

## 28<sup>th</sup> European Cetacean Society Conference



### 2nd workshop on „Communicating marine mammal science to the general public“

6th of April 2014, Aquarium Liège, Belgium

- Programme
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- Results from the first workshop (Setúbal 2013)

## Communicating marine mammal science to the general public

### Programme:

In the **morning session** we want to give an input presenting different examples of projects that are marine mammal and education orientated also addressing „Marine mammals as sentinels of a changing environment“.

The **afternoon session** will focuss on the working groups that will be formed at the end of the morning session.

Programme (for abstracts refer to the appendix):

Schedule	
8.30-9.30	Registration (for further information visit the ECS-Webpage)
9.30-10.00	<i>Introduction</i> Volker Smit, Angela Ziltener <ul style="list-style-type: none"> <li>• Results from the 1st workshop in Setúbal</li> <li>• Objectives of the 2nd workshop focussing on “Marine mammals as sentinels of a changing environment“</li> </ul>
10.00-10.20	Long-term data collection as a basis for public outreach in the context of whale watchig tourism – an educational perspective Volker Smit (M.E.E.R. e.V.- <b>Mammals Encounter-Education-Research</b> , <a href="http://www.m-e-e-r.org">http://www.m-e-e-r.org</a> )
10.20-10:40	An unparalleled research approach on Indo-Pacific bottlenose dolphins in the Egyptian Red Sea, Angela Ziltener, Dolphin Watch Alliance
10:40-11:00	Going viral: using social media to deliver conservation messages, Andrew Wright
11:00-11:20	Break
11:20-11:40	Participatory science as a way to sensibilize the general public - Joanna Prime, <a href="http://pixwhale-eng.jimdo.com/">http://pixwhale-eng.jimdo.com/</a>
11:40-12:00	Marine Wildlife Workshops in Turkey, Istanbul University
12:10-12:30	Proposing, building and planning of the afternoon session in the plenum.
12:30-14:00	Lunch break
14:00-14:10	Brief summary from the morning session; formation of working groups
14:10-15:30	Working groups, session 1
15:30-15:45	Break
15:45-16:30	Working groups, session 2
16:30-17:00	Presentation of group results and future outlook

## Communicating marine mammal science to the general public

### Abstract:

### 2nd workshop on „Communicating marine mammal science to the general public“

**Organizer:** Volker Smit, Angela Ziltener

**E-mail:** [cetaceos@gmx.de](mailto:cetaceos@gmx.de)

### Summary

After the first workshop at the 27th ECS in Setubal we want to continue to share educational and outreaching experiences of communicating marine mammal science to schools and to the general public. These experiences can be educational programs that support school curricula, pedagogical outreach materials such as books, videos, kits, activities and exhibitions. The workshop is open to researchers, educators, science teachers, and to the media.

This year we want to focus on the theme of the conference: “Marine mammals as sentinels of a changing environment“

The objectives\* of the workshop are to:

- share information about sources related to education;
- exchange ideas and knowledge in new science teaching tools;
- exchange experience in addressing the media;
- foster general networking with all stakeholders;
- exchange about the outreach of education
- support ECS to address educational questions.

\*Objectives as determined during the first workshop in Setubal.

## Communicating marine mammal science to the general public

### Marine Wildlife Workshops in Turkey

Işıl Aytemiz<sup>1,2,3</sup>, Erdem Danyer<sup>1,2,3</sup>, Aylin Akkaya<sup>2,4</sup>, Arda M. Tonay<sup>2,4</sup>, Andy Peters<sup>5</sup>

<sup>1</sup>Faculty of Veterinary Medicine, Istanbul University, Turkey

<sup>2</sup>Turkish Marine Research Foundation (TUDAV), Istanbul, Turkey

<sup>3</sup>Ministry of Food, Agriculture and Livestock, Turkey

<sup>4</sup>Faculty of Fisheries, Istanbul University, Istanbul, Turkey

<sup>5</sup>Whale Workshop, UK

Public education about live stranded marine mammals can contribute to saving marine life in some cases. With the partnership of the Whale Workshop (Marine Wildlife Workshop), inflatable models of marine mammals in actual size and color were exhibited in two shopping malls (nine days in Istanbul in 2012, nine days in Istanbul and sixteen days in Eskişehir in 2013) and in an elementary school (one day in 2013). During the workshops about 7500 children in total were educated. We also had the opportunity to educate parents and teachers, while they were keeping eyes on their children.

Both children and adults learned how they can communicate with TUDAV and Coast Guard in case they find marine animals stranded on the beach, how TUDAV's stranding network works, what they should do to stabilize the stranded animal while the rescue team is on the way, why marine mammals captivity is wrong.

After the workshop, both the kids and their families participated in our colouring activities together. Colouring activities also provided us the opportunity to answer their individual questions and consolidate their acquired knowledge on marine life and creatures in a fun and relaxed environment. We believe that continuation of this activity across the country, especially in coastal cities, would be an important step for the future activities of TUDAV's network in our country which is surrounded by water on three sides.

In this workshop we want to share what we gained from this experience.

## Communicating marine mammal science to the general public

### Outcomes of the first workshop in Setúbal, Portugal, 2013

The workshop communicating marine mammal science to the general public aimed at sharing educational and outreaching experiences of the participants in communicating marine mammal science to a non scientific public.

#### AIMs

sharing ideas and methods for generating educational and outreaching experiences with the non scientific public

#### TOPICS

##### 1. Talks and presentations

- a) The role of museums in disseminating knowledge about the sea and involving communities and schools in research and conservation (Madeira Whale Museum)
- b) How researchers can be directly involved in projects of education (Morigenes)
- c) Art and science education projects (Lighthouse univ aberdeen)
- d) How story telling can spark children's interest in marine mammals and their environment (Luigi and I)

##### 2. Discussions and conclusions

The participants gathered some approaches to marine mammal education.

- direct involvement of the marine mammal scientist is crucial (transmission of scientists' passion)
- projects of art and science can easily, using very simple means (e.g., playback sounds of the marine environment), provoke emotions in the public, achieving change in attitude and understanding.
- Participants examples showed the need to involve the target public during the process of information dissemination (by lectures, experiments, challenges, competitions, a.s.f???), thereby raising interest and curiosity.
- Museums and research groups have facilities that can be used in involving the target public to a much greater extent by the means of hands-on experiences, which are far better than abstract teaching or verbal experiences alone
- Environmental education should offer a broad and global view (including information on historical, cultural marine issues)
- Education should also address the understanding of the underlying human behaviour that leads to the threats of the marine environment by accepting different points of view
- Educators can benefit from researchers by using iconic images, photos, videos etc. To get their message across

## Communicating marine mammal science to the general public

### PERSPECTIVES

1. the participants proposed the creation of a working group on education (EWG) with the following aims:

- a) sharing information about sources related to education
- b) exchanging ideas and knowledge in new science teaching tools
- c) exchanging experience in addressing the media
- d) general networking with all stakeholders
- e) exchange about outreach of education
- f) supporting ECS to address educational questions

2. The participants proposed to initiate this process by working with a mailing list and eventually using dropbox to exchange materials. This mailing list will be open to anyone interested in education.

3. A questionnaire will be used in order set priorities and to incorporate future members of the working group

mail to [cetaceos@gmx.de](mailto:cetaceos@gmx.de); subject ewg (education working group)

The expected outcomes of the workshop were

To foster the establishment of partner organisations which communicate marine mammal science.

*Arts and Science - "Using arts-science collaborations to communicate marine mammal science to the public"*

Paul Thompson, Susan Christie, Emma Dove, Mark Lyken & Stephen Hurre

*Museums and science communication:*

*"The role of Museums in communicating science: the example of the Madeira Whale Museum"*

Luís Freitas

*POSTER: "Education for Conservation"*

Lisbon Zoo

*Investigation and education: "Slovenian Dolphin project – First hand experience to learn, care and protect"*

Polona Kotnjek,

*Children literature:*

*"Stories of the Sado Dolphins"* | Raquel Gaspar, Associação Viver a Ciência

*"Teti the adventures of a young monk seal"* | Luigi Bundone

List of participants:

:: Ingrid Van Baarlen

## **Communicating marine mammal science to the general public**

- :: Luca Bittau | Department of Science for Nature and Environmental Resources - University of Sassari, Italy
- :: Luigi Bundone | Gruppo Foca Monaca, Italy
- :: Luís Freitas | Madeira Whale Museum (Museu da Baleia da Madeira), Portugal
- :: Ewa Charatonik
- :: Polona Kotnjek | Morigenos - Slovenian Marine Mammal Society, Slovenia
- :: Raquel Gaspar | Associação Viver a Ciência, Portugal
- :: Valentina Gilioli | Department of Science for Nature and Environmental Resources (DIPNET) - University of Sassari, Italy
- :: Joanna Prime Pixwhale, France
- :: Antonieta Costa, Lisbon Zoo
- :: Sónia Matias, Lisbon Zoo
- :: Arlete Sogorb, Lisbon Zoo

### Non present participants:

- :: Emma Dove | IOTA production, UK
- :: Mark Lyken | Honorary staff, The Light House Field Station, University of Aberdeen, UK
- :: Paul Thompson | The Light House Field Station, University of Aberdeen, UK
- :: Susan Christie | The Light House Field Station, University of Aberdeen, UK
- :: Stephen Hurre | Honorary staff, The Light House Field Station, University of Aberdeen, UK