Beneath the Surface

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Roadmap for effective aquatic citizen science supporting mission ocean

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VLIZ pioneer in marine science

SeaWatch-B

- Measuring 10-15 parameters
- 17 locations - BE
- min. 4x /year
- 35 trained volunteers
- long-term monitoring (10 y)

The Big Seashell Survey

De grote schelpenteldag 2024

- Identifying shells on beach
- 400 km - BE, NL, FR
- 1 day/year
- 1500 -2000 participants
- long -term monitoring (7y)

Plastic Pirates Belgium

GO EUROPE! PLASTIC PIRATES

CoastSnap Belgium

CoastSnap België

Recreational Seafishing

RECREATIEVE ZEEVISSERIJ

Collect

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CITIZEN OBSERVATION OF LOCAL LITTER IN COASTAL ECOSYSTEMS

PREP4BLUE
METHODS AND TOOLS FOR MISSION OCEAN & WATERS

Step-by-step guide on starting/expanding a marine or aquatic citizen science project

Inventory:
1000 marine & aquatic citizen science projects across Europe

Wave Links
Citizen science
Use text, keywords and filters to find citizen science initiatives

Search   Overview   Add new

Filter by:
Start date | Location | Area | Scope | Mission ocean objective
End date | Language | Lighthouse | Leader type | Data source

Search

Name	Location	Start date	End date	Lighthouse	Area	Scope	Objective	Data source
French Stranding Network	France	01-02-2015	01-02-2020	Atlantic & Arctic	Atlantic Ocean	Nationally	1	VLIZ
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Dashboard
Explore
Projects
Stakeholders
Engagement methods
Citizen science
Funding
Policy & legislation
Services
Networking

database
WaveLinks
https://wavelinks.eu/

BENEATH THE SURFACE
A COLLECTION OF RECOMMENDATIONS AND GOOD PRACTICES IN AQUATIC CITIZEN SCIENCE TO SUPPORT THE EU'S MISSION OCEAN & WATERS

SCAN ME

guide
Beneath The Surface

General communication tips (1)

- **Create motivation and connection**

  > build a compelling story to inspire and stir emotions
  > benefit from stories illustrating ocean in people's daily lives

- **Work target group -oriented**

  > adapt methods and communication styles to target audience
  > work as inclusive as possible
  > make less frequently involved groups feel welcome
  > co-create with   organisations   & NGOs

General communication tips (2)

- **Give feedback & share successes**

    > show how their contributions are used by research or policy
    > organise moments to celebrate the community and share success

- **Maintain long -term engagement**

    > provide personal feedback > personal enrichment
    > provide regular updates of the project as a whole
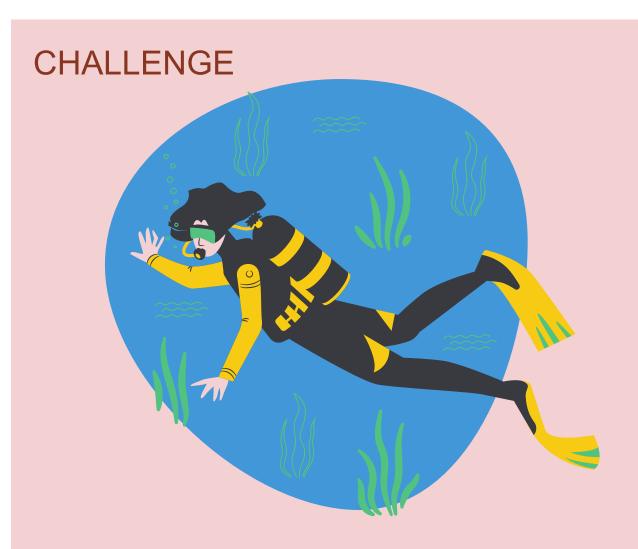   > create personal connections: workshops & trainings

Unique for marine & aquatic projects (1)

OPPORTUNITY

Emotional connection

Personal or nostalgic   connection
Powerful tool to engage them

CHALLENGE

Physical context & logistics

Access to coastal areas or water
bodies
> Safety and ethics

CHALLENGE

Complexity   data collection

Additional training and
guidance for   volunteers

Unique for marine & aquatic projects (2)

- **Use technology**
  - > apps & platforms for data entry
  - > low-cost sensors (SCOOP)

- **Work with local communities at familiar locations**
  - > (recreational) fishermen, diving clubs, surfers, sailors
  - > marinas, local community   centres

- **Visibility and recognition**
  - > storytelling by social media, local media, exhibitions aquaria & museums (coastal / inland)
  - > hands-on activities to showcase the work of volunteers

- **Inclusive partnerships to reach new demographic groups**
  - > work with schools,   yought clubs, NGOs, compagnies … (coastal / inland)

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Database?

https://wavelinks.eu/

Guide?

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