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# **OCEAN AMBASSADORS PROGRAM**

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# **Bauhaus of the Seas Sails**



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## 1. Executive Summary

This document describes the Deliverable D2.2 from the Bauhaus of the Seas project – the Ocean Ambassadors Program. The Ocean Ambassadors Program guides the development of strategies and actions for public and community engagement, according to the BoSs principles, as well as supports learning about this topic. The program is also a research endeavor meaning that we aim to evaluate the Program and use this evaluation as one of the inputs for the D 2.4- Report on outcomes of co-design approaches and review of contextual factors.

The Ocean Ambassador Program includes a) an introduction to the program, mainly targeted at the pilot teams; b) The Ocean Ambassadors Compass, a workbook that provides inspiration/support for action in a light and easily accessible manner; and c) five international meetings to take place between Spring 2024 and June 2025, focusing on support, exchange, and learning across the pilots.

The document starts with the background of the Ocean Ambassador Program, it then describes its main elements and how they were developed in the context of the BoSS project in dialogue with the partners. It provides a detailed overview of the understandings and elements of the program and it then reviews how the elements connect to the Description of Action in the original application.

## 2. Background

### The involvement of the general public in BoSs pilots

In the executive plans (D2.2), the pilots identified key local communities to involve in their projects and identified ways to do that. The engagement of these communities is key to impact the general public in the different locations. As described in the original project proposal, we have the ambition of affecting the general public in different ways. In the short term, we want to raise awareness of climate impact and climate justice issues, increase acceptance of climate adaptation efforts, and foster the capacity to drive these efforts. In the medium term, we want to leverage a sense of ownership about the project's outcomes, supporting local inhabitants in reconnecting with nature and improving their health and well-being by improving the health and well-being of the living environments. In the long-term, the general public plays a crucial role in supporting the wide-scale roll-out of the demonstrators, which will create benefits concerning the health, safety, and well-being of local communities as well as lead to the creation of new jobs.



## Continuing the codesign work: doing and learning about community engagement

The codesign template (D2.1) describes the Ocean Ambassadors as the next level of engagement. During the first year of the project, the focus has been on creating and planning with the Sea Forum – a group of local experts and strategic partners that represent the four BoSSs principles (sustainable, locally grounded, inclusive, and aesthetic). During the second year, with the running of the drop(s) – culture-led, participatory, and highly innovative activities – the focus is on the involvement of the general public and the key communities identified in the Executive Plans. While continuing the dialogue with Sea Forum as an advisory group that can provide strategic support in realizing the drop(s), evaluating them and formulating a long-term strategy for the pilot, each demonstrator also needs to start working with engaging communities and the general public in their locations. The Ocean Ambassadors program aims at supporting action and learning about this effort and it does so through a process of learning-by-doing across the pilots.

### Inclusivity as social and transformative learning

Overall the Ocean Ambassadors Program focuses on the principle of inclusivity (see co-design template D2.1), which we proposed to understand not only as a matter of involving the general public but to strive towards creating shared processes of social and trasformative learning. Traditional consultation and participatory approaches have not proved relevant when addressing the question of how to create sustainable societies because, rather than a question of deliberation, the transformation of our ways of living and relating to the world around us demands that we explore different possible pathways and learn together which solutions and pathways might work<sup>1</sup>. In these processes, it is important to involve a plurality of perspectives. This ensures a broad mobilization around the issue, the possibility of learning from the margins and some guarantee that sustainable transformations include even marginal or marginalized communities<sup>2</sup>.

We want to stress that particular attention needs to be given to the way decisions are shaped in these processes, which perspectives and interests are prioritized and what is left aside (or even neglected) along the way. This goes some way to protecting from the risk that inclusion of different perspectives becomes merely instrumental to provide legitimacy to solutions and decisions that are shaped by the

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<sup>1</sup> Cf. Collins, K., & Ison, R. (2009). Jumping off Arnstein's ladder: social learning as a new policy paradigm for climate change adaptation. *Environmental policy and governance*, 19(6), 358-373.

<sup>2</sup> Cf. Norström, A. V., Cvitanovic, C., Löf, M. F., West, S., Wyborn, C., Balvanera, P., ... & Österblom, H. (2020). Principles for knowledge co-production in sustainability research. *Nature sustainability*, 3(3), 182-190.



usual players and/or already decided in advance<sup>3</sup>. Careful inclusion of different interests allows for the reconstructing of relationships and creating a common effort<sup>4</sup>. It is particularly appropriate that a project that seeks to foster new relations, including for instance, the 'more than human', should attend to inclusion and consider how this is enacted meaningfully for the area in which the engagements are taking place.

### 3. General overview of the Program

The Ocean Ambassadors Program (OAP) aims to:

1. Support the pilots in their work related to community engagement through public-facing and participatory activities that are part of the drops;
2. Foster mutual learning across the pilots about ways of working, understandings and framings related mainly to the BoSs principle of inclusivity (see co-design template D.2.1).

The focus of the OAP is on how the general public (i.e the communities, specific groups, individuals) that the different pilots are targeting) can be reached and engaged during the delivery phase, with the goals of:

- Creating local impact by raising awareness of climate impact and climate justice issues, increasing acceptance for climate adaption efforts, and leveraging capacity to drive these efforts (short-term impact as defined in the original project application);
- Transferring ownership of the outcomes of the project, supporting local inhabitants in reconnecting with nature and improving their health and well-being (medium-term impact as defined in the original project application);
- creating other relevant impacts on the local general public (defined by the pilot teams in the executive plans, D2.2).

The Ocean Ambassadors Program supports Ocean Ambassadors in their work by fostering exchange and mutual learning across the different pilots. The program consists of three elements:

- An introductory document to the program, mainly targeted at the pilot teams;

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<sup>3</sup>Cf. Seravalli, A. (2023). Strengthening Urban Labs' Democratic Aspirations: Nurturing a Listening Capacity to Engage With the Politics of Social Learning. *Urban Planning*, 8(2), 335-346.

<sup>4</sup> Huybrechts, L., Devisch, O., & Tassinari, V. (2022). Beyond polarisation: reimagining communities through the imperfect act of ontologising. *CoDesign*, 18(1), 63-77.



- The Ocean Ambassadors Compass, a workbook that provides inspiration/support for action in a light and easily accessible manner.
- Six international meetings to be organised between Spring 2024 and June 2025, focusing on support, exchange, and learning across the pilots.

## 4. Development of the Ocean Ambassadors program

The Ocean Ambassadors program has been shaped over a period of nine months. The program is a result of various input and feedback moments with other consortium members.

In June 2023 the first ideas for the program were collected within the Malmö team (Malmö University, Swedish Marine Knowledge Center and Forum for Social Innovation Sweden). This resulted in a first outline for the Ocean Ambassador program delivered in July. This outline was shared with the Malmö team and a few other consortium members, including WP3 representatives, to open the discussion about the program. WP3 and WP2 explored the possibilities of combining the Ocean Ambassadors program with the Expert Development program. In September 2023 at the Oeiras Meeting this idea was presented to the consortium. This was the first opportunity for the consortium to provide input on the Ocean Ambassadors Program, specifically on the timeline, contents, and the format. After the presentation, pilot teams were asked again for their input about who they had in mind as Ocean Ambassadors, what those persons would like to learn about, what format worked best for them, and if the proposed timeline matched with the work in the different pilots. At this point only a few pilots were able to answer those questions. Most of them were fully occupied with the the Executive Plans. During the (optional) feedback sessions of the Executive Plans, held by WP2 in October, the role of the Ocean Ambassador was further discussed, as this was one element of the Executive Plan. Some pilots had already identified them (students, culinary chefs, teachers, etc.), other pilots were not at that stage, yet. What did become clear is that it would be a group with very different professions, knowledge levels and availability. For this reason, we decided to create training materials that could speak to a broad variety of profiles. The Ocean Ambassadors Compass was conceived as self-standing workbook that could both inspire and guide actions across the pilots as well as being able to travel beyond project activities, since one of the key tasks of Ocean Ambassadors is to engage and recruit others. The idea was that to integrate these general traning materials with meetings when ad-hoc support would be provided alongside the facilitation of learning and exchange among the Ocean Ambassadors across the pilots.

We devised a preliminary strcuture of the Compass which was based on the four BoSs principles and would include examples as well as input for action. In November we had three workshops



with the pilots to present and get input on this preliminary structure. We had three workshops: 1 with Malmö, 1 with Genoa and 1 with all the other pilots. The main result was that we added cases and stories from the pilots that could work as inspiration and examples in relation to the principles and the need for the pilot teams to have a 3-pages overview of the program. The actual writing started in December. From December till February, various feedback rounds have shaped the Compass further. The rounds included representatives of the different WPs who could provide input about the four different BoSs principles. We gathered further input about the Ocean Ambassadors during the quarterly meeting in Madrid (18<sup>th</sup>-19<sup>th</sup> Jan) which confirmed how Ocean Ambassadors had very different profiles across the locations. In January, we recruited also a graphic designer and an illustrator to work on the Compass.

In December and January, we continued the dialogue with WP3 about the synergies between the Expert Development Program and the Ocean Ambassadors one. Out of this dialogue, we decided that the Ocean Ambassadors Program will include 6 meetings between March 2024 and June 2025. Three meetings focus on supporting the pilot teams to prepare the work with the Ocean Ambassadors and three meetings are fully dedicated to the Ocean Ambassadors.

In the first half of February, during the final feedback round on the Compass, it emerged the need to provide more detailed instructions about the Ocean Ambassadors Program to the pilots. The 3-page overview became a full additional document - "Introduction for the Pilots Teams"- which provides a detailed overview of the Program for the pilots' team.

By the mid of February, we had a final version of the Compass in English. We decided to translate the Compass by using - when possible- people within the project. This to ensure that the key messages of the document were consistent across the languages. Translations took however slightly more time than initially planned.

The Ocean Ambassadors Program was presented to the consortium on the 1<sup>st</sup> of March, including a preview of the Compass. The final documents, both the introduction for the pilot teams and the Compass, were shared during the second week of March.

## 5. Details of the Program

This section provides more details about the understandings behind and the elements of the program.

### Who is an Ocean Ambassador within BoSs?

The Ocean Ambassadors are actors who work with public-facing activities and citizens' engagement to create impact on the communities that each pilot is planning to involve in their demonstrator (Cf. Executive Plans). The involvement of and impact on local communities is one of the ripples (effect) of the drops. The Ocean Ambassador is a role that can be taken up by different individuals already engaged in the delivery of the drops. In some pilots, the Ocean Ambassadors coincide with the



Creative and artistic practitioners, in some other pilots these could be students, and/or community representatives and/or pilot team members.

Although it would be possible to complete the drops, and the transformation of the city without ever referring to an Ocean Ambassador, it would be impossible to achieve community engagement and impact on the general public without people acting in this role.

## What do Ocean Ambassadors do in BoSs?

Through cultural, artistic and/or creative *participatory* activities, the Ocean Ambassadors engage local communities to spread awareness about the importance of water bodies, and foster new ways of relating to them. The goal is to spread knowledge, new ways of thinking, and new practices related to water bodies, driving from the experiences developed in the BoSs Project and beyond. Ocean Ambassadors also act as possible role models and motivators to inspire members of the key local communities. Through their activities, they can recruit people and organizations that can, in turn, also contribute to the spreading of knowledge, new ways of thinking, and new practices in the local area.

Ocean Ambassadors can be involved in evaluating the effects (ripples) of the delivery phase together with the Pilot Team and the Sea Forum. They can play a key role in ensuring the long-term sustainability of the demonstrator. Each pilot team needs to decide how to involve the Ocean Ambassadors about the long-term strategy and planning of the demonstrator based on local conditions and with the support from the Ocean Ambassadors Program.

## Ocean Ambassadors, Sea Forum and Pilot Team

The Pilot Team oversees the work of the Ocean Ambassadors and their work with communities. The Sea Forum can support Ocean Ambassadors' action by providing information and assisting them with contacts, resources, but also access to information and knowledge about the area. The Sea Forum can also be involved in the evaluation of Ocean Ambassadors activities. The relationships between Ocean Ambassadors, Sea Forum and Pilot Team are to be shaped by the Pilot Team based on the long-term strategy for the demonstrator and of the planned role of Ocean Ambassadors and Sea Forum. Therefore, there is no one size fits all solution, but each pilot and local team must create a specific framework, that takes into consideration the local specificities.

## Elements of the Program

### Introduction for the Pilot Teams

This document provides guidance to the pilot teams about the Ocean Ambassadors program. It defines who the Ocean Ambassadors are within Bauhaus of the Seas Sails, what they do, the goal and content of the Ocean Ambassadors Program and the effort required from each pilot team and local Ocean Ambassadors.

### The Ocean Ambassadors Compass

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The Ocean Ambassadors Compass is a workbook developed by WP2 to be used by the Ocean Ambassadors in their activities with the public. The Compass is organized into four chapters, following the four principles of the project: sustainable, locally grounded, inclusive, and aesthetic. Each chapter contains a description of the principle, examples of the principle in action, further readings, and invitations for action. The invitations are designed to inspire actions connected to the local context and are formulated as questions and/or suggestions for possible interventions. We see the potential value of involving the Sea Forum in finding answers to some of the questions as well as supporting Ocean Ambassadors in developing their interventions. The Compass is translated from English in the five languages spoken in each pilot (Italian, Dutch, German, Portuguese, Swedish).

The Compass is conceived as a self-standing publication that can be used by the Ocean Ambassadors in different ways. It is up to the Ocean Ambassadors in dialogue with the pilot team to devise a strategy for its use. Some of the possible uses could be:

- An inspiration about how BoSs objectives, themes, and principles can be presented in a light way;
- An inspiration for possible simple activities that can be carried out (or proposed to citizens) to explore the local context;
- A document that can be handed out to the members of the general public who want to take action.

Through the program, we will follow the use of the Compass across the pilots and try and understand if and how it has been used, identifying its strengths and weaknesses. We also encourage pilots to share their ideas for use (and what they have learnt in working with the Compass) between pilots for maximum benefit.

## The Meetings

The following table provides an overview of the meetings and their focus.

Meeting and Date	Description and goals
Meeting 0 1 <sup>st</sup> of March 2024: Launch of the Program (online)	Presentation of the Program to the pilots; Showcase of the Ocean Ambassadors Compass.;
Meeting 1 10 <sup>th</sup> of April: Launch of the Ocean Ambassador Compass	Workshop within the NEB festival to explore the Ocean Ambassador Compass.
Meeting 2 April/May: Support session with pilot teams (online)	A dedicated session to refine pilots' Ocean Ambassadors plans.
Meeting 3 14th June (tbc): first gathering with the Ocean Ambassadors (online)	Learn about each others' experiences across the pilots; Discuss initial plans for citizen engagement; Identify shared themes and common challenges; Possibility of accessing expert support (based on needs expressed by the pilot teams, possibly in collaboration with WP3); Collaborative work assessing the impact of public engagement for each pilot (possibly in collaboration with

	WP5 to create common evaluation procedures at the BoSS level and gather comparable data).
Meeting 4 November 2024: mid-term reflection (online)	Identification of major achievements, opportunities and barriers, sharing knowledge; Collaborative work to refine impact assessment (possible collaboration with WP5 to gather data); Providing support by experts (based on needs expressed by the pilot teams, possibly in collaboration with WP3)
Meeting 5 June 2025: Ocean Ambassadors gathering (in Malmö)	In-person international meeting in Malmö with selected Ocean Ambassadors from the different pilots (travel expenses will be assured for 1-2 people per pilot by MAU); Designated OAs will be pointed by Pilot teams (a shared strategy could be adopted if agreed by pilot teams). The meeting will harvest learning and plan ahead for the end of the project and beyond. Possible collaboration with WP4 and WP5 to gather data.

## 6. Ocean Ambassadors program in relation to Grant Agreement

In the Grant Agreement the deliverable is called: *D2.2 Ambassador program materials and instructions*, with the following description:

The Ocean Ambassador programme will include:

- i) welcome pack
- ii) unique access to experts and scientists
- iii) invitation to an artist-led activity to sea-eye view of current sustainability issues
- iv) trainings on 'the ocean starts here' (also virtually using the platform from WP5)
- v) special local events, such as tastings, planning meetings and chance to participate in the other pilot's activities
- vi) one invitation to an international meeting of ambassadors across sites
- vii) mid-way self-reflective consideration of what is being achieved
- viii) final meeting to discuss legacy issues and maintain momentum/next steps for codesign

The table below provides an overview of how the final result connects with the original plans.

Description in Grant Agreement	Element of the Program
i) welcome pack	The welcome pack consists out of the two documents: Instructions for pilots and Ocean Ambassadors Compass.



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ii) unique access to experts and scientists	This will be granted during the meetings of the programs.
iii) invitation to an artist-led activity to sea-eye view of current sustainability issues	This will happen during the in-person meeting in June 2025 in Malmö. Additional artist-led activities can be driven locally by the pilots team on the basis of the identified needs.
iv) trainings on 'the ocean starts here' (also virtually using the platform from WP5)	The training will develop by means of: - the Ocean Ambassador Compass which supports Ocean Ambassadors in their autonomous learning; - the meetings of the program that support mutual learning and exchange among the Ocean Ambassadors. WP5 platform is mostly targeted to evaluation, but Ocean Ambassadors will have the chance to have access to the platform Ocean Community drive by TBA 21 (WP3) which connects people working with arts in relation to sea-related questions.
v) special local events, such as tastings, planning meetings and chance to participate in the other pilot's activities	These activities will be coordinated and executed locally by the Pilot Team. The program meetings allow Ocean Ambassadors to exchange information and knowledge across the pilots.
vi) one invitation to an international meeting of ambassadors across sites	Final meeting in Malmö June 2025.
vii) mid-way self-reflective consideration of what is being achieved	4 <sup>th</sup> Meeting of the program (November 2024). The focus will be on refining a light evaluation procedure to be used by Ocean Ambassadors to evaluate their own activities.
viii) final meeting to discuss legacy issues and maintain momentum/next steps for codesign	Final meeting in Malmö June 2025. The meeting will harvest learning regarding community engagement across the pilots and support Ocean Ambassadors in planning ahead in dialogue with their local pilots teams.