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Csilla Trungel, IWDG Coordination and Communication Officer. Irish Whale and Dolphin Group: ‘From Sanctuary to Society: Turning a 35-Year Milestone into Public Engagement’

Good communication is key to helping people connect with marine conservation in a meaningful way. Milestones like anniversaries can be a great opportunity to spark that connection and encourage people to care and take action.

This poster shares the development of a pilot “Whale and Dolphin Sanctuary Day” by the Irish Whale and Dolphin Group (IWDG), created to mark the 35th anniversary of Ireland’s Whale and Dolphin Sanctuary. The aim is not just to celebrate the milestone, but to use it as a starting point for an annual national engagement day focused on cetaceans and ocean literacy.

The project explores how storytelling, place-based messaging and simple participatory activities can help communicate the importance of the sanctuary and the species it protects. A key focus is creating opportunities for people to get involved in ways that feel accessible and meaningful.

As this is still in the pilot phase, the poster will share insights from the planning process, including how the communication approach is being shaped, who we are trying to reach and what messages are most effective. It will also reflect on the challenges of designing an event that people connect with and that can grow into a repeatable annual initiative.

By using a conservation milestone as a starting point, this project explores how organisations can build stronger, ongoing relationships with the public and turn moments of awareness into lasting engagement.

Christian Nilsson, PhD candidate, Department of Biological Sciences, University of Bergen (UiB): 'Deep sea on the go!'

The deep sea covers over 50% of the planet's surface, yet it is also one of the environments we know the least about. Life in the deep sea has only been known for about 150 years and has to date mostly been explored by scientists. Recent initiatives have brought the deep sea to the general public through live-streamed dives, but very few have managed to give the public an interactive deep-sea experience.

To help the public deepen their knowledge of the deep-sea through interactive learning, I have created a pop-up exhibit on the deep sea that can be presented anywhere! The exhibit has been showcased to colleagues, at public science fairs, and even aboard a sailing ship promoting public marine science outreach in ports across Scandinavia!

Based on research of deep-sea worm-forest ecosystems, the exhibit invites people to interact with these unique environments in many different ways. Active participants can explore real physical samples from the deep-sea floor or play a game of building food webs at a tree forest and a worm forest for a deep-sea prize. Passive participants are welcome to read printed info-slides or to watch an informative video featuring footage from Norway's deep sea.

This exhibit enables experience-based learning about the deep sea to take place anywhere, with elements suitable for anyone. At CommOCEAN, I will present the exhibit together with a poster that summarizes its purpose & use, showcasing how the deep sea can be experienced beyond a screen.

Jacopo Scafura, Founder-Editor, The Ocean Affairs: ‘Five oceans, five power dynamics: a visual series on ocean geopolitics’

This submission presents a series of five original infographic maps produced by The Ocean Affairs, one for each of the world's major oceanic spaces, the Pacific, the Atlantic, the Indian Ocean, the Arctic, and the Antarctic. Together they form a coherent visual argument that the emerging world order could be better understood through the distribution of maritime power across oceanic spaces, and that maps are one of the most effective tools for communicating that argument to non-specialist audiences.

Alongside the five maps, a methodological panel will explain the editorial decisions behind the series: how we selected indicators, how we handled contested or ambiguous data, and where we chose clarity over completeness.

NOTE!

Jacob Scafura will also be one of the presenters with a mini exhibition as part of CommOCEAN 2026. More information on his and the other mini exhibitions on the [conference programme webpage](#).

María Fernández Miguez, Postdoctoral researcher, University of Bergen (UiB): ‘Toxic Beauty: Art Inspired by Invisible Ocean Pollutants’

“Toxic Beauty: Art Inspired by Invisible Ocean Pollutants” is an interdisciplinary exhibition developed during One Ocean Week 2026 in collaboration between ocean scientists from the Department of Biological Sciences and the Faculty of Art, Music and Design at the University of Bergen. The initiative explores how artistic practices can make marine pollutants such as plastics visible, tangible, and emotionally engaging for diverse audiences.

The exhibition combines scientific evidence with artistic interpretation to translate complex environmental issues into sensory experiences, fostering reflection and dialogue. The poster will outline the co-creation process between researchers and artists, including challenges in balancing scientific accuracy with artistic freedom, and strategies used to ensure meaningful communication.

We will present insights from audience engagement, including informal feedback and observational evaluation of how visitors interacted with the artworks and scientific narratives. Attention is given to how art pieces can act as an entry point to deeper understanding of ocean-pollutants interactions and impacts in the marine ecosystems and human health.

By showcasing lessons learned, this contribution highlights the value of interdisciplinary collaboration in ocean communication and offers practical considerations for designing creative, inclusive, and impactful engagement formats. The project aligns with the goals of the UN Ocean Decade.

Jessica Bradford, Project Lead, Independent research initiative in association with Citizens of Surf: ‘Surfboards to Storytelling: A Community Science Approach to Surfer-Led SST Monitoring’

This poster presents a pilot case study engaging recreational surfers in Nova Scotia, Canada and Algarve/Alentejo, Portugal to collect sea surface temperature (SST) data using low-cost temperature loggers attached to surfboard leashes during surf sessions. Preliminary results demonstrate the feasibility of embedding environmental data collection within recreational surfing, situating this approach within a community science framework. By integrating data collection into everyday ocean use, this work generates in situ observations from dynamic nearshore environments often underrepresented in conventional ocean observing systems.

Linking surf experience with community-generated SST data enables place-based storytelling grounded in direct engagement with ocean conditions. This positions surfers as local knowledge holders who both contribute data and interpret nearshore variability through lived experience, bridging scientific observation and coastal understanding.

The poster presents (1) pilot SST datasets and sampling design from both regions, (2) a conceptual framing of surfers as community scientists, and (3) early lessons from engaging recreational surfers in generating and sharing knowledge about coastal change.

This work highlights how participatory monitoring can extend beyond data collection to support ocean literacy outcomes, including knowledge, engagement, and stewardship, while contributing to UN Ocean Decade goals for more inclusive, community-driven ocean science.

Kristen Kusek, Director of Communications, Schmidt Ocean Institute: ‘Sea Star Fever in Argentina – Record-breaking engagement’

This poster, aligning with the “Increasing Citizen Engagement and Ocean Literacy” focus area, addresses a record-breaking engagement campaign led by the Schmidt Ocean Institute in partnership with an enterprising science team. The 21-day expedition (July 23–August 12, 2025) off Argentina onboard R/V Falkor (too) utilized ROV SuBastian to deliver live seafloor video feeds, capturing the attention of millions.

Nearly four million people tuned in, driven by a largely Argentine audience who witnessed deep-sea discoveries including “Barbie-pink lobsters” and a sea star resembling a SpongeBob character, which generated quick cultural phenomena, from memes to tattoos.

The success was a “perfect engagement storm,” combining the first high-tech exploration of the Mar del Plata Canyon, a brilliant science team, and media amplification due to the current political environment in Argentina. The expedition shattered institute engagement records: average dive views surged from 4,000 to 500,000 on this expedition, culminating in over 17.5 million views in three weeks.

This poster will share lessons learned by our communications team from this unexpectedly epic – and inspiring – experience for science, science communication, and ocean literacy.

Alexis Rossell, Communications Manager, ICATMAR / ICM-CSIC: ‘Finding channels to engage society in marine science: storytelling, education and inclusion’

ICATMAR, endorsed as a UN Ocean Decade Action, is a scientific institution operating at the interface between oceanography, fisheries and society. The knowledge generated is shared through strategic communication initiatives that reach specific audiences and help humanize science by highlighting the people and values behind the work. Here we present three of these initiatives:

- 1) Micro-series “Understanding the Ocean for a Better Life”, where researchers speak in the first person about what they study and why it matters to people, showing a more relatable and human side of marine scientists.
- 2) Practical school workshops, which allow students to experience the real work behind fisheries monitoring, demonstrating how data collection ensures society can continue relying on essential marine resources.
- 3) “Mar de Signes”, a co-creation initiative to develop new signs in Catalan Sign Language, making marine science more inclusive and accessible to the Deaf community.

Together, these actions help society better understand and care for the ocean while encouraging more informed decisions. Their implementation also strengthens the recognition of ICATMAR as both an institution and a community of people. Through these communication actions, ICATMAR returns value to society and builds identity, trust, and visibility. It also contributes to the UN Ocean Decade’s Challenge 10 by fostering stronger society–ocean connections that inspire informed actions to support a healthy ocean.

[Julia Steel](#), PhD Researcher, Herriot-Watt University: 'Insights from a youth co-research project on how to engage young people in shaping ocean futures'

Young people are disproportionately affected by ocean change yet remain largely excluded from the conversations shaping ocean futures. Despite growing youth networks and interest in participation, meaningful and inclusive engagement remains limited. This poster draws on an ongoing co-research PhD project, Youth Voices for the Ocean, which places young people at the centre of inquiry into youth-inclusive ocean governance.

Working with young co-researchers across Scotland and South Africa, the project was collaboratively designed from the outset, demonstrating what meaningful engagement requires in practice. The presentation weaves together three strands:

First, a scoping review shows that effective youth engagement is sustained, locally grounded, and inclusive of diverse, creative forms, while highlighting gaps such as Global North dominance and limited attention to ocean contexts.

Second, mixed-methods findings reveal high awareness and interest among young people, but low participation, with connections to the ocean shaped by lived experience beyond proximity.

Third, it offers a critical evaluation of the co-research process, providing insight into its value and structural challenges.

Together, these findings argue that young people are not a hard-to-reach audience but inadequately approached. For ocean audiences, the challenge is not generating interest, but redesigning engagement to meet it. The presentation adopts a creative, story format incorporating youth voices.

Pablo Lozano, Science Communication and Public Engagement Officer, Spanish Institute of Oceanography (IEO-CSIC): ‘Oceánicas: Integrating Ocean Literacy and Gender Equality in the Classroom’

“Oceánicas: Pioneers of Oceanography” is an educational initiative by the Spanish Institute of Oceanography (IEO-CSIC), funded by the Spanish Foundation for Science and Technology (FECYT), that integrates marine science into schools while highlighting the historical and current contributions of women in oceanography. This poster presents a collection of illustrated didactic sheets focused on key domains, such as the global ocean, polar ecosystems, and life aboard research vessels. Tailored for primary, secondary, and high school levels, the materials facilitate progressive, competency-based learning.

The project merges three core dimensions: scientific knowledge (addressing biodiversity and anthropogenic impacts); scientific practice (illustrating research methodologies and marine technologies); and a cross-cutting gender perspective. Through first-person biographies of female scientists, the initiative provides relatable role models and prompts reflection on historical gender barriers in STEM.

By fostering active learning and critical thinking through problem-solving and simulated scientific scenarios, “Oceánicas” aligns directly with international Ocean Literacy principles. It aims to cultivate an informed citizenry committed to ocean sustainability while inspiring scientific vocations, particularly among young girls. Ultimately, this project offers an innovative framework that successfully unites science, education, and gender equality.

Iseult Gillespie, Senior Communications Officer and Content Developer, Seascape Belgium: ‘Stories we need for the ocean we want: putting people & places at the heart of science communication’

Increasing societal knowledge of and engagement with ocean science is crucial to achieving the goals of the UN Ocean Decade. But the intricacies of this discipline can be complex to communicate to general audiences. This poster will present story-driven strategies and experimental formats that Seascape Belgium (SSBE) has used to put personalised scientific stories at the heart of EU and global ocean projects, including major initiatives (EMODnet, the European Atlas of the Seas, the European Digital Twin Ocean, and the DCO for Ocean Data Sharing) cutting-edge observation initiatives (TRICUSO; LandSeaLot) research infrastructure projects (AQUARIUS), and maritime industry innovations (AQUAPHOENIX).

From ocean observers charting remote territory, to scientists building digital ocean systems, to coastal communities working to transform how we live and work alongside the ocean, SSBE puts people and place at the forefront of our communications. In this poster, we will offer strategies and multimedia examples that convey scientific knowledge in engaging, accessible formats – including animated videos, short documentary series, interactive maps, fun factsheets and comic strips, and hands-on experiences like games and hackathons. SSBE and scientific partners have used these approaches to demonstrably increase ocean literacy and facilitate engagement with and uptake of ocean science among stakeholders including citizen scientists, the private sector, students, and policymakers.

**François H. Lallier, Professor, Station biologique de Roscoff, Sorbonne Université:
'What will the ocean be like in ten years? A close encounter between marine scientists and journalism'**

Initiated in 2021 along with the UN Ocean Decade by the Ocean Institute of Sorbonne University Alliance, this annual program aims at bringing together marine scientists and future scientific journalists. These Master students are trained at the CELSA, the Sorbonne University School of Information and Communication Sciences, in a specific one-year training on journalism and scientific information.

It consists of a dozen 30-minute seminars in spring, given by marine scientists on various topics from ongoing projects illustrating the key outcomes of the Ocean Decade for “the ocean we want” (a clean ocean, a healthy ocean...)

This is followed in autumn by a practical exercise: pairs of journalism students have to pick up one topic and visit the scientists on site in their laboratory during about ½ day. They have to produce a short 4-5' video interview, typically of a kind that would be inserted in a TV news broadcasting.

The annual collections of videos are deposited on the YouTube channel of the Ocean Institute. They are also displayed on posters featuring QR codes, allowing passersby to view them.

Access to the iOcean playlists (for 2021, 2022, 2023, 2024):

https://www.youtube.com/@InstitutOcean_AllianceSorbonne/playlists

Visit the CELSA here: <https://www.celsa.fr>

[Ana Carolina Sousa](#), Science Communication Officer, CIIMAR – Interdisciplinary Centre of Marine and Environmental Research: ‘Scientific expeditions in the age of scrolling: a year of CIIMAR Odysseys’

In a saturated digital ecosystem where attention is driven by short, visual content, science communication faces a dual challenge: gaining visibility on social media without compromising rigor, and finding formats that convey not only results, but also the research process.

Within this context, the Instagram series “CIIMAR Odysseys” was created to share the experience of participating in scientific expeditions. Inspired by wildlife and field-based science documentaries and adapted to the dynamic logic of reels, each series builds narrative continuity, encouraging audience retention and anticipation between posts. The researcher is placed at the centre as protagonist, narrator and observer, with first-person footage reinforcing authenticity and proximity.

This communication analyses the first year of the series across three themes: climate change and microbiology in Antarctica; deep-sea ecosystems and conservation at Gorrige Bank; and microbiology and deep-sea mining. The analysis combines digital metrics with qualitative reflection, including collaboration between communicators and scientists, expectation management, and its impact on early-career researchers.

“CIIMAR Odysseys” uses digital storytelling to engage younger audiences with science, contributing to Ocean literacy, encouraging participation in scientific discovery, and offering a practical framework adaptable to different research contexts.

Yvonne Wiese, Scientific and Technical Officer, Marine Institute: ‘How do Horizon Europe projects tailor communication strategies to different stakeholder groups?’

This poster examines how Horizon Europe–funded marine projects tailor communication strategies to stakeholder groups, drawing on recent qualitative research on stakeholder engagement tools (Gudek et al., 2025) as a conceptual lens. That work distinguishes between project focused approaches, driven by predefined objectives, and user focused approaches, characterised by responsiveness to stakeholder needs.

We compare communication practices across projects GEORGE, ANERIS, Digi4Eco and AMRIT to explore how these approaches are reflected, and to identify key lessons learned. GEORGE develops technologies for autonomous ocean carbon measurements for the international scientific community.

The project communicates with users of the technologies by showcasing real-world applications and through hands-on workshops. ANERIS emphasises citizen science and applied case studies. The project employs tools such as high-quality infographics to explain complex technologies’ concepts, aimed at the public, the scientific community, and end users. Digi4Eco focuses on ecological monitoring and a Digital Twin of the Ocean prototype for 4 test sites.

The communication activities engage the fishing community via in-person work, such as participatory workshops and in person surveys. AMRIT aims to strengthen collaboration between research infrastructure providers through co designed digital and data solutions. For this aim, the project develops technical video tutorials and deploys targeted networking.

[Anna Lisa Alessi](#), Technologist, National Research Council-Institute for the study of Anthropic and Sustainability in marine environment (CNR-IAS): ‘Empowering Ocean Citizens: Innovative Storytelling for Inclusive Ocean Literacy’

To bridge the gap between marine research and society, CNR-IAS researchers, within the National Biodiversity Future Centre (NBFC-PNRR), developed an integrated multimedia strategy reaching diverse audiences—from local stakeholders to children. The aim was to foster ocean literacy by making scientific messages “visible” and shared through new communication languages.

A key pilot project transformed a stranded *Stenella coeruleoalba* carcass, traditionally treated as biological waste, into “Delphy,” a digital protagonist of a scientific comic book. By merging 3D scanning with scientific storytelling and local heritage, we reached audiences previously unexposed to biodiversity content, humanizing science to build public trust.

Simultaneously, we implemented educational paths for over 300 primary and lower secondary students, using a “learning-by-doing” approach through immersive labs, new training activities, “Biodiversity Explorers” competition and a dedicated Festival. By replacing passive learning with interactive “edutainment” and open labs, we stimulated curiosity and critical thinking. These activities empower future citizens to make informed decisions regarding environmental health and sustainable management.

This presentation shares lessons learned from these creative formats, offering a replicable model for marine communicators to turn complex research into a shared tool for proactive ocean guardianship.

Kirsty Bradley, Fisheries Scientist, Centre for Environment Fisheries and Aquaculture Science (CEFAS): ‘Saints’ Ocean Quest - Board game and engagement materials to maximise impact for local communities’

Climate change is an increasing risk for remote islands in the Atlantic, including UK Overseas Territories (UKOTs) like St Helena. The UK government Blue Belt Programme supports the UKOTs to create and maintain healthy and productive marine ecosystems in the face of climate pressures. Improving engagement can benefit local communities, by increasing understanding, reducing climate anxiety, and empowering local people.

Two engagement materials were developed with local government to communicate sea temperature rise impacts on key marine species in St Helena. The first was a climate report card with a fold out species poster, increasing long term impact when displayed by reader or in local areas. The second was a board game developed for young people to play during planned Marine Awareness Week sessions, that could also be printed at home.

Players took on the role of a marine scientist, picked a species to “study” which accompanied their journey around key local sites, while climate question and action cards added unpredictability to the game. To maximise impact, a format was developed that could have additional question cards across varying topics, providing options beyond first use.

The board game engagement was hugely positive with approximately 350 primary and secondary pupils playing the game. Board games and other novel approaches, designed to maximise impact, are an engaging and effective way to learn, experience and consider different ocean challenges.

Inês Carneiro, Scientific illustrator, Institute of Marine Sciences – Okeanos, University of the Azores: ‘Listening, drawing, connecting: rebuilding fisheries dialogue in the Azores’

Science-industry-policy relations in Azorean fisheries are hindered by poor communication, limited scientific transparency, and a lack of shared language. These challenges have particularly affected fishers, contributing to mistrust, research fatigue, reduced participation, and noncompliance with management.

A key issue is the perceived opaqueness of fisheries research, alongside fishers’ feelings of not being valued or heard as central actors in the social-ecological system. To address this, we are implementing a caravan methodology, travelling across the nine Azorean islands to engage directly with fishing communities, to explore how fishers’ knowledge can be integrated into research. A central component is the inclusion of a scientific illustrator conducting graphic recording.

This poster presents ongoing work, showcasing how graphic recording can support communication and multilateral stakeholder dialogue. Graphic recording involves listening, synthesising, and visually representing discussions. These visuals act as accessible communication tools that support information retention, organise complex ideas, and foster shared understanding among stakeholders.

By the end of the caravan, we will produce one illustration per island and a synthesis illustration capturing cross-island insights. These outputs will support ongoing engagement by communicating fishers’ priorities, comparing perspectives across islands, and providing a foundation for future participatory governance.

Lukasz Larsson Warzecha, Managing Director and Chief Storyteller, Öresund Patrol: 'Seeing the Sound: Visual Storytelling as a Gateway to Citizen Science in Öresund'

Öresund Patrol (ÖP) is a Swedish-Danish nonprofit that combines independent marine research in a citizen science capacity with visual storytelling. In this presentation, Lukasz Larsson Warzecha, ÖP founder and National Geographic contributing photographer, will explain how the Know-Care-Act principle can drive change and how visual storytelling can inspire action and share knowledge.

Öresund is one of the world's busiest waterways and the most densely populated metropolitan area of the Nordic countries. Over centuries, the continuous changes in the Sound meant that every generation inherited the strait in a poorer state without necessarily realising it. Scientists call this shifting baselines.

According to the BBC, 99.9% of Earth's population has never experienced an underwater environment firsthand. That disconnect shapes everything: policy, funding, and public priorities. Meaningful change around any problem requires three things: knowing there is a problem, caring that it matters, and acting to fix it.

Öresund is worth protecting because nearly four million people who share a language of stewardship, democratic trust and care for the natural world live alongside a partially recovered, uniquely productive and deeply fragile marine habitat. Together, they face a choice about what kind of legacy they want to leave. Can storytelling provide a meaningful path to agency?

Eunice Sousa, Science Communication Officer, PhD, CIIMAR – Interdisciplinary Centre for Marine and Environmental Research: ‘Sem Espinhas: What We Learned About Ocean Literacy Through Podcasting’

Ocean literacy is often discussed in terms of information availability, but in practice it depends on how people interact and interpret knowledge every day.

“Sem Espinhas” (literally “no fishbones”, a Portuguese expression meaning easy to understand) is a science communication podcast developed at CIIMAR – Interdisciplinary Centre of Marine and Environmental Research that translates marine science into interview-based, narrative-driven audio content. It targets non-specialist adult audiences and encourages reflective engagement with ocean topics.

The eight-episode pilot covers marine biotechnology, deep-sea ecosystems, macroalgal forests, oceanography, bioremediation and cetacean evolution. It was conceived as a communication experiment exploring how scientific content can be translated into accessible narratives while maintaining accuracy.

This poster presents the podcast as a real-world case study. It reflects on what worked, what proved challenging, including simplification, accuracy, editorial decisions and limits of audio-only formats.

Short excerpts show how narrative choices shape scientific content perception, and the session highlights transferable communication strategies, particularly narrative structuring and simplification.

It also reflects on audience and dissemination outcomes, including positive feedback through digital channels, while acknowledging limits in measuring impact and engagement, and sharing practical insights for ocean literacy practitioners.

Martyna Basalska, Creative specialist, Gdynia Aquarium: 'Accessibility & Aesthetics in Science Communication'

Effective science communication is not only about what is shown, but also about what is intentionally left out. In the context of ocean (and science more broadly) communication, visual materials are often overloaded with information, which can reduce their clarity and accessibility.

Drawing on professional practice in graphic design within a public science institution, this poster will show examples of how messages can be constructed through deliberate content selection, hierarchy, and reduction. It will present a practice-based approach to designing visual communication that is both readable and aesthetically coherent.

The poster will argue that accessibility and aesthetics are not competing values but mutually reinforcing ones. By refining the communicative core of a project, visuals can become both engaging and widely understandable.

This contribution will offer practical insights into building clear and inclusive visual messages, supporting more effective public engagement with ocean-related topics within the Ocean Decade framework.

Mahé Butel, Project Coordinator, Mercator Ocean International: ‘The 2026 Starfish Barometer: Synthesis of Ocean Health and Its Relationship with Humanity’

The Starfish Barometer is an initiative developed by the scientific community to synthesize key reference reports, major assessments, and peer-reviewed research in ocean science into a compelling, accessible resource for non-expert audiences. It was launched during the Third United Nations Ocean Conference (UNOC3), at the request of the conference organisers.

The Barometer’s structure is designed to reflect a comprehensive view of the ocean-human systems. Its distinctive format, a five-armed starfish with the current state of the Ocean on the top arm, visually represents the balance conveyed by the four remaining arms: human-induced pressures that are undermining ocean health; the resulting harms to society; the ocean protection efforts underway; and the opportunities that the Ocean continues to offer to humanity.

The Starfish Barometer is not designed to offer an exhaustive review, but to spotlight key ocean developments, anchored in robust evidence. Figures from the 2025 edition illustrated the urgent state of the Ocean: sea level had risen by 23 cm since 1901; in 2023 alone, the losses from tropical storms and flooding totalled US\$102 billion. 2024 ocean temperatures had broken the 64-year record, marine animal food production had reached a record 115 million tonnes in 2022, and 37.7% of fish stocks remained overexploited. In 2026, the Barometer reviewed ocean developments since UNOC3 and its first edition.

**Joanna Mierkiwicz, Communication, Promotion and Social Media Specialist,
National Marine Fisheries Research Institute, Gdynia Aquarium: 'Making Ocean
Science Click: Simple Social Media Formats for Ocean Literacy'**

Gdynia Aquarium uses short, accessible social media formats to connect marine science with ocean literacy. As part of the National Marine Fisheries Research Institute, we aim to bring science closer to society. We communicate with families, school groups, tourists, local communities and people who follow or discover us on social media. Our challenge is to make marine topics clear and relevant without losing accuracy.

This poster presents a communication model based on educational videos, carousel posts and single-image posts on Instagram and Facebook. Four short videos are published each month, including conversations with aquarists or educators and materials prepared by team members with a background in oceanography. Topics are inspired by environmental dates, seasonal themes and events at our Aquarium.

Each format serves a different goal. Short videos help us reach people outside our follower base: one video about deep-sea anglerfish (Ceratioidea) reached 1.7 million views, while a video about the Baltic viviparous eelpout reached 89.5 thousand views. Carousel posts, including Good Stories from Oceans, strengthen engagement among followers. Single-image posts use our own animal photos and short explanations to teach simple facts, such as the role of a cod's barbel, without overloading audiences.

The poster will show that simple, human-centred formats can support ocean literacy: plain language, real people on screen, subtitles, visuals and approachable science.

Federica Orsi, Senior Communication Officer, University of Bologna: ‘Green Tides: The DCC-CR Podcast – A Strategic Tool for Communicating Coastal Resilience’

Green Tides: Resilience Conversations is the first podcast series entirely dedicated to coastal resilience, developed by the Decade Collaborative Centre for Coastal Resilience (DCC-CR), a global hub of the United Nations Ocean Decade. Produced in English for an international audience, the series transforms complex ocean science into engaging, evidence-based storytelling, making scientific knowledge accessible without compromising scientific rigour. To further broaden accessibility, all episodes are also available on YouTube with multilingual subtitles.

Across five episodes, the first season explores the scientific, technological, educational, and societal dimensions of coastal resilience through interviews with internationally recognised experts from academia, research centres, and UNESCO-IOC networks. Topics include ocean literacy, the Digital Twin of the Ocean, environmental justice in island states, and collaborative governance through the DCC-CR Partner Alliance Network.

Green Tides represents a case study in strategic science communication, combining narrative storytelling, professional podcast production, and institutional dissemination to bridge the gap between science and society. By transforming research into compelling stories, it fosters dialogue and engagement among scientists, policymakers, practitioners, students, and the wider public. Distributed on the major podcast platforms and supported by an international communication.

Rob Barnes, Creative Lead, GRID-Arendal: 'How strategic communication and participatory outreach can reduce uncertainty and implementation risk'

Ocean investment depends not only on technical design and finance but also on trust, ownership and accountability.

Weak communication can increase governance, social, financial and environmental risk when communities cannot see how decisions are made or benefits shared.

This poster examines how strategic communication and participatory outreach can reduce uncertainty and implementation risk, drawing on Namibia's Waves of Change initiative and community-led blue carbon work in Kenya. It connects communication outputs – murals, storytelling and public information – with processes such as co-creation, dialogue and relationship-building.

These approaches translate complex systems into shared understanding, create accessible spaces for discussion and make commitments visible.

In Namibia, participatory murals helped build social trust, stewardship and shared ownership. In Kenya, co-designed visual communication around blue carbon finance is being tested as a public accountability tool supporting transparency, participation and governance trust.

The cases suggest that communication should be treated as part of ocean investment infrastructure, not as a late-stage add-on. By identifying inaccurate assumptions early and enabling communities to shape the process, communication can strengthen legitimacy, accountability and resilience.

It does not replace safeguards, financial controls or evidence of fair benefit sharing.

Sandra Kyrkjebø, Master student, Geophysical Institute, University of Bergen:
'Innovating a new drifter design'

Drifters are tools for ocean scientists to measure sea currents, by releasing them in water and track where they go. However, some drifters are affected not only by water movements, but also wind. This project aims to solve this problem by innovating a drifter that represents sea current isolated from wind.