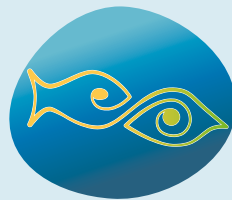
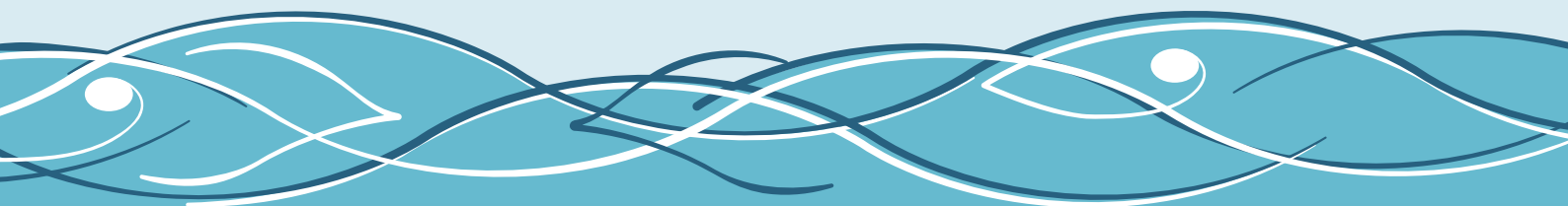


Partneriaeth Moroedd
ac Arfordiroedd Cymru
Wales Coasts and
Seas Partnership



Y Môr a Ni

Y Môr a Ni



Ocean Literacy Strategy for Wales 2025

Prepared by the Welsh Ocean Literacy Coalition,
part of the Wales Coasts and Seas Partnership



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

Ocean literacy strategy for Wales 2025



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Foreword



Dr David Tudor
Chair, Wales Coasts and Seas
Partnership (CaSP Cymru)
September 2024

Croeso i Gymru. Welcome to Wales.

It is a simple message seen on signs by all who enter the country: whether you're a visitor or a returning resident, the message is the same and is clear. But what relevance is that phrase to the seas that surround Wales on three sides?

Wales is a geographically small nation that is part of a larger island floating in the vast northeast Atlantic Ocean. The ocean bounds the country at the north, west and south, with the beach marking the limit of the land mass and the water stretching onwards. That seawater is as much a part of Wales as the land beneath our houses, farms and factories; but it is also the same seawater that belongs to the ocean, which can be as much a part of Wales as it can to anywhere else on the planet.

CaSP Cymru

The Wales Coasts and Seas Partnership (CaSP Cymru) is the overarching stakeholder group for the marine and coastal sector in Wales. In 2022 the group identified several important pillars of focus that would support and enable improved delivery for resilient marine ecosystems and the marine and coastal sector in Wales. One of these was improved Ocean Literacy. I am proud to be the Chair of CaSP Cymru, to sit alongside such an inspiring and committed group of people. And no more so than being associated with the Welsh Ocean Literacy Coalition, a dedicated and dynamic crew of passionate ocean and coastal practitioners.

The ocean and ocean literacy – what does it mean to you?

What is Ocean Literacy, in a practical sense that can mean something to people? The term is internationally recognised but what does it mean to the practitioners and people of Wales? For me, Ocean Literacy is about having a grasp of our impact on the ocean, an appreciation of the collective and personal power that we all possess to manipulate and shape the seas that lie off our coast; it is also about understanding the inspiration, impact and influence the ocean has on us. To many, the ocean and its place in our lives and the coasts and seas around Wales conjure up other words, such as connection, livelihood, travel, love, fear, and hiraeth. This understanding and appreciation is vital to sustainably manage, protect and utilise the ocean.

Y Mor a Ni/The Sea and Us

You will read in the pages ahead that the vision conveys a sustainable future for the coasts and seas of Wales and the people that influence and are shaped by it.

The outcomes, goals and actions within this strategy are for the benefit of businesses, environment and people. However, let's be crystal clear: this vision and the benefits it will bring are not only for a select few people, such as the dog-walkers on the beach or the surfers or the seaside tourists, for example. It is for all the people of Wales, for the current and future generations, whether living in Newgale or Newtown, Barmouth or Bala, Aberavon or Abergavenny. And even more than that, it is also for all those who are not from Wales or not living in Wales.

Croeso - Welcome

To me, the essence of the ocean is the connection with our planet, the connection with people and nature far from the shores of Wales as well as those right here. For us to truly understand our impact on the ocean and its impact on us, we must value and believe in its connection to us and to others far from our shore.

We must welcome its power, the hidden life it supports, and the vital part it plays in our lives. We must welcome the opportunities it brings, from food, to energy, to fun and to transport.

For it to thrive, we cannot continue to shun its presence, ignore the benefits or downplay its relevance. We must welcome the opportunities and respect its role in our lives. It is time to reconnect and extend a 'croeso' to the sea and shore into our lives and appreciate the critical role it has in our survival as a nation and species.

We now have this strategy to help us do just that, and it is time to drive forward the actions within it.



**Deputy First Minister and
Cabinet Secretary for Climate
Change and Rural Affairs,
Huw Irranca-Davies**

Our vision of Welsh seas is that they are clean, healthy, safe, productive and biologically diverse.

To achieve the outcomes we all want to see, like less pollution and litter, more local communities involved in managing protected areas and improved knowledge of careers in the marine environment, we need to involve everybody.

Ocean literacy is crucial to this. If we don't understand our influence and our impacts on our coasts and seas, how can we care enough to act to protect them?

I wholeheartedly welcome the work of the Coasts and Seas Partnership to connect people to the sea in Wales through Y Môr a Ni. I will continue to support delivery of this work and look forward to seeing the results of this collaborative approach that brings people together. Working together we can safeguard our critical marine and coastal ecosystems which underpin our lives and livelihoods.

Summary

Ocean literacy is most simply defined as understanding your influence on the ocean and its influence on you.

The marine environment makes up almost half of the area of Wales and is a hugely important resource for us all – for leisure, for work and as a source of energy, food and diverse wildlife.

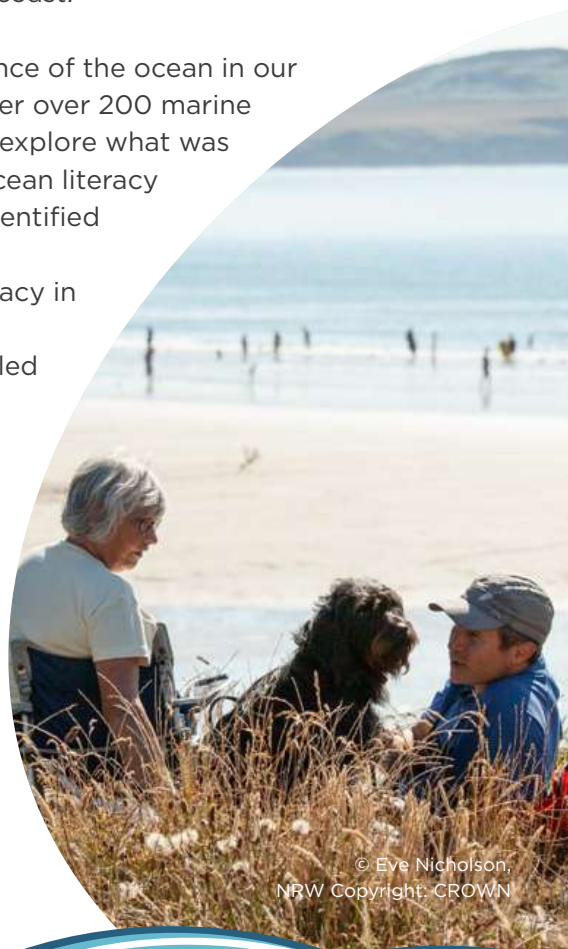
In 2022, the Wales Coasts and Seas Partnership (CaSP Cymru) group identified improving ocean literacy across Wales as a key focus of their work. The importance of understanding, fostering and enhancing ocean literacy is increasingly being recognised within global and national initiatives as critical to helping us address the challenges facing our coasts and seas.

Recent surveys undertaken across the UK explored attitudes towards protecting the sea and coast, including intentions for future behaviour change. The results highlighted useful findings that can shape how we can build ocean literacy in Wales. For example, whilst 80% of respondents felt that visiting the sea and coast provided mental and physical health benefits, almost half of respondents felt their lifestyle has no impact on the marine and coastal environments. Nevertheless, most people felt that it is important to protect the marine environment and many were prepared to make lifestyle changes to protect the sea and coast.

This suggests a lack of awareness of the everyday importance of the ocean in our lives. CaSP Cymru held workshops in 2022 bringing together over 200 marine and coastal practitioners from across Wales and the UK to explore what was already happening and what steps were needed to build ocean literacy in Wales and to start to develop a vision. Priority actions identified through these workshops included:

- Developing a vision and strategy for building ocean literacy in Wales;
- Building a base of champions, creating a network of skilled and informed people;
- Enabling shared information and common platforms to communicate learning and promote collaborative working across Wales's ocean literacy community

Following this, the Welsh Ocean Literacy Coalition was established, bringing together representatives from different organisations and institutions across Wales. Since the workshops in 2022 we have developed and refined a vision for the strategy - 'Y Môr a Ni', 'The Sea and Us' - and used a Theory of Change approach to identify what actions were needed to achieve this. Our collective vision for Y Môr a Ni is that:



“People are connected to, understand and value our coasts and seas in Wales, making informed decisions that support a safe and sustainable relationship between them.”

We have identified six Action Areas to support the delivery of this vision, alongside a series of objectives and initial actions to support delivery:

Access and Experience

- Understand and address barriers to accessing and experiencing the marine area;
- Encourage greater physical access to Wales’s coasts and seas;
- Ensure access to Welsh coasts and seas is safe and sustainable;
- Encourage virtual and/or remote access to the coasts and seas across Wales where and when physical access is not possible.

Ocean Literate Policy

- Strengthen understanding of marine issues across public sector organisations and the Senedd;
- Promote ocean literacy and embed marine and coastal considerations in strategic and local decision making

Ocean Literacy Leadership and Champions

- Widen the reach of Y Môr a Ni by identifying and recruiting a range of leaders and champions to promote our messages

Knowledge and Skills

- Develop resources to build knowledge and skills around the marine and coastal area;
- Develop knowledge and skills to support access to jobs in marine and coastal sectors

Communities and Culture

- Enable community engagement with the marine and coastal environment and related issues at a local level

Network and Capacity Building

- Expand and evolve the current coalition under the Coasts and Seas Partnership to bring in a wider range of ocean literacy practitioners who can share best practice and work collaboratively;
- Develop a series of products to support ocean literacy practitioners to work more efficiently and effectively;
- Develop the evidence base around ocean literacy in Wales

Work is already underway around several of these actions, particularly under Network and Capacity Building. Through our workshops we have identified a longer list of actions which sit under each of these action areas. This strategy will act as a framework for further engagement and activity to enable our vision for Wales.



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Introduction

The marine environment makes up almost half of the area of Wales and is a hugely important resource for us all – for leisure, for work, and as a source of energy, food and diverse wildlife.

The Welsh National Marine Plan sets out a vision for seas that are clean, healthy, safe, productive and biologically diverse (see box 1). The Wales Coasts and Seas Partnership (CaSP Cymru), the overarching stakeholder group for the marine sector in Wales, works to support and enable better delivery for resilient marine ecosystems and the marine sector in Wales. Between 2020 and 2021, the group identified several priority actions to enable a step change in our ability to deliver positive outcomes for our marine and coastal environment and the communities that depend on them. One of these was to improve ocean literacy across Wales.

Ocean literacy is most simply defined as understanding your influence on the ocean and its influence on you. CaSP Cymru recognised the importance of increasing ocean literacy in Wales to improve outcomes for the sea such as reduced pollution and litter, greater involvement of local communities in decision making and improved knowledge of careers and future prospects for working in the marine environment. All of these require individuals, communities and businesses across Wales to understand their influence and impact upon coasts and seas to foster stronger relationships and encourage positive ocean-actions to address the issues facing our coasts and

seas. Partners recognised that to effect change and manage the coasts and seas sustainably, we need to strengthen the connections between people in Wales and the sea around them. By building these connections, we hope to support communities across Wales to make the most of the opportunities from our coasts and seas.

Box 1.

Welsh seas are clean, healthy, safe, productive and biologically diverse:

- Through an ecosystem approach, natural resources are sustainably managed and our seas are healthy and resilient, supporting a sustainable and thriving economy;
- Through access to, understanding of and enjoyment of the marine environment and maritime cultural heritage, health and well-being are improving;
- Through Blue Growth more jobs and wealth are being created and are helping coastal communities become more resilient, prosperous and equitable with a vibrant culture; and
- Through the responsible deployment of low carbon technologies, the Welsh marine area is making a strong contribution to energy security and climate change emissions targets.

The Marine Plan vision

Gov.wales/welsh-national-marine-plan

In June 2022, facilitated workshops were run by CaSP that brought together a wide range of ocean literacy practitioners from across Wales and beyond, to identify the priority actions needed. The specific aims of the workshops were to:

- develop a vision for an “ocean literate” Wales,
- understand what ocean literacy initiatives and actions are already happening,
- identify thematic and geographical gaps, and
- co-develop priorities of what needs to happen to progress with ocean literacy in Wales.

It was clear that there was already a significant amount of work going on across Wales to raise awareness and increase knowledge of the sea – an important component of Ocean Literacy.



The top priority action identified by workshop participants was the development of a strategy to help coordinate, strengthen and amplify existing ocean literacy activity.

Since then, a coalition of ocean literacy practitioners has formed that includes members from Cardiff and Bangor Universities; Non-Governmental Organisations (NGOs) including North Wales Wildlife Trust, Marine Conservation Society, Keep Wales Tidy and Amgueddfa Cymru; public bodies such as Natural Resources Wales, and coastal partnerships such as Pembrokeshire Coastal Forum. The membership has been steadily growing and the group has been working proactively together to develop this strategy.



What is ocean literacy?

Ocean literacy is most simply defined as understanding your influence on the ocean and its influence on you.

Developed in the early 2000s in the USA, the term was coined by marine educators who recognised a lack of inclusion of ocean science within the national curriculum.

With an original aim of enhancing ocean knowledge in school students, ocean literacy began as a concept with its foundations in formal education. Seven key principles (Box 2) were initially developed to support development of ocean literacy and underpinned the majority of ocean literacy initiatives. These seven principles provided a framework for ocean education, with the expectation that by developing understanding of these principles, students would have ocean knowledge, be able to communicate about the

ocean, and where possible, behave in pro-ocean ways.

However, in recent years, our understanding of human behaviour and of ocean literacy has continued to evolve. Where once ocean literacy focussed primarily on knowledge, more recent research has highlighted that there are many other dimensions within ocean literacy including awareness, attitudes, activism (Brennan et al., 2019)¹, emotion, access and experience, adaptive capacity and trust and transparency (McKinley et al. 2023)². Crucially, these evolved concepts of ocean literacy recognise the diversity of relationships that can be held between people and their coasts and seas, and that these relationships can be impacted by a wide range of factors. Therefore, to strengthen and build ocean literacy, it is important to be aware of each of these dimensions and recognise that there is no one size fits all approach.

Box 2.

The 7 principles of ocean literacy

- The Earth has one big ocean with many features
- The ocean and life in the ocean shape the features of the Earth
- The ocean is a major influence on the weather and climate
- The ocean makes the Earth habitable
- The ocean supports a great diversity of life and ecosystems
- The ocean and humans are inextricably interconnected
- The ocean is largely unexplored

¹Buchan, P.P., Evans, L.S., Pieraccini, M., Barr, S. 2023. Marine citizenship: The right to participate in the transformation of the human-ocean relationship for sustainability. Plos One 18(3): e0280518. <https://doi.org/10.1371/journal.pone.0280518>

²McKinley, E., Burdon, D., Shellock, R.J. 2023. The evolution of ocean literacy: A new framework for the United Nations Decade and beyond. Marine Pollution Bulletin. Vol 186. 114467 <https://doi.org/10.1016/j.marpolbul.2022.114467>



© Fishing cages - Seafish

The importance of understanding, fostering and enhancing ocean literacy is increasingly being recognised within global and national initiatives. For example, ocean literacy has been acknowledged as a mechanism to deliver the goals set out by the United Nations in its Decade of Ocean Science for Sustainable Development 2021-2030 (UNESCO 2021). It is a core component of Challenge 10 of the Decade, which aspires to restore relationships between society and the ocean and seeks to 'ensure that the multiple values and services of the ocean for human wellbeing, culture and sustainable development are widely understood, that society-ocean connections are strengthened and that there is increased motivation, capability, and opportunity for people across all sectors of society to make decisions and behave in ways that ensure a healthy ocean' (Glithero et al., 2024).

In Wales, we will build on the ambition set out by global commitments, while also recognising the fundamental role of Ocean Literacy in delivering both the sustainable management of natural resources (SMNR) and Wellbeing Goals established by the Wellbeing of Future



The 10 dimensions of ocean literacy from McKinley et al. 2023.

Generations Act (Wales) 2015 and the Environment (Wales) Act 2016. Inclusivity and meaningful integration of the diverse, rich and varied relationships held by Welsh communities is crucial to the successful development of ocean literacy in Wales. With this in mind, we recognise that the term ocean literacy may not be easily understandable to all and for many, may not describe the relationship that they have with the sea. We have therefore chosen to use 'Y Môr a Ni' - The Sea and Us' to describe our work and the ocean literacy strategy for Wales.



Y Môr a Ni

Ocean literacy in Wales

In 2021 and 2022, a collaboration between Defra, NRW, Ocean Conservation Trust and Scottish Government led to the first ever national scale surveys of ocean literacy across the UK.

The surveys explored attitudes towards protecting the sea and coast, including intentions for future behaviour change. It also asked how and when people visit the sea and coast, where they go and what they do, and whether people understand how the sea and coast impact physical and mental well-being. The full reports for 2021 and 2022 can be found online. The surveys provide a baseline understanding of ocean literacy in the UK at the beginning of the UN Decade for Ocean Science (oceandecade.org) with plans to run a further three surveys before 2030.

The survey results highlighted some key drivers for ocean literacy work in Wales. For example, whilst 80% of respondents felt that visiting the sea and coast provides mental and physical health benefits, almost half of respondents felt their lifestyle has no impact on the marine and coastal environments in Wales. Nevertheless, most people felt that it is important to protect the marine environment and many were prepared to make lifestyle changes to protect the sea and coast.

This information is fundamental in informing what steps we can take to improve the connection between people and the sea. For example, every person influences our

coasts and sea, whether they live at the coast or inland. Where we buy our seafood from, how carefully we dispose of litter, where our energy comes from, whether we engage in volunteering activities and how we decide to vote, are all decisions which can impact our sea.

Understanding how our lifestyle impacts our coastal spaces, better supporting ways to live more sustainably and developing a stronger connection to our coasts and seas is at the heart of Y Môr a Ni.



Key Findings in Wales

Only around half of respondents felt that their lifestyle impacts on the marine environment, though **58% rated the health** of the global marine environment as poor or very poor.

A large proportion of respondents wanted to make lifestyle changes to protect our sea and coast. Things that people already do include:

- recycling more,
- reducing consumption of single-use plastics,
- minimising energy demands in homes.



Most (**87%**) felt that it is **important** to protect the marine environment



People mostly got their information about the ocean from **nature documentaries** and the **news**



The **most popular** destinations for visitors were **sandy beaches** and **coastal towns**



Marine **litter/plastic pollution** was perceived to be the pressure posing the **biggest threat** to Wales's sea and coast by 76% of respondents

Around **80%** of respondents felt visiting the sea and coast provided **mental and physical health benefits**



The story so far

Initial online workshops held in 2022 brought over 200 marine and coastal practitioners from across Wales and the UK together to explore what was already happening in Wales around ocean literacy and to start to develop a collective vision.

Priority actions identified through these workshops included:

- A call for a vision and a strategy for ocean literacy for Wales;
- Creating and building a network of skilled and informed ocean literacy champions;
- Enabling shared information and common platforms.

Following this, a working group was established, that brings together a range of individuals from different organisations and institutions in Wales. The working group has focussed on drafting this strategy. Taking on board the ocean literacy survey results, we have developed and refined a vision for Y Môr a Ni using a Theory of Change approach to identify what actions we need to take to achieve this.

In January 2024 we held workshops in North and South Wales, and an online event to share the draft strategy more widely and gather feedback so that we could refine it further. We continue to identify actions that need to be taken – some of these will be picked up by the working group but many will require wider engagement to support delivery.

Over the same period, the working group has continued to work on a wider range of activities, including developing itself as a growing network of practitioners sharing best practice and keeping one another informed of our collective work in Wales and wider. We are also working towards a website that can be used to hold information and resources to support ocean literacy work across Wales.



© Ella Sutton, NRW



© Ella Sutton, NRW

Y Môr a Ni: Our mission

Mission

To nurture and grow levels of ocean literacy in Wales for a more sustainable relationship between people and the sea.

Vision

To enact change, we first need to know where we want to be. Our collective vision for an ocean literate Wales is that:

“People are connected to, understand and value our coasts and seas in Wales, making informed decisions that support a safe and sustainable relationship between them.”

Goals

Ocean connection

Physical and emotional connections from accessing and experiencing marine and coastal spaces in different ways. This includes traditional experience such as being at the coast and sea and feeling comfortable and safe whilst there, but also non-traditional experience such as through arts, culture and technology.

Ocean understanding

Knowledge, awareness and action so that we can make informed decisions is critical to positive behaviour change. This includes understanding our own and others impacts, and the need for sustainable management.

Ocean values

Beliefs and principles that enable individuals to take a personal position on how we should value, manage and interact with our coastal and marine spaces, now and in the future.

Ocean influence

An active, responsible, and ethical “ocean citizen” (McKinley & Fletcher, 2012; Buchan et al. 2023), influencing society as part of a resilient and prosperous community.

Action Areas

We have considered the evidence from the ocean literacy survey and held workshops with a wide range of participants to identify key steps to take.

We have identified six Action Areas to support the delivery of our vision and goals, with a series of objectives included within each one.

A: Access and experience

B: Ocean literate policy

C: Ocean literacy leadership and champions

D: Knowledge and skills

E: Communities and culture

F: Network and capacity building



A: Access and experience

This action area recognises how our connection to Wales's coasts and seas grows through experience, whether that is direct (being at the coast) or indirect (for example, through television, an art installation, virtual reality, poetry, storytelling).

Outcome

Enhanced frequency and quality of experience of the sea and coasts, in place or remotely, leads to people feeling more connected to our marine environment.

Objectives

- Understand and address barriers to accessing and experiencing the marine area;
- Encourage greater physical access to Wales's coasts and seas;
- Ensure access to Welsh coasts and seas is safe and sustainable;
- Encourage virtual and/or remote access to the coasts and seas across Wales where and when physical access is not possible.



© North Wales Wildlife Trust



Actions in this area include to:

Undertake reviews of barriers to physical and remote access to the marine and coastal environment for all people including minority groups.

Use evidence collected to inform development of a targeted plan to address barriers and increase physical and remote access to coasts and seas.

Maintain and expand existing water safety programmes such as 'SwimSafe'.

Maintain and expand existing partnership work to develop targeted resources and communication across the outdoor recreation sector.

B: Ocean literate policy

Marine and coastal environments can often be out of sight and out of mind for policy makers, leading to a political landscape that is not appropriately focused on the value of our coastal spaces. Effectively embedding marine and coastal considerations within relevant policy and management frameworks, systems and decisions will ensure more sustainable outcomes for the marine and coastal area and the communities that rely on them.

Outcome

Welsh policy frameworks, systems and decisions effectively consider and address relevant marine and coastal issues.

Objectives

- Strengthen understanding of marine issues across public sector organisations and the Senedd;
- Promote ocean literacy and embed marine and coastal considerations in strategic and local decision making.



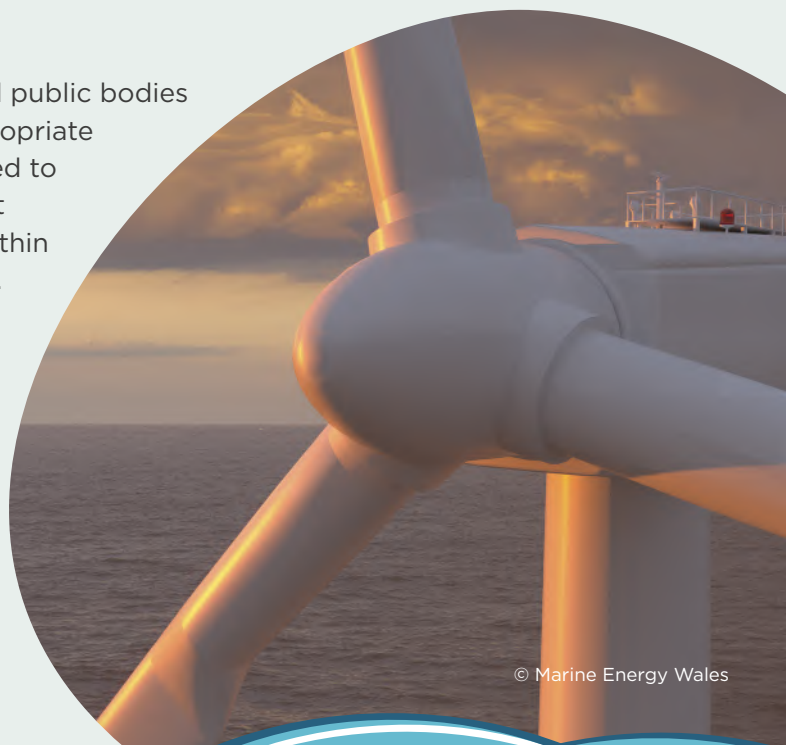
Actions in this area include to:

Inform and engage Members of the Senedd on issues regarding coasts and seas, for example, through a cross party group.

Join up policy areas across Welsh Government with a marine and coastal remit.

Work with organisations and public bodies to identify and develop appropriate guidance and support needed to enable them to better reflect marine and coastal issues within their plans and programmes.

Develop targeted materials highlighting the varied role of marine and coast in supporting environmental, social and economic outcomes in Wales.



C: Ocean literacy leadership and champions

To fully embed ocean literacy in Wales we need to target a broad audience to reach communities throughout Wales. To do this, we need champions and influencers who relate to all audiences and demographic groups at all levels, from the Senedd to local neighbours.

Outcome

Champions and influencers in Wales who inspire and promote ocean literacy, with a series of tasks and resources to communicate key messages.

Objectives

- Widen the reach of Y Môr a Ni by identifying and recruiting a range of leaders and champions to promote our messages.



Actions in this area include to:

Identify, recruit and train a wide range of existing and new ocean champions in Wales who can influence across different audiences in Wales.

Develop targeted resources to support champions in different settings.

Explore the use of existing initiatives, such as 'Motion for the Ocean', to build engagement through Local Government in Wales.



D: Knowledge and skills

Enabling informed decision-making is critical at every level (local, regional and national; across-sectors, disciplines and cultures). Whilst knowledge does not necessarily equal behaviour change, it is essential to understand how behaviour and decisions connect people with their impact on the ocean, coast and wider environment.



© European Subsea Cables Association

Outcome

People in Wales are equipped with the knowledge and skills required to engage effectively with marine and coastal issues.

Objectives

- Develop resources to build knowledge and skills around the marine and coastal area;
- Develop knowledge and skills to support access to jobs in marine and coastal sectors.



Actions in this area include to:

Develop appropriate resources, aligned to the Curriculum for Wales, to increase knowledge of marine and coastal issues.

Provide training for teachers and other practitioners in using relevant resources.

Explore opportunities to put in place or promote relevant apprenticeships / paid internships / placements / industry partnerships to support access to maritime careers.

E: Communities and culture

Supporting connections to the coasts and seas at the community level can enable people to feel more connected to their local area, which in turn may encourage positive engagement and action on marine and coastal issues. The community voice is powerful and key to this is communities understanding future challenges, appropriate actions and how they can make their voice heard.

Outcome

Communities feel connected to, informed about and value their local coasts and seas, leading to behaviour that supports a safe and sustainable future between them.

Objectives

- Enable community engagement with the marine and coastal environment and related issues, at a local level.



© North Wales Wildlife Trust



Actions in this area include to:

Maintain, strengthen and expand existing mechanisms, such as coastal partnerships, to support community outreach and engagement.

Review effectiveness of existing mechanisms to support meaningful local engagement in planning and decision making for our coast and seas.

Plan and deliver a 'Festival of the Sea' - series of local events across Wales that celebrate local marine and coastal natural and cultural heritage; businesses and traditions.

Develop and deliver an engagement plan to support wider contribution to and involvement with Y Môr a Ni.

F: Network and capacity building

To deliver Y Môr a Ni, it is important that we develop and facilitate an active network of ocean literacy practitioners, to facilitate collaboration, sharing and coordination of ocean literacy outreach and projects across Wales.

Outcome

The ocean literacy network in Wales is thriving and joined up, sharing best practice, and supporting action on the ground to achieve the vision for Y Môr a Ni.

Objectives

- Continue to evolve and grow the current Welsh coalition into a network of ocean literacy practitioners who can share best practice and scale up their delivery;
- Develop a series of products to support ocean literacy practitioners;
- Develop the evidence base around ocean literacy in Wales.



Actions in this area include to:

Develop a Wales Coasts and Seas Partnership website to support sharing of ocean literacy resources and information

Build the Wales Ocean Literacy Coalition by engaging more widely to promote Y Môr a Ni

Proactively use the network to share best practice, lessons learnt, and work collaboratively to develop and implement Y Môr a Ni

Develop an interactive map that details which partners are involved in ocean literacy work, and what ocean literacy projects are happening where, with basic information and contact details

Develop 'best practice' guidelines, including relevant case studies, for the development of ocean literacy projects and programmes

Continue to analyse the findings of recent ocean literacy surveys and repeat these periodically

Develop our understanding of how to measure impact – are our ocean literacy actions working?



How we will work

This strategy provides a framework for practitioners to use to explore their role in supporting Y Môr a Ni and developing ocean literacy in Wales.

In seeking to further develop and implement the strategy, we will embed the Ways of Working from the Well-being of Future Generations (Wales) Act 2015. In the backdrop of the Cymru Can 2023-2030 Strategy released by the Office of the Future Generations Commissioner for Wales, a need to scale up the rate and pace of the Act's implementation is clear³. These Ways of Working outline a framework for ensuring we work in a meaningful and equitable way, with the well-being of future generations remaining central in our decision making.

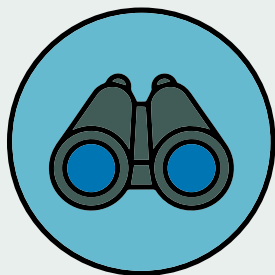
Whilst we have already undertaken collaboration and involvement in co-developing this iteration of our strategy, we recognise that there are many other voices in Wales who have not yet had the chance to

engage and influence Y Môr a Ni. This strategy acknowledges the need to engage much more widely over time, with a larger diversity of people. We look forward to engaging with others to evolve this strategy for and with the people of Wales, to support national efforts towards achieving our well-being goals in Wales.



³ Source:

<https://www.futuregenerations.wales/wp-content/uploads/2023/11/2023-11-20-Strategy-English.pdf>



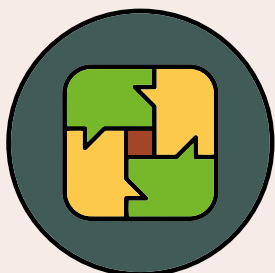
LONG-TERM

The importance of balancing short term needs with the need to safeguard the ability to meet long term needs, especially where things done to meet short term needs may have detrimental long term effect.



PREVENTION

How deploying resources to prevent problems occurring or getting worse may contribute to meeting the body's well-being objectives, or another body's objectives.



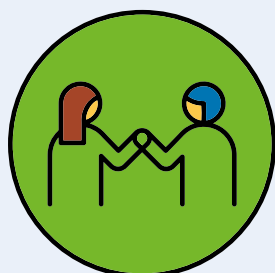
INTEGRATION

The need to take an integrated approach, by considering how the body's well-being objectives may impact upon each of the well-being goals, on their other objectives or on the objectives of other public bodies.



COLLABORATION

How acting in collaboration with any other person (or how different parts of the body acting together) could assist the body to meet its well-being objectives, or assist another body to meet its objectives.



INVOLVEMENT

The importance of involving other persons with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the area which the body serves.

Next steps

The publication of this strategy is just one step in the journey of our collaborative work around Y Môr a Ni.

As a coalition, we are committed to working together to support delivery of this strategy, and we will report regularly through the Coasts and Seas Partnership on our activities.

We have already made good progress under the Network and Capacity Building Action Area, meeting regularly as a coalition and developing the Coasts and Seas Partnership website, which will host useful resources and information. In particular, our immediate focus will turn to identifying sources of funding that can support the delivery of Y Môr a Ni actions, and how the coalition can work together or individually to do this.

Through the workshops we held to develop this strategy, we have identified a longer list of actions under the six Action Areas. Whilst we have worked hard to ensure multiple voices and viewpoints are represented in Y Mor a Ni, we know there are many others who have not yet had a say. This Strategy provides a framework to support more detailed conversations with a wider range of communities, groups and individuals to explore their relationship with the sea and what steps can be taken to enhance this connection.



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Developing *Y Môr a Ni*

JUNE 2022

Initial workshops held to explore how to build ocean literacy in Wales

JUNE 2022 –
SEPTEMBER 2023

Establishment of working group to co-develop *Y Môr a Ni*

SEPTEMBER 2023 –
DECEMBER 2023

Draft *Y Môr a Ni* reviewed by wider Wales Coasts and Seas Partnership

JANUARY AND
FEBRUARY 2024

National engagement events for *Y Môr a Ni*

MARCH - OCTOBER
2024

Further refinement of draft strategy and development of resources

JANUARY 2025

Publish *Y Môr a Ni* as a framework to support further action to build ocean literacy in Wales

Welsh Ocean Literacy Coalition



Hiraeth Yn Y Môr
Longing in the sea

