlueMissionAA

## Mission Ocean

### Restoring European ocean and waters by 2030.

The Mission is designed to contribute to the European Union's 2030 targets, especially those concerning the protection and restoration of ecosystems and biodiversity, zero pollution, decarbonisation and reduction of net greenhouse gas emissions from the EU's oceans, seas and waters.

## Objectives

1. Protect and restore marine and freshwater ecosystems and biodiversity
2. Prevent and eliminate pollution of our ocean, seas and waters
3. Make the sustainable blue economy carbon-neutral and circular

## How to get involved

- **Mission Charter**

Non-legally binding document open to all interested parties, public or private.

- **Mission Ocean and Forum**

Annual event that fosters Mission community, promotes matchmaking and showcases best practices

- **Lighthouses**

Hubs and platforms that support the development and dissemination of innovative solutions that can contribute to mission objectives and a major impact on society in river and sea basins







# MISSION LIGHTHOUSES



Protect and restore aquatic ecosystems  
**ATLANTIC - ARCTIC**



Make the blue economy  
carbon-neutral and circular  
**BALTIC & NORTH SEA**



Protect and restore ecosystems  
**DANUBE-BLACK SEA**



Prevent and eliminate pollution  
**MEDITERRANEAN**





## PREP4BLUE: Making Mission Ocean & Waters a Success

*David Whyte, MaREI SFI Centre for Energy, Climate and Marine, University College Cork*

*Mission Ocean ARENA 3 Amsterdam, 27<sup>th</sup> November 2024*



A 'Mission Restore our Ocean and Waters' initiative.



Funded by the European Union, through its Horizon Europe Program, Grant No. 101056957 (PREP4BLUE). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or of the granting authority, the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them.





## **EXPLORING THE ROLE OF THE CULTURE AND ARTS SECTORS IN SUPPORTING MISSION OCEAN & WATERS**

Coming in 2025: grants of €15,000 and €50,000 for participatory ocean science-arts projects across Europe! Give us your email address so you will be the first to receive updates!





## What is BlueMissionAA?

- A Coordination Hub
- Supports the EU Mission in the Atlantic and Arctic regions (the urgent need for innovative solutions to the global challenges)
- Helps restore marine ecosystems and biodiversity and improve climate resilience
- **Connects and mobilizes a wide community of stakeholders and EU citizens**

As a coordination hub, **social engagement** is one of main means to pursue the mission's objectives

This engagement can take on different connotations ranging from citizen science actions to ocean and water literacy and involvement of solidarity bodies and volunteers

Visit: [www.bluemissionaa.eu](http://www.bluemissionaa.eu)



# BLUEMISSION AA

Building a coordination hub to support the Mission implementation in the Atlantic and Arctic Basin

## MISSION ARENA 3

Discussion on Local Environmental Issues  
(youth engagement workshop)

BlueMissionAA & PREP4BLUE

Presented by Catriona Iulia Reid (University College Cork, BlueMissionAA)



PART OF THE  
**EU MISSIONS**  
RESTORE OUR OCEAN & WATERS

Funded by  
the European Union





# ENVIRONMENTAL CHALLENGES

- Pollution
- Oil + gas drilling
- Overfishing
- Plastics
- Habitat loss



# GUIDING PRINCIPLES FOR SOLUTIONS

- Sustainability & climate justice: fulfilling needs of current generations, while not compromising needs of future ones
- Behaviour change
- Science-informed & citizen-led initiatives to result in policy decisions

## BRAINSTORMING – WHAT’S IMPORTANT TO YOU?



Go to [menti.com](https://menti.com) and input code:  
**7759 5070**

# BLUEMISSION AA

THANK YOU FOR  
YOUR ATTENTION!



PART OF THE  
**EU MISSIONS**  
RESTORE OUR OCEAN & WATERS

Funded by  
the European Union





# The #MakeEUBlue advocacy campaign

BlueMissionBANOS Arena 3 | 27 November 2024

*Sandra Castañer*  
*Directorate-General for Maritime Affairs and Fisheries*



# The EU4Ocean coalition for ocean literacy

Platform  
**182**  
members

Youth4Ocean  
**466**  
members

Blue schools  
**514**  
certifications

Click on the map  
to get feature info

Layers (3)

Legend

**EU4Ocean Coalition for Ocean Literacy  
– EU4Ocean Platform members**

Year: 2023

 EU4Ocean Platform member

**Projects of Young Ocean Advocates**

Year: 2022



**Network of European Blue Schools**

Year: 2020-2023



Help us improve the Atlas! Click  
here to fill out our survey

Powered by



Esri, GEBCO, Garmin, NaturalVue

EMODnet

# Three communities united for ocean literacy



## EU4Ocean Platform

for organisations and individuals engaged  
in ocean literacy initiatives



## Youth4Ocean Forum

for young ocean advocates aged between 16 and 30

## Network of European Blue Schools

for schools, teachers and staff of education  
services from all subjects



#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools



European  
Commission

# The Youth4Ocean Forum



# Who we are

- A diverse network of over 450 young **ocean changemakers**
- **Inspiring and supporting each other's initiatives and actions**
- Coming together to make the ocean a concern of all EU citizens through **ocean literacy**

# Our mission

- To **strengthen ocean literacy** initiatives & projects in Europe
- To **empower youth** to be the voice of their generation and advocate for meaningful inclusion in ocean decision-making
- To **equip young project leaders with visibility, training, and resources** to develop their ocean projects



#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools





# What we do

**Connecting European youth:** Building a community of young ocean advocates across Europe.

**Sharing knowledge and ideas:** Promoting knowledge exchange for collective action.

**Empowering youth:** Shaping future leaders through discussions with policymakers and participation in decision-making.

**Intergenerational collaboration:** Working across generations, including with the EU4Ocean Platform and Blue Schools.

**EU Young Ocean Advocate programme:** Supporting young project leaders with tools, resources, and mentorship.



#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools

# CALL FOR YOUNG OCEAN ADVOCATES



#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools

**Bringing Blue Citizenship to the  
UN Ocean Conference 2025**



**Apply by**



**30 November**





CALL FOR  
**YOUTH4OCEAN  
FORUM MENTORS**

SUPPORT YOUNG  
OCEAN ADVOCATES



#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools



# The #MakeEUBlue advocacy campaign



**#MakeEUBlue**

EVERY **ACTION** - EVEN THE SMALLEST ONE -  
BRINGS CHANGE TO OUR **OCEAN**



# Campaign overview

## Why

Our ocean is at risk, and we must protect it.

## Target

Everyone:  
from citizens  
to businesses  
to educators.

## Format

A personal  
online pledge  
to act for  
ocean health.

## Launch

Kicked off in  
May 2021 at  
the European  
Maritime Day  
in Den Helder.

## Duration

One-year  
campaign.

## Amplified

#MakeBalticBlue,  
#MakeMedBlue,  
#MakeBlackSeaBlue,  
#ListenToTheArctic.

## Results

161 pledges,  
4,309 webpage visits,  
922 tweets,  
1.3M reach.

# Implementation

1. Create campaign concept
2. Design relevant webpages
3. Build pledge submission form
4. Conduct testing
5. Prepare comms and social media content
6. Launch campaign!
7. Disseminate and amplify widely
8. Evaluate impact



# Discover fun facts





# Get inspired!



## As a citizen

- I pledge to reduce my use of single use plastics by 90%
- I pledge to stop using single-use plastics (for example: I will stop using plastic straws, disposable water bottles, plastic cutlery, cotton ear buds etc)
- I pledge to only eat certified sustainable seafood
- I pledge to volunteer at a local non-profit dedicated to ocean protection
- I pledge to support a (local) non-profit dedicated to ocean protection through a monthly donation
- I pledge to pick up (plastic) rubbish on my walk at least once a week
- I pledge to reduce the use of my car by 50% and take my bicycle or public transport where possible.
- I pledge to organise a beach / neighbourhood clean-up with my community.





## As a company/business

- We pledge to only serve sustainable seafood in our canteen.
- As a car/battery/technology/renewable technology company, we pledge not to source minerals from the deep sea, until sustainable supply is guaranteed.
- We pledge to remove all single-use plastics from our canteen.
- We pledge to invite an ocean advocate to our business for a seminar on the ocean and why it is important to protect it.
- We pledge to hold a company fundraiser for an ocean-based charity or initiative.
- We pledge to sponsor an ocean-based initiative / organisation.



## As an educator

- I pledge to include basic lessons about the ocean in my classroom / curriculum
- I pledge to take my children to the beach for a beach clean-up and teach them about the importance of a healthy ocean
- I pledge to spend 1/2 a day per semester teaching my class about the ocean.
- I pledge to invite an ocean advocate to my school to talk about the ocean
- I pledge to organise a creative fundraiser (e.g. a fun run) with my class / school for an ocean organisation / charity.



## As an influencer/celebrity

- I pledge to promote only sustainable products on my platform
- I pledge to post at least one post on the importance of the ocean every week
- I pledge to invite an ocean-based organisation and / or advocate to take over my social media account for a day to promote ocean causes.

I will make my own personal pledges for the ocean (avoid single use plastics, etc.) and share them across my platforms.



## Make Europe Blue Campaign - Pledge Form

Please fill out this form in English to submit your pledge.

### Personal information

First name \*

Last name \*

About you \*

Enter other...

Organisation/Project/School

If applicable, insert the name of your Organisation/Project/School.

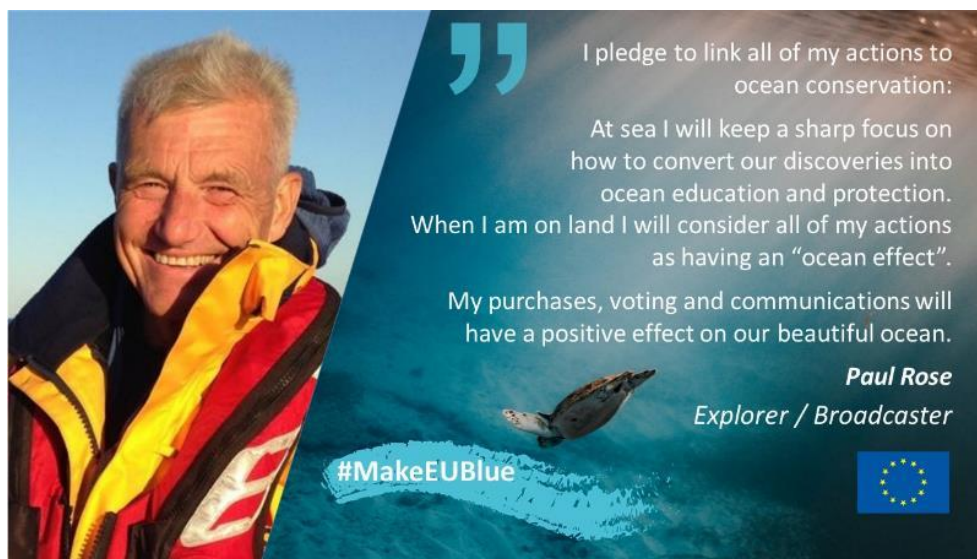
Email \*

### About your pledge

Your pledge \*

Please keep it short and focus on your pledge. Your pledge should not exceed 200 characters including spaces. You can add further information in the field "What motives you to make a pledge for the Ocean?" below.

# Share your pledge



# Some lessons learned



**Define your goals – know what you want to achieve.**



**Understand your audience and speak to their interests.**



**Craft a clear, compelling message that grabs attention.**



**Make participation simple and easy for everyone.**



**Choose the right channels to spread your message far and wide.**



**Believe in your cause and let that passion drive you. 😊**





ΕΛΛΗΝΙΚΗ ΕΝΩΣΗ ΠΡΟΣΤΑΣΙΑΣ  
ΘΑΛΑΣΣΙΟΥ ΠΕΡΙΒΑΛΛΟΝΤΟΣ  
HELLENIC MARINE ENVIRONMENT  
PROTECTION ASSOCIATION

MEdIES  
The Mediterranean Education Initiative  
for Environment & Sustainability



# Join a clean-up with EU4Ocean in:

Brussels - Brussels Canal 

Athens - Edem and Batis beaches 

**21  
Sept**

**#MakeEUBlue**  
**From Source to Shores**



#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools







**#MakeEUBlue**  
**From Source to Shores**

# Thank you

© European Union 2024

Reuse is authorised provided the source is acknowledged and the original meaning or message of the document are not distorted. The European Commission shall not be liable for any consequence stemming from the reuse. The reuse policy of the European Commission documents is implemented by Commission Decision 2011/833/EU of 12 December 2011 on the reuse of Commission documents (OJ L 330, 14.12.2011, p.39).

All images © European Union, unless otherwise stated. All rights reserved.





Follow the coalition on Maritime Forum  
& MARE social media!

@EU\_MARE (X)

@ourocean\_eu (Instagram)

EU Maritime & Fish (Facebook)

#EU4Ocean  
#Youth4Ocean  
#EUBlueSchools



**STRENGTHENING THE EUROPEAN  
OCEAN LITERACY COMMUNITY**



# Creating Awareness Campaigns for Environmental Justice

---

Presented by Cátia Duarte from SPI

# Using social media for environmental justice

## Amsterdam waters

---

- Social media can be a powerful tool for raising awareness and driving change in environmental justice;
- Platforms like Instagram, TikTok, and Twitter reaching billions worldwide;
- In the context of Amsterdam, social media can be used to raise awareness about local water issues, such as plastic pollution in the canals or rising water levels, and inspire collective action.



# Why Impactful Visuals Matter in Campaigns

# Why visuals are so important?

---

- **Capture Attention:** Visuals make content stand out and grab attention quickly;
- **Convey Messages Quickly:** Strong visuals deliver messages more effectively than text alone;
- **Emotional Connection:** Visuals evoke emotions that foster deeper engagement;
- **Fact:** Posts with images get 2.3 times more engagement than those without.



# STRONG VISUAL. STRONG MESSAGES



Greenpeace reached out to London design agency Lovers to help with the *End Ocean Plastics* campaign. The agency created a toolkit including a typeface, imagery, textures and colour scheme for Greenpeace's in-house design team to employ across all sorts of media.

Source: [Lovers](#)

SUPPORT:  
**BLUEMISSION**  **AA**



# Key Design Principles for Effective Campaigns

# Key Design Principles for Effective Campaigns

---

## Clear Messaging

**Keep text direct and short**

*Example:*

Save Amsterdam's Canals: Reduce Plastic Waste

## Eye-Catching Visuals

**Use meaningful images and elements to draw attention**

*Example:*

Use photos of clean canals versus polluted waters for a visual impact

## Consistency and Branding

**Use a cohesive color scheme and fonts**

*Example:*

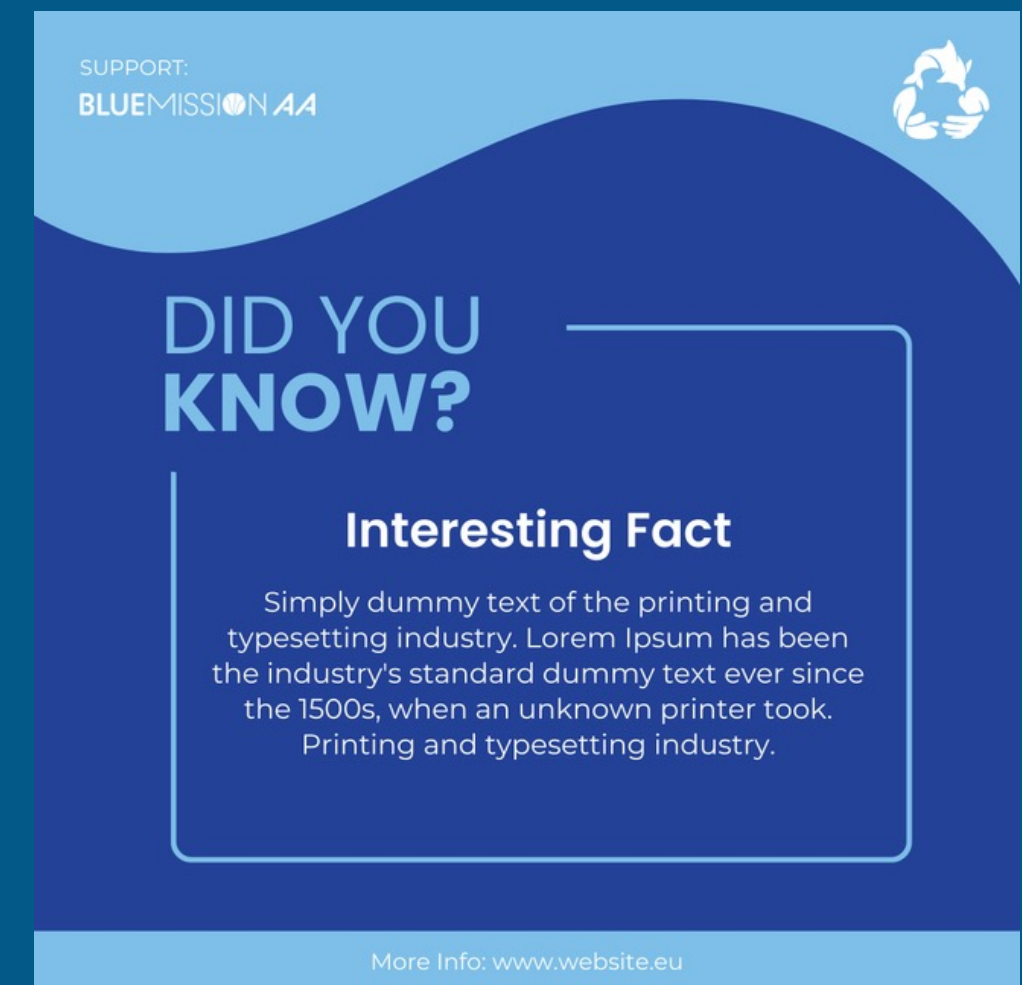
Green and blue tones symbolize nature and water

SUPPORT:

**BLUEMISSION**  **AA**

# Tips to Enhance Designs

- Decorative elements and shapes
- Mixing effects, fonts, and colors
- Transparency
- Contrast
- Gradients
- CTA





# Tips for a Successful Campaign

# Best Practices for social media posts

---

## Know Your Audience

- Customize content based on platform and age group;
- *Example:* Use video content for TikTok; static, visually images for Instagram, LinkedIn, etc;

## Engagement Strategies

- Use polls, CTAs, and questions to engage followers;
- Create fun, interactive challenges like a "plastic-free day" or "clean the canal challenge" to encourage participation;
- *Example:* End posts with "Share if you care about clean canals!" "Join the movement";

## Hashtags

- Expand reach, boost visibility, and engaging with audiences;
- Include relevant hashtags like #ProtectAmsterdamWaters, #OceanAdvocacy.

SUPPORT:

**BLUEMISSION**  **AA**

# TIME TO CREATE YOUR CAMPAIGN

SUPPORT:  
**BLUEMISSION**  **AA**



## Objective

Each group will create a social media post for cleaning Amsterdam waters;

## Reminder:

Incorporate clear messaging, engaging visuals, and consistent branding;

## Encouragement:

Use what we've discussed previously to inspire creativity and create a post that calls for action!

# WHERE YOU CAN CREATE YOUR CAMPAIGN?

---



Other

# EXAMPLE

SEND YOUR CAMPAIGN TO:  
**CATIADUARTE@SPI.PT**



## #CleanAmsterdamCanals

### *Post Description:*

Join us in our mission to protect Amsterdam's iconic canals from pollution! 🌊✨ Every year, thousands of tons of waste end up in our waterways, threatening marine life and the beauty of our city. 💧 Take action by reducing litter, participating in clean-up initiatives, and spreading the word.

**CTA:** Share a photo of your favorite local waterway and use **#CleanAmsterdamCanals** to help spread the word.

SUPPORT:  
**BLUEMISSION AA**

# THANK YOU!



PART OF THE  
**EU MISSIONS**  
RESTORE OUR OCEAN & WATERS

Funded by  
the European Union

