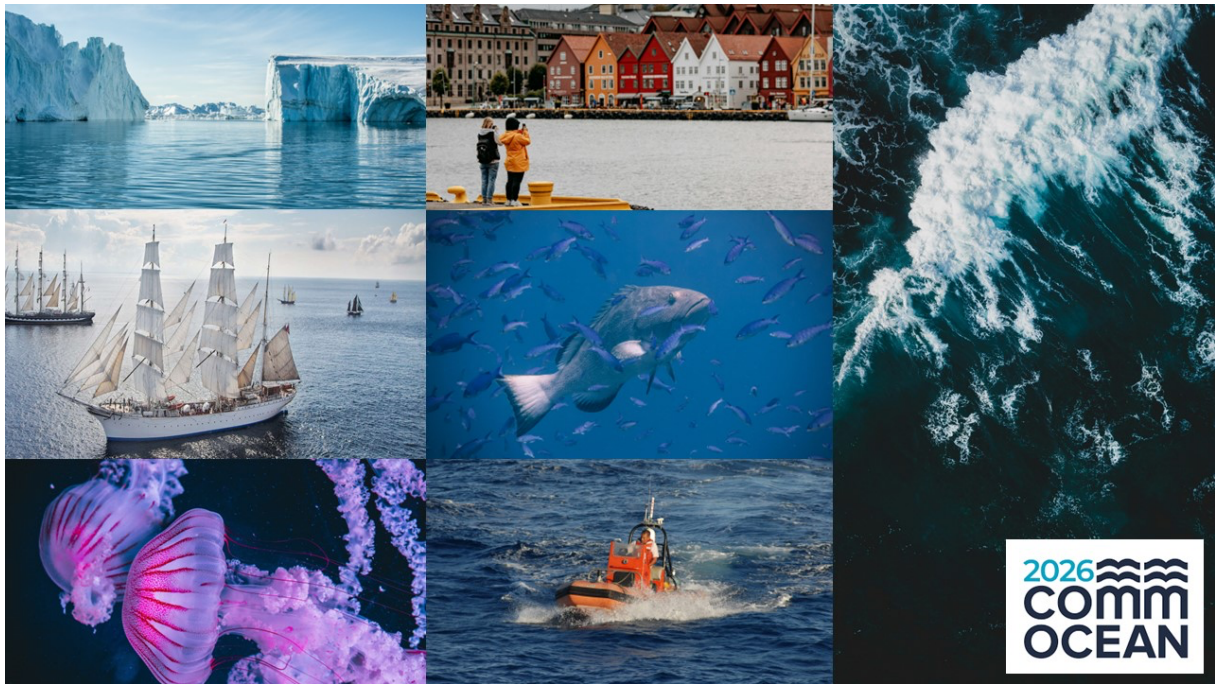




CommOCEAN 2026 Workshops Thursday 3 September 11:45-12:45

- Science manager [David Barrios Amaya](#) and Executive Director [Katherine Arroyo](#) from the Fundación MarViva with Creative Lead [Rob Barnes](#) from GRID-Arendal: 'Knowledge Tides: A Global Communication Lab for Local and Indigenous Ocean Knowledge'
- [Eeva Nyyssönen](#), Communication Secretary, HELCOM and Owen Rowe, HOLAS manager, HELCOM: 'Not just fun and games: Ecosfera Baltica and the quest to save the sea'
- [Lana Young](#), Digital Communications Officer, National Oceanography Centre: 'Creatively leveraging media moments for lasting impact: lessons and tools'
- [Lara Beckmann](#), PhD Candidate, Department of Marine Sciences, University of Gothenburg and Meghan Jones, Artist and Author: 'Unseen Ocean: Scaling Art-Science Collaboration for Ocean Literacy and Engagement'
- Masterclass with James Honeyborne of Freeborne Media (FULLY BOOKED!)

WORKSHOP

Thursday 3 September

11:45-12:45

ROOM: STORSALEN (the main conference room)

Science manager [David Barrios Amaya](#) and Executive Director [Katherine Arroyo](#) from the Fundación MarViva with Creative Lead [Rob Barnes](#) from GRID-Arendal: ‘Knowledge Tides: A Global Communication Lab for Local and Indigenous Ocean Knowledge’

‘Knowledge Tides: A Global Communication Lab for Local and Indigenous Ocean Knowledge’ is an interactive workshop exploring how ocean communication can strengthen the connection between communities, science and decision-making. Drawing on experiences from Colombia and Kenya, the session will examine how local and indigenous knowledge can be communicated in ways that build trust, improve access, support participation and strengthen its influence on marine conservation and management.

The workshop will combine short regional case studies, a micro-documentary, live polling and a hands-on “Communication Clinic”. Participants will work in small groups on realistic Harbour Challenges related to data and trust, local knowledge and science that reach decision-making, and community engagement and visibility. A Communication Compass focused on trust, relevance, access, agency, evidence and learning, will guide the exercise.

The session will highlight what communication principles may transfer across regions and what must remain locally adapted. In line with CommOCEAN 2026’s theme, “Communication for and within the UN Ocean Decade: Setting Sails for 2030”, the workshop aims to generate practical lessons for more inclusive, culturally relevant and action-oriented ocean communication.

WORKSHOP

Thursday 3 September

11:45-12:45

ROOM: SØNDRE ALLMENNING 1, UIB LEARNING ARENA SOUTH

[Eeva Nyyssönen](#), Communication Secretary, HELCOM and Owen Rowe, HOLAS manager, HELCOM: ‘Not just fun and games: Ecosfera Baltica and the quest to save the sea’

This 60-minute interactive workshop presents Ecosfera Baltica, an innovative game developed by HELCOM and its partners to strengthen ocean literacy and understanding of the marine environment and our relationship with it.

The session will begin with a short introduction (10-15 minutes) outlining the challenge of translating complex ecosystem dynamics into accessible to diverse audiences, and how Ecosfera Baltica addresses this through game-based learning. We will briefly present the design process for both board game and digital online version, target audiences and lessons learned so far.

Participants will then take part in a facilitated gameplay session in small groups (45-50 mins). By simulating realistic ecosystem processes and human pressures, the game invites players to collaborate, strategize and take action to secure a healthy marine ecosystem, all while having fun. This demonstrates how game-based learning can engage diverse audiences and make abstract linkages between ecosystems, biodiversity and human actions tangible.

The session highlights practical communication methods that can strengthen citizen engagement and inspire action for a healthier marine environment and the critical need for cooperation to save our common resources.

WORKSHOP

Thursday 3 September

11:45-12:45

ROOM: SØNDRE ALLMENING 2, UIB LEARNING ARENA SOUTH

**[Lana Young](#), Digital Communications Officer, National Oceanography Centre:
'Creatively leveraging media moments for lasting impact: lessons and tools'**

Presented by the UK's National Oceanography Centre (NOC), this interactive workshop will challenge teams to react to the unexpected, turning fleeting attention into impact whilst maintaining their message.

A chance mention of NOC on national BBC Radio 1 Breakfast in April led to a flurry of social media activity: doubling our Instagram followers in hours, being an 'irl' talking point and topping our all-time engagement stats. You can't plan to break the internet, but you can be prepared to react.

With learnings from our own case studies, we'll share what it takes to respond at pace with confidence and purpose, including how we:

- built and maintain internal staff relationships
- recognise engagement as a valued business activity
- are prepared to take informed risks in high-visibility environments
- maintain authenticity whilst reaching new audiences

We'll reflect on our learnings (and failings) from our moment in the spotlight and share whether we maintained engagement with our new audience, discuss if you can engineer a viral moment - all whilst balancing trade-offs between reach, relevance, and lasting impact.

Using this toolkit, we'll host an interactive 'no-wrong-answers' workshop, pitching curveball scenarios to participants, challenging them to react creatively under pressure whilst protecting their message.

Participants will take away practical tools, shared experiences and fresh inspiration of how to navigate the unpredictable moments when attention finds you.

WORKSHOP

Thursday 3 September

11:45-12:45

ROOM: SYDNESHAUGEN, UIB LEARNING ARENA SOUTH

Lara Beckmann, PhD Candidate, Department of Marine Sciences, University of Gothenburg and Meghan Jones, Artist and Author: ‘Unseen Ocean: Scaling Art-Science Collaboration for Ocean Literacy and Engagement’

The Unseen Ocean Collective translates deep-sea research into public engagement through art-science collaboration. In this session, biologist Lara Beckmann and artist Meghan Jones present the Collective’s communication methods and key lessons learned.

We showcase a series of art exhibitions in Sweden and the US, featuring deep-sea coral and sponge ecosystems. Through immersive visual storytelling, we aim to shift narratives away from sensational depictions of the deep sea toward connection, curiosity, and stewardship.

In parallel, we evaluate our outreach program, including school field trips with guided exhibition visits and talks, a STEAM kit, and an interactive exhibition-based scavenger hunt. A public survey from our most recent events showed that 76% of respondents were more likely to support marine conservation after participation, with positive responses of “awe,” “curiosity,” and “inspiration”; over half reported a changed perception of the deep sea.

We extract practical lessons for ocean communicators, including how to initiate collaborations with artists, co-develop interdisciplinary work while maintaining scientific accuracy, and design multi-format engagement strategies. We also discuss challenges such as reaching audiences beyond those already engaged with ocean issues.

By sharing methods and failures alongside successes, we provide a replicable framework for using interdisciplinary collaborations to make distant marine ecosystems tangible.