



MARLICE 2022

II International Forum on Marine
Litter and Circular Economy



AEBAM
ASOCIACIÓN ESPAÑOLA
DE BASURAS MARINAS

MARLICE 2022. SUMMARY OF SESSIONS

MARLICE4PEOPLE: MarliceCinema



MARLICE 2022
II International Forum on
Marine Litter and Circular Economy
Seville 18 – 20 May



AEBAM
ASOCIACIÓN ESPAÑOLA
DE BASURAS MARINAS



**2021
2030** United Nations Decade
of Ocean Science
for Sustainable Development

MARLICE4PEOPLE: MarliceCinema



AQUARIUM OF SEVILLE - AUDITORIUM



18/05/2022



17:30 - 19:30



19/05/2022



17:30 - 19:30

DESCRIPTION

MarliceCinema includes two sessions open to the public aimed at disseminating the problem of ocean pollution by marine debris through informative presentations, projection of audiovisual pieces and participatory round tables. This session is developed thanks to the support, among other entities, of the Fundación Biodiversidad.

The session is part of "MARLICENATURA" block of sessions included in Marlice 2022 Forum. It has been developed with the support of the Fundación Biodiversidad.

WITH THE SUPPORT OF



VICEPRESIDENCIA
CUARTA DEL GOBIERNO
MINISTERIO
PARA LA TRANSICIÓN ECOLÓGICA
Y EL RETO DEMOGRÁFICO



Fundación Biodiversidad

WELCOME

Ms. Pilar Zorzo Gallego

AEBAM - Spanish Marine
Litter Association - CEDEX

AEBAM President -
Technician at CEDEX



PhD. Juan Antonio Romero

Ocean Conservation
Foundation "Azul Marino"

CEO



PROGRAMME

(See the available presentations of this session by clickyng on the presentation title)

DAY 1

17:30 -17:35 h - Welcome and introduction

Pilar Zorzo - President. Asociación Española de Basuras Marinas
Juan Antonio Romero -General Director of the Foundation for the Conservation of the Oceans "Azul Marino" and scientific coordinator of the Seville Aquarium

17:35 - 17:55 h - People’s power against marine litter - the Clean Sea LIFE project

Eleonora de Sabata - President MedSharks

17:55 - 18:50 h - Presentation of the Documentary Mediterranean Mare Nostrum?

Antonio Márquez - President Oceánidas

18:50 - 19:30 h - Colloquium

Juan Antonio Romero - General Director of the Foundation for the Conservation of the Oceans "Azul Marino" and scientific coordinator of the Seville Aquarium.
Eleonora de Sabata - President MedSharks
Antonio Márquez - President Oceánidas
Pilar Zorzo - President AEBAM
Estíbaliz López-Samaniego - Project Manaer - Asociación Vertidos Cero

SPEAKERS

Ms. Eleonora de Sabata

MedSharks
President



Mr. Antonio Márquez

Oceánidas
President



PhD. Estibaliz López-Samaniego

Asociación Vertidos Cero
Project Management



PROGRAMME

(See the available presentations of this session by clickyng on the presentation title)

DAY 2

17:30 -17:40 h - Welcome and introduction

Pilar Zorzo Gallego - President Spanish Marine Litter Association
Juan Antonio Romero - General Director of the Foundation for the Conservation of the Oceans "Azul Marino" and scientific coordinator of the Seville Aquarium

17:40 - 17:50 h - Explorer by Nature

Ignacio Dean Mouliaá - Professional explore

17:50 - 18:00 h -Society's eyes on the ocean floor

Pilar Marín - Oceana

18:00 - 18:15 h - #ChasingPellets: the expedition in search of marine pollution

Xavier Curto - Lobby and private sector officer - Surfrider / Jordi Oliva - Co-founder and project manager - Good Karma Project

18:15 - 18:25 h - "Libera awareness campaigns"

Sara Güemes - Libera Project, ECOEMBES

18:25 - 18:35 h - “Fighting marine litter in the Mediterranean, we need to act now!”

Sonsoles San Román - Communication officer -ETC-UMA - Med Biodiversity Protection Community

SPEAKERS

Mr. Ignacio Dean Mouliaá

NACHODEAN S.L.
CEO



Ms. Pilar Marín

Oceana
Senior Marine Scientist



Mr. Xavier Curto Zafra

Surfrider Spain
Lobby and private sector officer



Mr. Jordi Oliva Farriol

Good Karma Projects
Co-founder & Projects director



DAY 2

18:35 - 18:40 h - A picture says more than a thousand words
Yorgos Konstantinou - Illustrator

18:40 - 18:50 h - Round table presentation
Juan Antonio Romero - General Director of the Foundation for the Conservation of the Oceans "Azul Marino" and scientific coordinator of the Seville Aquarium

18:50 - 19:30 h - Round table

SPEAKERS

Ms. Sonsoles San Román

ETC-UMA
Communication officer



Ms. Sara Güemes Santos

ECOEMBES (LIBERA)
LIBERA Coordinator



Mr. Yorgos Konstantinou

Imagistan
Creative director



DAY 1

Objective and structure of the session

Questions focused on the narrative concerning the production and consumption system, particularly on single-use plastics items, fomenting change from consumerist behaviour to a post-consumer society.

The main speaker, Eleonora de Sabata, presented the Life Clean Sea Project and raised the issue of conflicts between the positive and negative perception of plastic depending on its use. After the presentation, a documentary film on citizen science and marine litter was officially launched: "Mediterraneo: Mare Nostrum?".

The debate was opened to the public after a first round of questions with the speakers.

The main issues addressed focused on how we can stop plastic pollution in the Mediterranean Sea. Do you believe that the consumer's attitude is a strong enough driver of change in the current socioeconomical panorama, and does public participation in the fight against marine litter pollution represent just a drop in the ocean compared with society as a whole?



Conclusions

- The need to address the problem of marine litter and plastics with a positive message was highlighted.
- The panellists commented on the importance and need to involve citizens as a basis for solving the problem, while involving the private sector in the search for solutions.
- Citizen science was undoubtedly considered to be the most important factor and a fundamental tool for consolidating voluntary action.

DAY 2



Objective and structure of the session

The debate will explore the challenges and opportunities offered by communication as a tool for change and the need to improve its use in order to share key messages, project results or scientific studies with the general public in order to raise awareness and change attitudes in different sectors.

7 experts participated by presenting projects and the communication tools used, commenting on their experiences and the challenges encountered in getting the message across to the general public.

After some initial questions from the moderator to the speakers, the debate will be opened to the public.

Conclusions and key messages

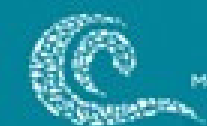
- The need to overcome negative messages and generate a positive discourse was highlighted, even if this means generating greater complexity.
- The incorporation of art as a tool in the communication of messages is key to changing the perception of reality.
- The need to heighten projects' efforts in relation to communication actions was discussed.
- The great complexity of generating different communication methods in order to adapt different messages to various sectors was discussed. The need to generate new ideas that continue to attract the public's attention to the issue of marine litter was also raised.
- The importance of inspiring projects that generate positive communication was highlighted.
- The role of third sector entities as a link with society to deliver complex messages such as the transposition of regulations, governance or technical and scientific advances was highlighted.
- On the other hand, it was mentioned that communication and awareness-raising without legislative changes and political involvement will not be a serious environmental issue such as ocean pollution. Even so, the regulatory advances made on a European level in recent years may prove key to achieving real change, such as the Directive on single-use plastics.
- The importance of seeing marine litter as an issue of shared responsibility was also commented on, in which each sector and individual must consider it their own problem and be part of the change.











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