

EAZA Academy workshop

Ocean Literacy in Your Zoo or Aquarium

17 March, 9:00-16:30, Chester Zoo, UK

Empowering Educators to Develop Effective Ocean Literacy and Water Inclusive Programmes in Their Institutions

This workshop combines theory, practical application, and collaboration, empowering educators to inspire conservation and deepen public understanding of the ocean's importance.

Workshop Objectives



Understand the principles of Ocean Literacy, the science behind our oceans' most pressing challenges, and their application in zoo and aquarium education.



Learn how to use storytelling, art and interactive engagement in programme development.



Explore strategies for evaluation and feedback to enhance programme effectiveness.

Expected Outcomes

By the end of the workshop, participants will:



Build upon knowledge of Ocean Literacy principles to understand how the different dimensions of Ocean Literacy help people to connect with, and develop a stronger/deeper relationship with our ocean.



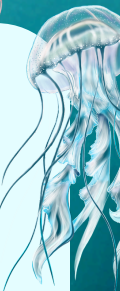
Be equipped to develop engaging programs using storytelling, art, and interactivity.



Understand the importance of evaluating Ocean Literacy programs for long-term impact and continuous improvement, and how to incorporate an evaluation and feedback component.



Know where to find resources for promoting Ocean Literacy, and how to better connect to peers to develop programmes and exchange ideas.



Foundations of Ocean Literacy



9:00 – 9:30: Welcome and Icebreaker

Introduction to participants and workshop objectives.



9:30 – 10:30: Understanding Ocean Literacy Principles

Overview of the 7 Ocean Literacy principles and current blue issues.

10:30 – 10:45: Break

Interactive Engagement and Art in Ocean Literacy

10:45 – 11:30: Storytelling and Art as Tools for Engagement



Techniques and tools for effective storytelling in education/incorporating interactive learning.



Examples of interactive activities for Ocean Literacy promotion and their use in your institution.

11:30 - 12:30: Tailoring the Message to Your Audience



Addressing inclusivity and working with different stakeholders



Setting the story straight: common misconceptions or gaps in understanding that impact understanding of Ocean Literacy principles and dimensions



Examples of successful storytelling in zoos and aquariums.



12:30 – 13:30: Lunch



Programme Development and Evaluation

13:30 - 14:30: Designing interactive components for current or new exhibits



Incorporate Ocean Literacy principles and dimensions into existing or new exhibits



Leverage existing mainstream understanding or emotional associations to spark engagement and understand variations across audience demographics

14:30 – 16:00: Developing Comprehensive Ocean Literacy Programs



Steps for programme development: Identifying objectives, designing content, engaging audiences and evaluation for success



How Ocean Literacy programmes can link to existing programmes and help support current work



How to create an outline for an Ocean Literacy programme tailored to your institution's needs.

Closing Session: Wrap-Up, Reflection and Next Steps

4:00 PM – 4:30 PM: Sharing and Feedback



Summary of key takeaways



Peer and facilitator feedback



Closing remarks and workshop resources



Programme may be subject to change. For any questions, please contact the EAZA Academy Manager, Sally Binding (sallybinding@eaza.net)