

## Gathering ideas for Sea Change

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Sea Change ([www.seachangeproject.eu](http://www.seachangeproject.eu)) is a Horizon 2020 project aiming at increasing public awareness about the importance of the ocean in our daily lives, and about the influence of our lifestyles on the ocean's state. Sea change is now looking for innovative ideas for events or actions to increase our understanding of the mutual influences between the ocean and society. In this framework, VLIZ is developing an 'idea challenge', encouraging people to submit their ideas, presented in a short video, on how to increase people's awareness and appreciation of the ocean. The ideas gathered from this competition will be evaluated during brainstorm sessions organized in seven European countries, in each of which one concept for an event or action will be developed and realized.

By organizing this video competition, Sea Change involves the public directly in the search for good outreach ideas, aiming at encouraging people to think about their relationship with the ocean and hence increasing their ocean literacy.

Keywords: Sea Change; ocean literacy; public outreach