

MARINE COLABORATION

Who are we?

The Marine CoLABoration was initiated by the Calouste Gulbenkian Foundation in 2015 to increase collaborative action and explore how to communicate the value of the ocean more effectively.

We are a collaboration of nine organisations: Client Earth, Fauna and Flora International, Forum for the Future, Institute for European Environmental Policy, International Programme on the State of the Ocean, Marine Conservation Society, New Economics Foundation, Thames Estuary Partnership and the Zoological Society of London.



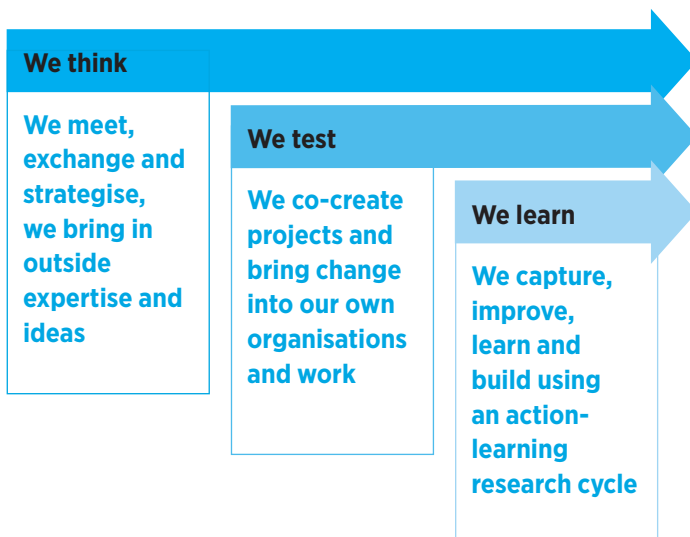
What change are we seeking?

We aim to communicate the role of the ocean in human wellbeing, culture and prosperity and to demonstrate effective collaboration. Our vision is for an ocean that is healthier and where the full range of ocean and human values are reflected in individual and collective decision-making.

We aim to increase the effectiveness and impact of ocean solutions through a values based approach.

How do we work?

Taking a values based approach means that Marine CoLAB partners design experiments which test the hypothesis that developing a shared appreciation of the value of the ocean, in all its forms, will deliver better outcomes for people and the planet.



We particularly focus on making intrinsic and non-monetary values explicit, moving away from a narrative currently dominated by short term economic maximisation of the ocean's resources.

The experiments include:

#OneLess – the campaign to transform London into a city free of single-use plastic water bottles by 2021. The campaign aims to connect Londoners to their impact on the ocean and transform to more sustainable waste collection and water delivery systems. #OneLess was launched on World Ocean's Day, 8 June 2016, with an event at Selfridges to inspire 100+ guess to support change personally and within their organisations.

Twitter: @OneLessbtI

Agents of Change – an initiative that aims to build support in coastal communities for Marine Protected Areas and associated marine resource use (e.g. sustainable fisheries, sustainable planning). The experiment is exploring what happens if we empower 'Agents of Change' – different actors within coastal communities and new voices for conservation – to widen engagement in the process and discussions surrounding marine conservation.

Some outcomes so far

An independent evaluation has been commissioned but early outcomes include the Marine CoLAB becoming a closely collaborative group, bringing together a diversity of skills to address complex changes, with some experiments underway and a pipeline of initiatives to test the values based approach.

CoLAB experiments are also influencing the organisations involved. Strategic changes include the impact on the Zoological Society London of going #OneLess across the organisation, and the use of values based approaches in campaigns developed by the International Programme on the State of the Ocean and the Marine Conservation Society.



Pembrokeshire.
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