

#EU4OCEAN

Webinar Series

#5

Where Ocean Literacy Meets Sports and Recreation Industries

The fifth webinar turns to the sports and recreation industry and follows on the heels of the Boot Düsseldorf international boat show. Joining us on this special occasion were Lucy Hunt and Stefan Olsen from the Ocean Race, Philip Easthill from the European Boating Industry, and Frank Schweikert from the German Ocean Foundation. The session was moderated by Cornelius Eich, Team Malizia.

Cornelius Eich



“Racing for our planet, racing for the ocean. We know we need all the traits that come with a winning team: teamwork, learning, diversity, and hope.” – Lucy Hunt, the Ocean Race.

Challenges

Professional sports teams in the boating sector have been working with scientists for over 20 yrs. Sports boats regularly carry scientific equipment on board to help gather knowledge from regions of the world that are otherwise difficult to access. The customized scientific equipment is expensive and not made for non-specialists or leisure sailors.

Sustainable solutions in boating (fuels, materials, and technology) continue to be expensive and out of reach for many leisure boat owners.

Stefan Raimund



Lucy Hunt



Ideas

Ocean Literacy and public engagement provide a bridge between science, industry and the wider public, starting conversations around environmental sustainability and marine conservation.

High visibility ocean sporting events attract a cross-section of society, and can bring greater attention to policy areas such as Mission Ocean through partnerships with local authorities in host cities, becoming a catalyst for ocean action.

We need more citizen engagement in governance beyond involvement in citizen science that has focused on data collection.

“If we in Europe, united, will do something good for this planet, it will be in the ocean.” – Frank Schweikert, the German Ocean Foundation.

Solutions

New, smaller, user-friendly sensors and equipment are under development and could be readily deployed on more sporting and recreational vessels.

The boating industry can help boatyards and owners to understand and apply lifecycle assessment for sustainability, as well as alerting boat owners to environmental hot spots.

Watch it again...



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