



CommOCEAN 2026 Workshops Wednesday 2 September 12:30-13:30

- [Lena Fagerwing](#), Founder and project lead, [OCEANhab](#) and [Knit for Wildlife](#), [Sydney O'Shaughnessy](#), Knitter in Residence and Director of Communications, Rachel Carson Council, and Libby Rush, Knitting adviser, Knit for Wildlife: 'Expanding ocean literacy through the global knitting community'
- [Paulo Henrique Reis de Oliveira](#), Coordinator, Centre for Studies in the Law of the Sea, University of São Paulo (USP): 'Beyond 2030: Science Communication as a Driver for Human Rights at Sea'
- [Harm-Christian Tolden](#), Communications director, City of Bergen: 'From Ocean Knowledge to Ocean Engagement How One Ocean Week can reach new audiences'
- [Melissa Pappas](#), Science Communicator & Founder, Consultant, Emerging Creatives of Science: 'Using art & storytelling to preserve the nuance of ocean science while deepening citizen engagement'
- [Tiago Garcia](#), Communication Officer, +ATLANTIC CoLAB: 'Is AI Doing to Science Communication What Botox Did to Faces?'
- Communications adviser [Judith Dalsgård](#) from the Centre for climate and energy transformation (CET) at the University of Bergen, Senior Research Scientist [Ida Beathe Øverjordet](#) from SINTEF Ocean, and Founder, Senior Scientists and oceanographer Lars Golmen from Runde Environmental Centre (Norway): 'Experiencing the Coast: Engaging Communities and Tourists in Ocean Futures'

WORKSHOP

Wednesday 2 September

12:30-13:30

ROOM: SØNDRE ALLMENNING 1, UIB LEARNING ARENA SOUTH

[Lena Fagerwing](#), Founder and project lead, [OCEANhab](#) and [Knit for Wildlife](#), [Sydney O'Shaughnessy](#), Knitter in Residence and Director of Communications, Rachel Carson Council, and Libby Rush, Knitting adviser, Knit for Wildlife: 'Expanding ocean literacy through the global knitting community'

Knit for Wildlife: Pop culture meets purpose

What if the most unexpected objects could become vehicles for ocean conservation?

Knit for Wildlife experiments with a different way of communicating wildlife stories: taking conservation out of its usual spaces and placing it directly into everyday life. In this interactive workshop, participants will explore how pop culture, creativity and curiosity can become tools for ocean literacy. Starting small and building towards a bigger reveal, we'll unpack the thinking behind Knit for Wildlife's creative "Trojan horses". These are knitted objects, designed to catch attention first and carry a conservation story second.

Working in groups, participants will choose a seabird story and build their own Trojan horse:

How do you translate a cause into something people actually want to wear, carry, share, photograph or talk about? How can an idea move beyond the conference room and create conversations somewhere completely unexpected?

Think of the workshop as a mini «Knitters in Residence» experience. Participants will step into the same creative process as our residents: Starting with a wildlife story, exploring its different layers, and translating it into an unexpected creative concept designed to travel beyond the conservation space.

Pattern launch: Eider Pocket Bird goes Cousteau

CommOCEAN will also mark the launch of a special new version of Dominika's Eider Pocket Bird, originally created for Knit for Wildlife. The little knitted eider now comes with a red Cousteau-inspired beanie and is designed to be carried as a bag charm. Clip it to your bag and suddenly a seabird conservation story can travel with you. To the café, the bus stop, the library, the gym, across cities and potentially across the world. Someone notices it. Someone asks about it. A conversation starts.

The pattern will be released open access during CommOCEAN, inviting knitters everywhere to make one, carry it and **help the story travel**.

WORKSHOP

Wednesday 2 September

12:30-13:30

ROOM: DRAGEFJELLET, UIB LEARNING ARENA SOUTH

Paulo Henrique Reis de Oliveira, Coordinator, Centre for Studies in the Law of the Sea, University of São Paulo (USP): **‘Beyond 2030: Science Communication as a Driver for Human Rights at Sea’**

Achieving human rights at sea requires more than legal frameworks: it demands effective science communication capable of translating complex knowledge into meaningful action.

This workshop positions law itself as a science, grounded in evolving evidence, interpretation, and application. Understanding legal instruments, both national and international, enhances their promulgation, implementation, and enforcement, particularly in ocean governance contexts.

Science communication plays a critical role in making these instruments accessible, legitimate, and actionable. By clearly communicating scientific evidence, it strengthens the justification for environmental protection norms and safeguards the rights of individuals at sea, including fishers, coastal communities, and maritime workers.

However, many past efforts have fallen short due to ineffective communication with key stakeholders, limiting their impact and long-term sustainability. Looking beyond 2030, this interactive workshop invites participants to critically reflect on the gaps between knowledge production, legal frameworks, and societal uptake.

Through collaborative exercises, it explores how more inclusive, strategic, and rights-based communication approaches can enhance the realization of human rights at sea and contribute to more just and sustainable ocean governance.

WORKSHOP

Wednesday 2 September

12:30-13:30

ROOM: STORSALEN (the main conference room)

[Harm-Christian Tolden](#), Communications director, City of Bergen: ‘From Ocean Knowledge to Ocean Engagement How One Ocean Week can reach new audiences’

One Ocean Week in Bergen is a multi-stakeholder initiative within the UN Ocean Decade, bringing together science, policy, industry, culture and the public to highlight the ocean’s role in sustainable development. While the event attracts national engagement, it faces a challenge common to many ocean initiatives: how to translate complex ocean knowledge into meaningful engagement for diverse audiences and how to achieve stronger international visibility.

This 60-minute interactive workshop uses One Ocean Week as a case study to explore how communication can increase citizen engagement and ocean literacy. Participants will work with three audiences representing key communication challenges: young people aged 16–25, international media, and national maritime and ocean industries.

Through guided group work, participants will identify barriers to engagement, clarify what each audience needs to understand in order to care about the ocean, and co-develop practical communication strategies that foster relevance, accessibility and ownership. Particular attention is given to storytelling, innovative formats and framing that can elevate ocean initiatives into narratives with global relevance.

The workshop will generate insights on how ocean events can move beyond information delivery towards participation, understanding and long-term engagement, while also addressing what it takes for international media to attend and cover ocean initiatives such as One Ocean Week.

Additional contributors:

- [Vibeke Blich](#), Communication adviser, City of Bergen

WORKSHOP

Wednesday 2 September

12:30-13:30

ROOM: NORDRE ALLMENNING 3, UIB LEARNING ARENA NORTH

Melissa Pappas, Science Communicator & Founder, Consultant, Emerging Creatives of Science: 'Using art & storytelling to preserve the nuance of ocean science while deepening citizen engagement'

This interactive workshop reframes science communication beyond clarity and calls to action, focusing instead on the power of nuance, emotion and imagination to foster meaningful ocean literacy and empathy. Designed for experienced communicators, the session introduces the five pillars of creative science communication that guides our work at Emerging Creatives of Science: human-centred design, embracing nuance, technology, traditional knowledge and collaboration. We'll take a deep dive into embracing nuance as a critical and often underutilized approach, highlighting art and creative storytelling as tools.

Participants will explore how moving from calls to action to calls to imagination can create lasting, self-driven engagement by inviting audiences to reflect, feel and envision their own relationship with the ocean. Through art and honest narratives of uncertainty, communicators can build trust, spark curiosity and create space for deeper connection.

The workshop is action-based, guiding participants to apply these ideas in designing their own communication concepts. Case studies will be drawn from current initiatives including the GenOcean campaign (UN Ocean Decade), the Ocean Art Project (with PangeaSeed and Brazilian collaborators) and other ECOS-led creative science communication projects.

Participants will leave with tangible project ideas and a stronger network to create science communication that resonates beyond information and into lived experience.

WORKSHOP

Wednesday 2 September

12:30-13:30

ROOM: SYDNESHAUGEN, UIB LEARNING ARENA SOUTH

Tiago Garcia, Communication Officer, +ATLANTIC CoLAB: ‘Is AI Doing to Science Communication What Botox Did to Faces?’

In 2025, a colleague compared AI in science communication to Botox: it makes everything look the same, she said. In 2026, scrolling through social media, the resemblance is often evident.

As marine communicators, many of us now rely daily on AI. I do too. It accelerates the understanding of scientific inputs, boosts productivity, improves clarity and helps scale communication. But among these benefits, what are we actually optimising: timeliness, visibility or impact?

This session combines a short presentation with an interactive discussion. Based on 25 years working across marine research, governance, communication and ocean literacy, it reflects on how science communication is evolving in a context shaped by misinformation, unverified content and AI-generated narratives, where the ability to interpret and trust information is becoming as important as producing it.

This session will introduce three practical experiences: using AI carefully in daily workflows without losing personal style; GEOJO, a geospatial data journalism training approach promoting slow, verified storytelling among university students and early-career professionals; and Project 19, which builds critical thinking by engaging high school students with scientific knowledge through artistic and creative communication.

Participants will be invited to reflect and exchange perspectives on how they are using AI, what they are measuring as impact, and how they can strengthen credibility and critical thinking.

WORKSHOP

Wednesday 2 September

12:30-13:30

ROOM: SØNDRE ALLMENNING 2, UIB LEARNING ARENA SOUTH

Communications adviser [Judith Dalsgård](#) from the Centre for climate and energy transformation (CET) at the University of Bergen, Senior Research Scientist [Ida Beathe Øverjordet](#) from SINTEF Ocean, and Founder, Senior Scientists and oceanographer Lars Golmen from Runde Environmental Centre (Norway):
‘Experiencing the Coast: Engaging Communities and Tourists in Ocean Futures’

Coastal communities face growing challenges from climate change, pollution, and increasing tourism pressure. Communicating these complex issues in ways that resonate with both local communities and visitors remains a key challenge for ocean literacy and behavioural change.

In this interactive, experience-based workshop, participants will explore and design innovative ways to engage coastal communities and tourists in ocean challenges, drawing on real cases from Norway and the Arctic.

The cases presented in this workshop are:

- An immersive soundwalk in Bergen that makes future climate scenarios tangible;
- Long-term outreach at Runde Environmental Centre, demonstrating how continuous engagement with visitors supports research and local value creation;
- Co-designed campaigns addressing sewage pollution in Arctic communities, using tools such as virtual reality, underwater cameras, and hands-on exhibits

With these cases in mind, we will explore how tourism can be used as a platform for awareness and sustainable practices in coastal communities.