



2022 United Nations Ocean Conference Side Event

“Why are we not saving the ocean? Mainstreaming influence and engagement for ocean-climate solutions”

29th June, 1430 - 1600, Calouste Gulbenkian Foundation, Av. de Berna 45 A, 1067-001
Lisbon

Organized by: Communications Inc and Calouste Gulbenkian Foundation

Background on the event (one paragraph)

Comms Inc and the Calouste Gulbenkian Foundation held a side event during the UN Ocean Conference for an urgent conversation on how ocean-climate action can be accelerated through smart, cross-sector influencing and engagement.

We know what needs to happen for the ocean to be protected, but the actions being taken by governments, businesses and individuals across the globe do not meet the scale or urgency of the problem. Evidence-based engagement strategies have a critical role to play in accelerating progress and changing the public ‘mood music’. But are we using them? What do we know or need to know to influence the ocean-climate outcomes we want?

This session brought together a cross-sector group of ocean and climate funders, NGOs, communicators and programme strategists to exchange insights, create connections and identify tangible opportunities for action ahead of and beyond COP27.

We heard evidence on the case for strategic communications, shared experience from other sectors including public health, peacebuilding and politics, and had an interactive session on how we can scale approaches to reach the public and policy makers for ocean-climate solutions.

Issues Discussed

Comms Inc and the Calouste Gulbenkian Foundation would like to express their gratitude to all participants of the session. Conversations across the groups were

energised and the appetite for future collaboration was strong. We were thrilled so many of you stayed on after the end of the session to continue your conversations.

Three key issues were broadly discussed:

- Influencing and engagement are effective ways to mainstream ocean issues - and critical to achieving ocean-climate outcomes.
- Collaborative, cross-sector strategies are most effective, particularly for global issues that require whole-system change.
- Influencing and engagement strategies should be evidence-led and research-based to maximise their potential for contributing to ocean-climate outcomes.

Next Steps

Comms Inc and the Calouste Gulbenkian Foundation will be sending out a full report of the event, including notes collected from each of the discussion groups. The report will all include next steps for the communications group. If you did not attend the conference but would like to receive the report and any other follow-up communication, please email **natalie@communicationsinc.co.uk**.