



The Challenge

Marine litter can have significant impacts on both coastal and maritime economic activities and on sensitive coastal and marine habitats and organisms. These problems are exacerbated by a lack of awareness of the problem and its solutions amongst the various stakeholders, and a lack of communication mechanisms between sectors, particularly between scientists and wider society.

MARLISCO aims to provide a series of mechanisms for bringing together key stakeholders for marine litter, to raise awareness about the consequences of societal behaviour in relation to waste production and management on marine socio-ecological systems, to promote co-responsibility, to define a more sustainable collective vision, and facilitate grounds for concerted actions.

Methodology

| Event | Target Audience | Coverage |
|------------------------------------|--|-----------------------|
| Collection of best practices | Key stakeholders (NGOs, industry, public administration) | European |
| Video Contest | Youth, 12-18 years old | 14 European countries |
| Educational Online Game | Youth | Online - European |
| Educational Material | Educators (formal and non-formal) | 12 European countries |
| Training webinar | Educators (formal and non-formal) | Regional Seas |
| National Forums | General Public and Key Stakeholders (50 people per forum + online streaming) | 12 European countries |
| National Exhibitions | General Public | 12 European countries |
| Interactive web-documentary | General Public | Online - European |
| Perception Survey | General Public and Key Stakeholders (3748 responses) | 16 European countries |
| Before and After Surveys | Participants at MARLISCO events | National |

The project will also record partners' experiences in engaging with different audiences to identify the best science-in-society interactions.

Where possible comparative assessments will be made between stakeholders in different countries and between stakeholders within each country.

Policy Relevance

MARLISCO's engagement process with various stakeholders on the issue of marine litter will allow a better application of national and international legislation related to waste management. Among these are the various European Directives aimed at the reduction of waste production, that directly or indirectly may affect the control of marine litter such as:

- Waste Framework Directive (2008/98/EC)
- Marine Strategy Framework Directive (MSFD) (2008/56/EC)
- Packaging and Packaging Waste Directive (94/62/EC)
- Landfill Directive (99/31/EC)
- Port Reception Facilities Directive (2000/59/EC).

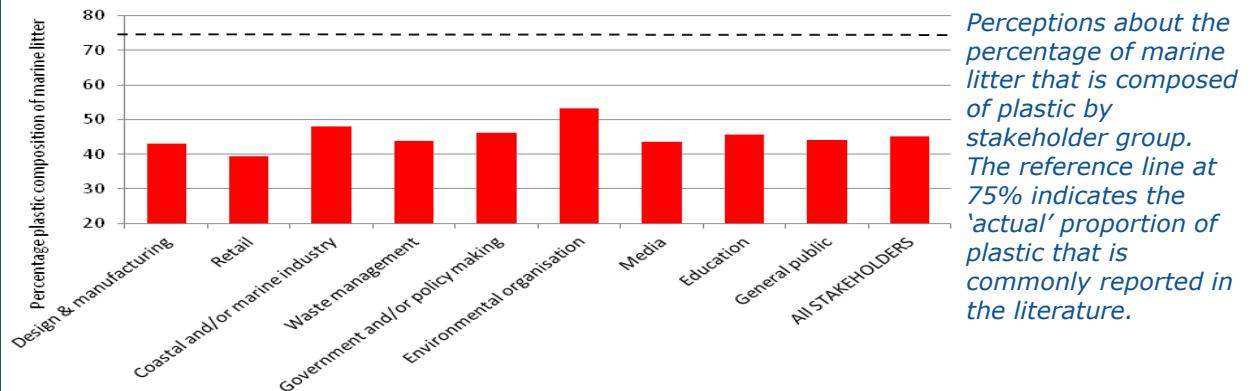
These Directives are, in fact, better applied if the population's awareness of the problem and understanding of the importance of seeking a solution increases.

Key Learnings So Far

3748 stakeholders engaged with MARLISCO's European survey in 16 countries

Key messages/findings:

- % plastic was underestimated
- Respondents from different countries agreed largely on the causes and consequences of marine litter and were concerned
- Respondents thought all stakeholder groups were responsible. But some stakeholder groups were seen as more competent and motivated than others



Envisaged Impacts

- Comparing responses at the start and end of the MARLISCO project to assess societal change Europe-wide
- Specific evaluations will help understand the impact of different approaches and in different audiences
- Considering principles of attitude and behaviour change from Psychology to promote engagement
- "How to communicate with stakeholders – a short guide to influencing behavioural change" will draw on systematic assessment of societal attitudes and perceptions to facilitate change
- A user-friendly Guide will support key stakeholders, including policy officials, NGOs and civil society and industry, on the implementation of best practices for the reduction of marine litter.

Sustainability

- Through the activities of the project, more permanent structures will be created e.g. national working groups on marine litter
- NGOs and civil society are very well placed to carry out engagement and awareness-raising activities at the local and national scale.
- More structured bodies e.g. Regional Seas Commissions can support engagement at the regional level.
- National and local administrations can complement more formal activities (e.g. policies) with awareness-raising campaigns.
- MARLISCO will provide hints and tools on how to engage with key target groups.

