



## Scientists for Ocean Literacy: Empowering Scientists as Ocean Advocates

Ocean literacy involves understanding the interplay between the ocean's impact on society and society's influence on the ocean. An ocean-literate person has a basic knowledge about the ocean, can communicate about ocean-related topics, and can make informed decisions regarding the ocean environment, resources, and human impacts. Aligned with the principles of the "new societal contract of science" (Gibbons, 1999), ocean scientists play a crucial role as intermediaries, translating scientific research into actionable insights for shaping public policies and promoting behaviour change towards sustainability, beyond academic confines. Initiated by EuroGOOS, the UN Ocean Decade Scientists for Ocean Literacy project aims to synergize European ocean literacy initiatives at various levels. By bringing together experts from different disciplines, the project seeks to amplify the impact of these efforts, advocating for ocean literacy at institutional and funding levels. Emphasizing engagement across diverse sectors, the Scientists for Ocean Literacy project integrates ocean literacy into core activities of research institutions and publicly funded agencies, aiming to deepen stakeholders' understanding of the ocean's role in addressing societal challenges. Activities under the project address pressing challenges identified by the Ocean Decade, among others, ocean pollution, climate change, digital ocean, and strengthening the observing system. Challenge 10 particularly underscores ocean literacy's ambition to transform humanity's relationship with the ocean through inclusive dialogue and co-design. As a scientifically-driven initiative with a focus on outreach, the project builds upon the groundwork laid by the EuroGOOS Ocean Literacy Working Group. This proposed talk will outline the EuroGOOS ocean literacy activities, including promoting ocean knowledge, art and science collaboration, utilizing ocean technologies, and capacity building. Furthermore, preliminary results of the EuroGOOS survey on ocean literacy in European oceanographic agencies will be presented.

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