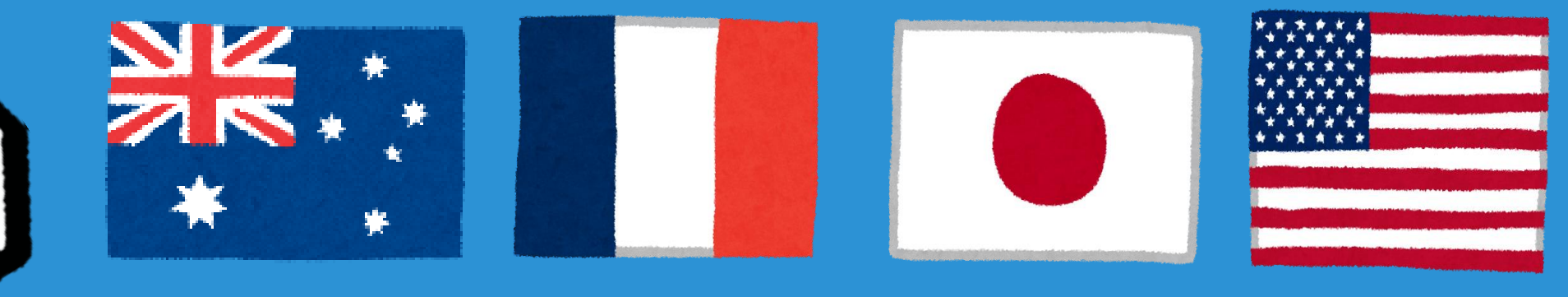


A project under UNDOS Program "SmartNet"

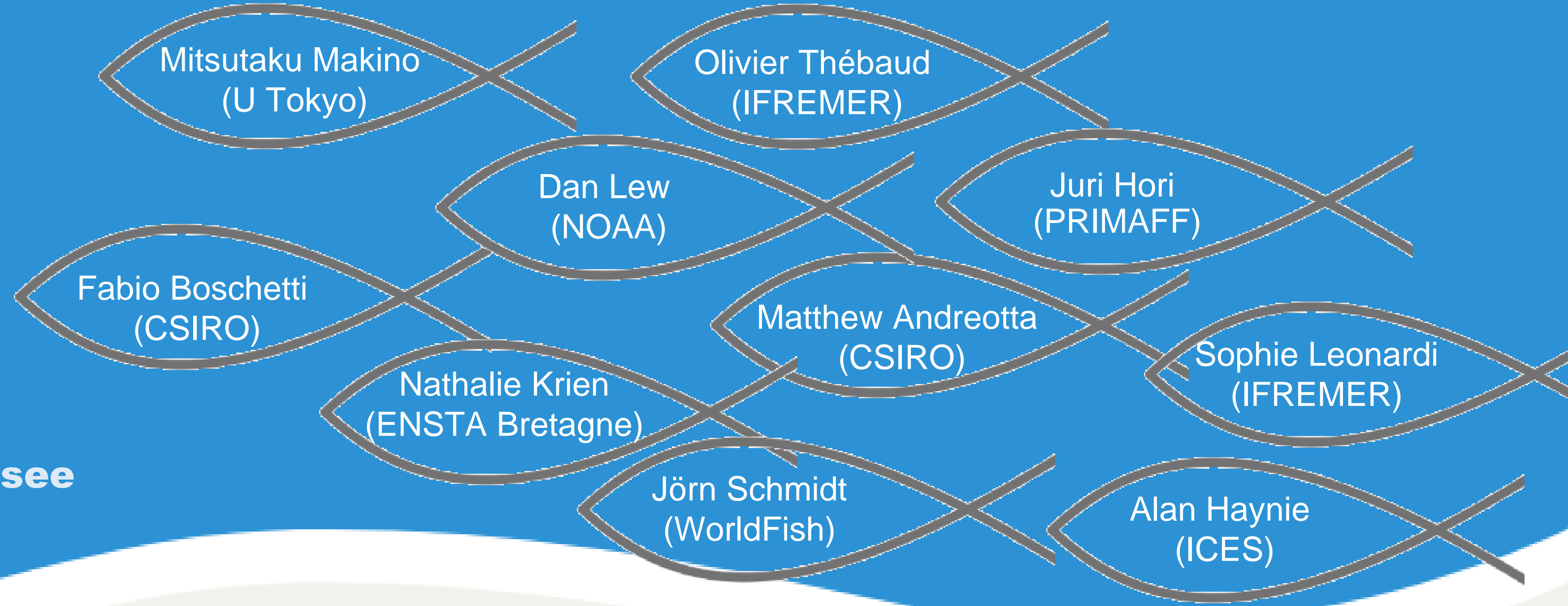
What is the Ocean We Want?

Global survey to understand perspectives on Ocean Decade Outcomes

Results of pilot survey



<<< Scan to see Our info



The survey project aims to improve our understanding of "The Ocean We Want" relative to the 7 Decade Outcomes

Here, "We" means the general public & NOT researchers or policy makers

What is a "clean ocean"? What is a "healthy ocean"? A "safe ocean"? Which ocean-related issues matter? Etc.

Hearing people's opinions & attitudes on ocean science in a fair & equitable way

Our world is not uniform: policy needs/priorities are diverse across cultures and ecosystems

Global survey questionnaire

- Section 1: Interactions with the ocean**
 - Q5: Distance from the ocean
 - Q6: Frequency of visiting the ocean
 - Q7: Reasons for going to the ocean
 - Q8: Type of leisure activities in the ocean
 - Q9: Frequency of travel on the ocean
- Section 2-1: Interactions with ocean resources & industries**
 - Q10: Frequency of eating seafood
 - Q11: Employment in ocean-related industries
 - Q12: Opinion on how much there is yet to learn about the deep ocean
- Section 2-2: Values, Beliefs, Norms**
 - Q13: Concerns for ocean issues
 - Q14: Biocentric value statements
 - Q15: Altruistic value statements
 - Q16: Egoistic value statements
 - Q17: Responsible entities
 - Q18: Opinions on prioritizing ocean issues
- Section 3: About you (demographics)**
 - Q19: Education
 - Q20: Children
 - Q21: Income
 - Q22: Timeframe when you think about "the future"
 - Q23: Other comments
 - S1: Age
 - S2: Gender

Co-design process of questionnaire

Draft questionnaire designed to include survey items based on the Ocean Decade Implementation Plan and scientific knowledge by professional researchers.

Cognitive interviews for general public were conducted in 3 countries to evaluate the questionnaire (e.g., difficulty level, respondent understanding, word usage, etc.).

Based on feedback from interviews, we revised some questionnaire items!

Initial findings from the pilot survey

Pilot survey

N=1000 in each country conducted in 2023

Many more results are in our satellite event website!



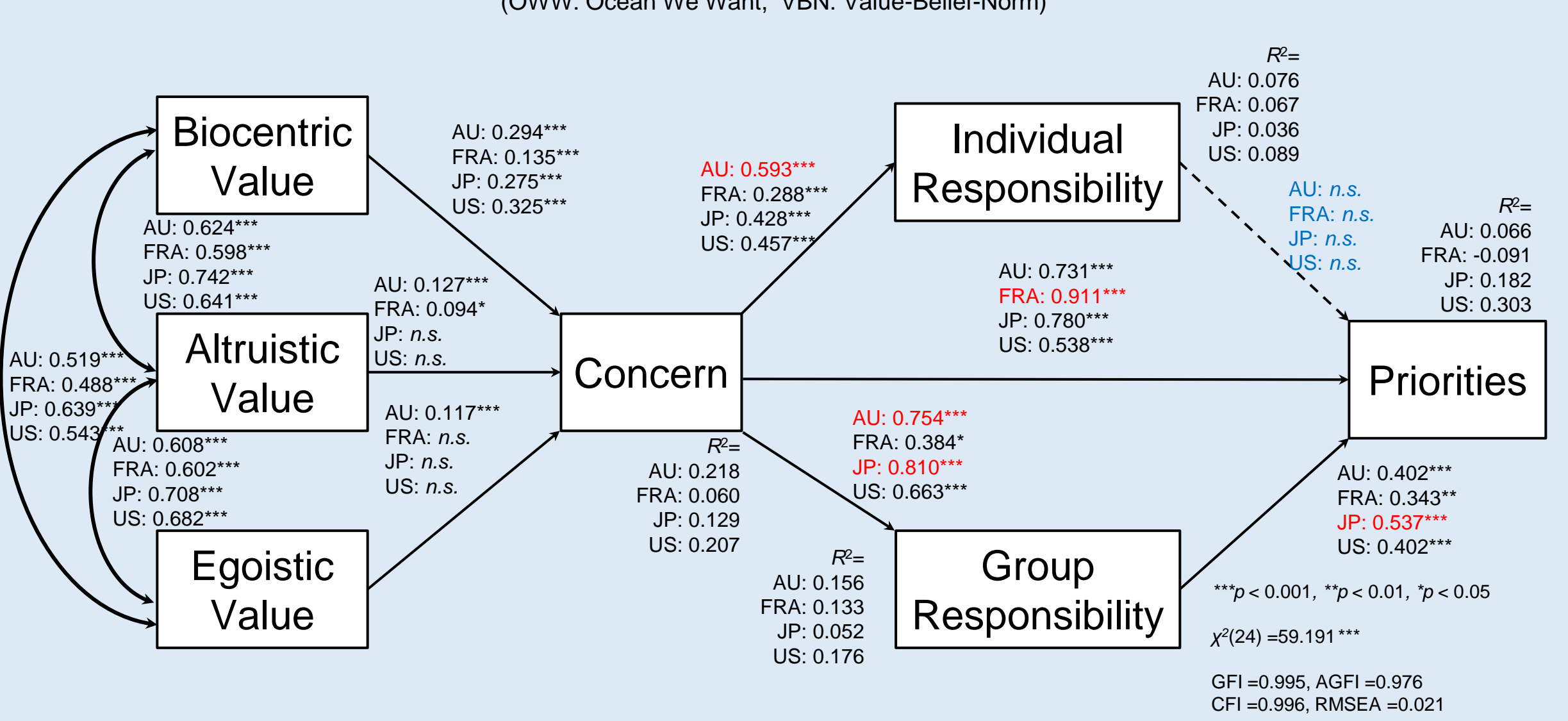
Priorities and regression analysis

% of respondents indicating the issue is a high priority (score of 4 or 5 on 5-point scale).

Issues to prioritize	Ocean outcome(s)	ALL	Australia	Japan	USA	France
Reducing marine pollution	A clean ocean	73.2%	77.1%	69.0%	70.9%	75.7%
Minimizing negative impacts from ocean-related tourism	A healthy and resilient ocean	56.5%	65.5%	41.8%	59.3%	59.3%
Ensuring sustainable commercial harvesting of marine life (like fish and seagrass) in the ocean is sustainable	A productive ocean	62.8%	72.7%	45.5%	65.7%	67.3%
Protecting marine life from extinction	A healthy and resilient ocean	72.9%	78.1%	64.9%	73.3%	75.1%
Ensuring people have access to the ocean and its resources	An accessible ocean	44.9%	55.2%	30.8%	52.0%	41.5%
Increasing clean energy (wind, solar, wave, and geothermal) in the oceans	A productive ocean	58.5%	66.1%	53.3%	61.3%	53.4%
Protecting ocean-related tourism and recreation opportunities	A safe ocean	43.6%	56.1%	23.9%	48.2%	46.0%
Ensuring safety of shipping and transportation vessels	A safe ocean	55.7%	63.4%	48.9%	58.7%	51.6%
Developing ocean-based business opportunities	A productive ocean	36.6%	45.1%	24.8%	39.7%	36.8%

- Regression analysis suggests that**
- Age and gender matter with respect to explaining concerns about the ocean and ocean attitudes. younger generations may have less strong pro-ocean views and lower concern levels than older generations
 - Connection to the ocean through the food one eats and how one engages with the ocean (e.g., recreation) is important.
 - Surprisingly, how far one lives from the ocean has no significant effect on ocean concern and somewhat counterintuitive impacts on biocentric- and altruistic-based ocean attitudes.
 - These results can help scientists and policymakers improve how and to whom they communicate with regarding ocean issues and solutions. Suggests a more targeted approach to science communication and soliciting public support and cooperation (by age groups, by appeals to different motivations, etc.)

OWW model based on VBN theory



The Value-Belief-Norm (VBN) Theory is a psychological framework that explains how environmental values, personal beliefs, and social norms, collectively referred to as subjective views, influence individuals' attitudes and behaviors toward the environment. In our study, we apply VBN theory to understand people's attitudes toward the ocean and how they would prioritize ocean-related issues.

Expected outcomes from the global survey

Expected global survey

We would like to conduct the survey for 10-15 countries in each of the 8 SDG regional groups

- Global:** To provide empirical basis for assessing progress of the "Decade Objectives" at various scales and in different areas, and for the planning of IOC-UNESCO Medium-term Strategy for 2030-2036.
- Regional:** To create an ICES-PICES joint capacity building strategy to address priority themes for each country/area (esp. Small Island Developing States (SIDS), Least Developed Countries (LDCs) and the Global South).
- National:** To partner with various stakeholders to co-design country-specific ocean advocacy strategy for promoting ocean sustainability.

We need resources for SIDS and LDCs. Please join and support us!

