

Title: 5th workshop on „Communicating marine mammal science to the general public“

Contact:

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Participation fee: 25€

Aim:

- **exchange about marketing and fundraising,**
- **exchange and develop applicable protocols to address education,**
- exchange experience in addressing the media,
- exchange ideas and knowledge in new science teaching tools,
- foster general networking with all stakeholders,
- share information about sources related to education,
- exchange about the outreach of education and
- support ECS to address educational questions.

Summary:

After the workshops in Setubal 2013, Liège in 2014, Malta 2015 and Madeira 2016 we want to continue to share educational and outreaching experiences of communicating marine mammal science to the general public. These experiences can be educational programs that support school curricula, pedagogical outreach materials such as books, videos, kits, activities and exhibitions. In this year we will focus on protocols related to objectives and strategies of communication and fundraising as suggested by the last workshop participants on Madeira in 2016.

The workshop will be divided in two parts. In the morning session we are going to emphasize on general marketing and fundraising strategies and how to address these tasks often lacking among marine mammal scientists and those focusing on education. Furthermore we will address **important aspects when communicating marine mammal science to non scientific audiences**. The afternoon session will focus on working groups that will be formed at the end of the morning session. They will depend very much on the input of the participants in sharing their experiences as well as addressing challenges they are currently facing. One working group will concentrate on marketing and will be supervised by our keynote speaker Ms. Carstens. Here it will be possible to get some input for your own marketing needs. A more detailed programme e.g. with abstracts will soon be published and send to you on request.

Possible output:

1. Protocol related to objectives and strategies of communication.
2. Checklist for marketing and fundraising activities.

Maximum number of participants: max 30

This workshop is open to 1) **all** 2) Students 3) invited experts

Workshop Agenda

9.00-9.30	Registration (for further information visit the ECS-Webpage)
9.30-10.00	<i>Introduction</i> Volker Smit, Luigi Bundone <ul style="list-style-type: none">•Results from the 4th workshop on Madeira in 2016•Objectives of the 5th workshop•short introductory round by the participants
10.00-10.45	Keynote speaker Silke Carstens, "MARKETING FOR SCIENTISTS – How to benefit from Marketing tools in the area of marine mammal science".
10.45-11:05	The long term project "MEER La Gomera" – a marketing and fundraising perspective – past, present and future! Volker Smit (M.E.E.R. e.V., http://www.m-e-e-r.org)
11:05-11:20	Coffee Break
11:20-11:40	"Communicating Mediterranean monk seal conservation in Mauritania" CBD Habitat
11:40-12:00	Are protocols and guidelines necessary in order to communicate marine mammal science to a wide audience? Luigi Bundone
12:00-12:10	Break
12:10-12:30	Proposing, building and planning of the afternoon session in the plenum.
12:30-14:00	Lunch break
14:00-14:10	Brief summary from the morning session; formation of working groups
14:10-15:30	Working groups, session 1
15:30-15:45	Break
15:45-16:30	Working groups, session 2
16:30-17:00	Presentation of group results and future outlo