

## The marine collaboration is a.....

*What is the Marine Colab?*

Common themes:

- More than the sum of its parts
- Collection/network/group of organisations
- Collaborators/working together
- Space/platform to innovate

Suggestion:

**The Marine CoLABoration is a collection of organisations working together to tackle marine issues** [at a new, more systemic [values-based] level].

collection of organisations that work together for a better, healthier environment that nourishes human needs.	collective of individuals with .... <i>Note: agreed that MC focus is people representing organisations</i>	network dedicated to increasing the value of the ocean.	collective of organisations who value the oceans and have experience in areas related to marine issues.	melting pot and space for innovation	group of organisations finding new solutions to protect and restore the ocean.	catalyst and incubator for valuing oceans.	group of motivated and passionate people. <i>Note: agreed that MC focus is people representing organisations.</i>	platform to innovate and test new approaches to change the way people view and interact with oceans.
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## We exist because?

*What is wrong in the World? What is the problem?*

Common themes:

- There is some form of crisis (deterioration of ecosystem, biodiversity loss etc.)
- Current “solutions” are not enough / delivering
- Urgency / scale of challenge
- We need to think differently

Suggestion:

**We exist because current solutions are not creating the impact required to meet scale of threats facing the oceans.**

We exist because current solutions are not returning the impact required to meet (global, urgent problems).	There is an urgent need to connect humans to the ocean to drive change/ocean protection	We exist because current activities are insufficient to ... .. solutions to protecting value	The suite of solutions to remedy the decline in ocean health is not enough, not multi-disciplinary enough and not innovative enough	Change in how we work is needed to achieve the change we need to see	We test and explore new /innovative approaches and find solutions	The biodiversity of oceans is declining and we need to tackle this	Find new ways to halt the deterioration of the ocean	Marine ecosystems are being lost at alarming rate and current solutions are not delivering intended impacts
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**We tackle these issues by?**

*How are we going to do it?*

Common themes:

- Creating a space to...
- Think
- Experiment
- Innovate
- Work together
- Share
- Connect
- Benefit from multi-disciplinary working

Suggestions:

**We tackle issues together by creating a space to think differently and experiment with new ways of approaching problems.**

**We create a “laboratory” that experiments with multi-disciplinary approaches to problems.**

**By bringing together experts from different fields, [we try to find] [we catalyse] new and more effective solutions to marine issues.**

We tackle issues by bringing in (mixing) expertise for new thinking and solutions framing and projects to add value**	Sharing, experimenting, connecting, cross ..., incubating – stepping out of day to day	???	Allowing the space to think and innovate across expertise and sectors and mobilise our networks	(Multi-disciplinary) Understanding and amplifying the diverse values of the ocean to achieve change	Identifying approaches in other sectors and testing them in ocean context	Working collaboratively, catalysing change, bringing together unusual participants to incubate, evaluate and disseminate findings	Designing innovative solutions and mainstreaming them across EU. Portugal work	Experimental/ multi-disciplinary solutions bespoke to specific local issues
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**We aim to achieve?**

*What are the outcomes that we are seeking to create together?*

Common themes:

- “Values” [mindsets?]
- Relationship of people to oceans
- Change in state of our values: shift/transformation/(long-lasting) change
- Benefit humans
- Solutions

Suggestions:

**We aim to shift the values that humans place on the Oceans, [so that: [options]**

- they are no longer threatened by human activities [but instead....]
- that they are considered a vital part of the system that supports human populations and treated with respect
- cherished, respected and looked after

*[Formulation that attempts to capture the essence of “values” in some form...albeit rather cheesy and longer]*

[Through our work, we aim to shift the way people relate to the Oceans.]

[We would like to reconnect people to the Oceans.]

**We think there are huge gains to be made when people place greater importance on the World's oceans in delivering both ecosystem services which sustain human populations, but also the [psychological, cultural and emotional] benefits that nourish what it is to be human.**

We aim to achieve a radical shift in how we conceive the relationship of humans with the ocean	Transformation in the ... of the ocean	We aim to achieve: changes in the way value of the oceans is ...	A shift in how oceans are valued by individuals and society to ... ocean health	Valued (in every sense of the word) oceans. Healthy and productive into the future – happy healthy people	A portfolio of solutions that change values and can be scaled up and replicated	Incubated solutions. Sharing of info about effective means of changing values	Lasting change long-termism by representing and amplifying individual solutions. Some of the parts	Value/ view point shifts that lead to preferable behaviour changes of people and seas
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