

# CommOCEAN 2024 draft programme

26-27 November 2024 - Málaga, Spain

Málaga Oceanographic Centre, Spanish Institute of Oceanography (IEO-CSIC)

Muelle de San Andrés s/n, 29002, Málaga, Spain

## Day -1 (25 November)

Icebreaker event – Registration at 17:00 (*more information provided by e-mail*) – *later arrival may not be possible. Please, be on time.*

RV Odón de Buen, new oceanographic vessel of the Spanish Institute of Oceanography

Cruise ship terminal, Port of Málaga ([P.º de Levante, 29016 Málaga](#))

## Day 1 (26 November)

08:30 – 09:30	<i>Arrival by participants</i>
09:30 – 10:00	<p>Welcome and opening addresses</p> <ul style="list-style-type: none"> <li>- Tymon Zielinski, Chair of the European Marine Board Communication Panel (EMBCP), Head of Climate and Ocean Research and Education Unit (CORE) at the Institute of Oceanology Polish Academy of Sciences (IOPAN)</li> <li>- María del Carmen García Martínez, Director, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>- David Macías, Director, Málaga Oceanographic Centre, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>- Practical information: Tymon Zielinski, EMBCP Chair</li> </ul>
10:00 – 11:00	<p>Session 1</p> <ul style="list-style-type: none"> <li>- <b>Learning from disaster to avoid a disaster: how to better communicate our science with different stakeholders in times of crisis</b></li> </ul> <p>This session focuses on the critical role of marine science communication during crises such as extreme events, mucilage formation, and oil spills. An example of an Advisory Protocol in an emergency situation will be provided, as well as insights into how to effectively convey urgent information, counter misinformation, and foster public trust in response efforts. Following that, participants will engage in interactive discussions about their experiences with science communication in times of crisis and how to better communicate marine science during those times.</p> <p>Moderator</p> <ul style="list-style-type: none"> <li>• Ezgi Şahin, METU Institute of Marine Sciences</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Eugenio Fraile Nuez, Spanish Institute of Oceanography (IEO-CSIC)</li> </ul> <p>Q&amp;A</p> <p><i>Interactive session with participants</i></p>
11:00 – 11:45	<i>Coffee break &amp; exhibition</i>

	<p><b>Pitch presentations by</b> <i>Please note that the order, date and hour of the presentations may change depending on practical organization</i></p> <ul style="list-style-type: none"> <li>• Diana Zúñiga, North Wind - Sailing for Science</li> <li>• Michela Giusti, ISPRA</li> <li>• Maria Teixeira Pinto, Natural History Museum Vienna</li> <li>• Enrique Ballesteros Fernández, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Anja Samardzic, Ocean Tracking Network</li> <li>• Victoria Besada, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Mercedes Rodríguez, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Miguel Ángel Herrero Ramiro, Food Science Research Institute (CIAL, CSIC-UAM)</li> <li>• Tymon Zielinski, Institute of Oceanology Polish Academy of Sciences (IOPAN)</li> <li>• Aleksandra Koroza on behalf of Joanna Piwowarczyk, Institute of Oceanology Polish Academy of Sciences (IOPAN)</li> <li>• Araceli Martin Sepúlveda, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Natalie Fox, UN Decade of Ocean Science</li> </ul>
<p>11:45 – 12:45</p>	<p>Session 2</p> <ul style="list-style-type: none"> <li>- <b>How to ensure engagement in your Citizen Science project</b> Moderator <ul style="list-style-type: none"> <li>• Jan Seys, Flanders Marine Institute</li> </ul> </li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Nancy Fockedey, Flanders Marine Institute</li> <li>• Sonia Liñán Moyano, Institute of Marine Sciences (ICM-CSIC)</li> <li>• Elena Santini, Life Conceptu Maris project</li> <li>• Eva Chatzinikolaou, Hellenic Centre for Marine Research (HCMR)</li> <li>• Maria Vicioso, Institute of Marine Sciences (ICM-CSIC)</li> </ul>
<p>12:45 – 13:45</p>	<p>Session 3</p> <ul style="list-style-type: none"> <li>- <b>Integrating communication in fieldwork</b> Moderator <ul style="list-style-type: none"> <li>• Kelle Moreau, Institute of Natural Sciences, Belgium</li> </ul> </li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Juan Moreno Navas, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Özgün Evrim Sayilkan, METU Institute of Marine Sciences</li> <li>• Kelle Moreau, Institute of Natural Sciences, Belgium</li> <li>• Rebecca Pflanz, ERINN Innovation</li> <li>• Andrea Magugliani, University of Bergen</li> <li>• Michela Giusti, ISPRA</li> </ul>
<p>13:45 – 15:00</p>	<p style="text-align: center;"><i>Lunch &amp; exhibition</i></p> <p><b>Pitch presentations by</b> <i>Please note that the order, date and hour of the presentations may change depending on practical organization</i></p>

	<ul style="list-style-type: none"> <li>• Bart De Smet, Flanders Marine Institute</li> <li>• Ikram Bghiel Bensalah, Universitat Politècnica de Catalunya</li> <li>• Kais Jacob Mohamed Falcon, Campus do Mar – University of Vigo</li> <li>• Lucia Fanini, University of Salento</li> <li>• Kirsty Bradley, Centre for Environment Fisheries and Aquaculture Science (CEFAS)</li> <li>• Kirsty Bradley, Centre for Environment Fisheries and Aquaculture Science (CEFAS)</li> <li>• Lucía López López, on behalf of Andreu Blanco, Sea Unicorn</li> <li>• Marina Torres Gibert, Institute of Marine Sciences (ICM-CSIC)</li> <li>• Meritxell Turó Silanes, Institute of Marine Sciences (ICM-CSIC)</li> <li>• Daniel Rey, Campus do Mar – University of Vigo</li> <li>• Iwona Gin, Nausicaa, Centre National de la Mer</li> <li>• Lucía López López, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Lucía López López, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Agnieszka Jędruch, Institute of Oceanology Polish Academy of Sciences (IOPAN)</li> </ul>
15:00 – 16:00	<p>Session 4</p> <ul style="list-style-type: none"> <li>- <b>Inspirational examples of engagement in international initiatives using storytelling</b></li> </ul> <p>Moderator</p> <ul style="list-style-type: none"> <li>• Ángel Muñoz Piniella, European Marine Board</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Elsa Vercellino &amp; Emma Verron, University of Bretagne Occidentale (UBO)</li> <li>• Juanita Zorrilla, SUBMON</li> <li>• Juliana Corrales, International Alliance to Combat Ocean Acidification (OA Alliance)</li> </ul>
16:00 – 17:00	<p>Close day 1</p> <ul style="list-style-type: none"> <li>- Key note: <b>10 Ways to Succeed on Social Media When Reach is Declining</b> – <i>Joanne Sweeney, CEO, Digital Training Institute</i></li> </ul> <p>New data shows that reach and engagement on social media is declining. This spells bad news for the science community. However, what if there were proven ways to be a social media outlier? Social media author, practitioner and trainer, Joanne Sweeney from Digital Training Institute has studied hundreds of public sector accounts and has 10 proven steps for social media success. This session is practical, actionable and will inspire you to improve your science comms online. Each recommended social media tactic is accompanied by a case study of Joanne’s work.</p> <ul style="list-style-type: none"> <li>- Practical information: Tymon Zielinski, EMBCP Chair</li> </ul>
	<i>Group picture</i>
20:00 – 00:00	<p>Conference dinner <b>El Balneario de los Baños del Carmen</b></p>

	C/ Bolivia, 26, Málaga-Este, 29018 Málaga, Spain
--	--

**Day 2 (27 November)**

08:00 - 09:00	<i>Arrival by participants</i>
09:00 – 10:00	<p>Session 5</p> <p>- <b>How to engage younger audiences with the help from ECOPs and what they need</b></p> <p>Moderator</p> <ul style="list-style-type: none"> <li>Tymon Zielinski, Institute of Oceanology Polish Academy of Sciences (IOPAN)</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Natalie Fox, ECOP Programme</li> <li>Izabela Kotyńska-Zielińska, Today We Have</li> <li>Amanda Leslie, Ocean Tracking Network</li> </ul>
10:00 – 11:00	<p>Session 6</p> <p>- <b>How to write an engaging script for an animation</b></p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>Jess Allen, Lauren Noakes, Elaine Maslin &amp; Dan Bourne, National Oceanographic Centre (National Oceanography Centre), UK</li> </ul>
11:00 – 11:30	<i>Coffee break &amp; exhibition</i>
11:30 – 12:30	<p>Session 7</p> <p>- <b>What makes you better in communicating science?</b></p> <p>What are the key elements to consider when presenting on ocean science? Is it the speaker? Is it what you see? Or is it the key message? Or a combination of all these and more? This interactive session will make participants pay attention to the basics of good oral presentation, and which little details make an excellent oral presentation.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Laura Secorun, Meridian Agency</li> <li>Tiago Garcia, +ATLANTIC CoLAB</li> </ul>
12:30 – 13:30	<p>Session 8</p> <p>- <b>Sound &amp; Vision</b></p> <p>This session focuses on showcasing diverse creative approaches science communicator took to bring marine science to their audiences and allows us to come along on their journey that included artist collaboration, utilising music and dance, creating music, developing podcasts, creating visual stimulation, exhibitions and narrating through story maps.</p>

	<p>Moderator:</p> <ul style="list-style-type: none"> <li>• Kathrin Kopke, MaREI, Environmental Research Institute, Ireland</li> </ul> <p>- Sound</p> <ul style="list-style-type: none"> <li>• Geraint Rhys Whittaker, Helmholtz Institute for Functional Marine Biodiversity + Alfred Wegener Institute, Helmholtz Centre for Polar and Marine Research</li> <li>• Kirsty Bradley, Centre for Environment Fisheries and Aquaculture Science (CEFAS)</li> <li>• Maria Vittoria Marra, Galway Atlantaquaria</li> </ul> <p>Q&amp;A</p> <p>- Vision</p> <ul style="list-style-type: none"> <li>• Lisa Picatto, JPI Oceans</li> <li>• Remco Lameijer, GRID-Arendal</li> </ul> <p>Q&amp;A</p>
<p>13:30 – 15:00</p>	<p style="text-align: center;"><i>Lunch &amp; exhibition</i></p> <p><b>Pitch presentations by</b> <i>Please note that the order, date and hour of the presentations may change depending on practical organization</i></p> <ul style="list-style-type: none"> <li>• Pablo Otero, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Ewa Korejwo, Institute of Oceanology Polish Academy of Sciences (IOPAN)</li> <li>• Daria Ezgeta-Balic, Institute of Oceanography and Fisheries (IOF)</li> <li>• Alexia Pigeault, Nantes Université, LETG</li> <li>• Elena Martinez Batalla, Institute of Marine Sciences (ICM-CSIC)</li> <li>• Marko Mlinar, Hydrographic Institute of the Republic of Croatia</li> <li>• Jose M. Bellido, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>• Mišo Pavičić, Institute of Oceanography and Fisheries (IOF)</li> <li>• Cristina Alonso Moreno, Spanish Institute of Oceanography (IEO-CSIC)</li> </ul>
<p>15:00 – 16:30</p>	<p>Session 9</p> <p>- <b>Bridging Science and Media: What’s Needed for Success?</b> Co-organized with the Centre for Mediterranean Cooperation of the International Union for Conservation of Nature (IUCN)</p> <p>This session will debate in a roundtable format the key challenges and tips for successful communication. Different media stakeholders will bring their perspectives and discuss the key factors affecting a successful implementation of storytelling and scientific media news coverage particularly related to marine related contents and the new restoration efforts in place across the Mediterranean. One of the outcomes of the session will be to gather insights from the experts around obstacles and solutions and the dissemination of the Creating Effective Environmental Communication Strategies: A Ten Step Guide for Practitioners promoted by the IUCN Commission on Education and Communication (CEC).</p> <p>The objectives of the session are to foster debate and share examples from experimented journalists and communicators around marine and restoration stories in the Mediterranean; promote the exchange of knowledge and lessons learned on effective and successful communication among practitioners, bringing the</p>

	<p>perspective from both North and Southern stakeholders; and gather insights and expert advice from panellists and participants regarding the gaps and challenges faced by project communicators and press representatives.</p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Chantal Menard, Independent Consultant</li> </ul> <p>Speakers:</p> <ul style="list-style-type: none"> <li>Manfred Oepen, IUCN Commission on Education and Communication (CEC): Tips for strategic communications</li> <li>Denis Loctier, Euronews: The European perspective</li> <li>Rehab Abdalmohsen, Science, Environment and Health Journalist: The Southern Mediterranean focus</li> <li>Xavier Aldekoa / Laura Aragón, La Vanguardia: Images and storytelling</li> </ul> <p>Graphic facilitation by Yorgos Konstantinou</p> <p>More information about this session is available <a href="#">here</a>.</p>
	<p><i>Short break</i></p>
<p>16:30 – 18:00</p>	<p>Close day 2</p> <ul style="list-style-type: none"> <li><b>Award ceremony</b> best digital entry and 1-min pitch presentation – handed over by David Macías, Director, Málaga Oceanographic Centre, Spanish Institute of Oceanography (IEO-CSIC)</li> <li>Key notes:  <b>"AI's Role in Expanding the Frontiers of Science Communication"</b> - <i>Nikola Balić, Head of Growth, Daytona</i></li> </ul> <p>Artificial intelligence (AI) is revolutionizing how content is created and communicated. In this session, we will explore the incredible potential of AI in producing captivating and easily understandable content across different formats, cultures, and audiences. We will discuss how AI can simplify scientific language, enhance data visualization, and elevate storytelling. Participants will also learn about the challenges associated with AI, including biases, ethical considerations, and the risk of spreading misinformation. We will provide best practices for using AI responsibly in science communication to ensure accurate and effective messaging.</p> <p><b>"Harnessing the power of AI and storytelling in marine science filmmaking for social media"</b> - <i>Dávid Kulcsár, David's SciComm Lab</i></p> <p>In the dynamic field of marine science communication, storytelling through video production plays an increasingly important role in engaging diverse audiences and promoting the sustainable use of ocean resources. This presentation explores the innovative approaches employed in crafting compelling videos for social media platforms, focusing on the integration of emerging artificial intelligence (AI) tools to enhance workflow efficiency and product quality.</p> <ul style="list-style-type: none"> <li>Close of conference: Tymon Zielinski, EMBCP Chair</li> </ul>

**Day +1 (28 November)**

9:00 - 18:00	<p>2nd Mission for Natural Heritage Institutional Dialogue <b>Marine and Coastal Restoration: Discussing Policy Solutions for the Euro-Mediterranean Region</b> <i>Organized by the IUCN Centre for Mediterranean Cooperation</i></p> <p>More information available below.</p> <p>Participants of the CommOCEAN 2024 can apply to attend by pre-registering on the following page: <a href="https://commocean.org/commocean-2024-back-back-event">https://commocean.org/commocean-2024-back-back-event</a></p>
--------------	--