

9th Workshop

Communicating Marine Mammal Science to the General Public



Program



17th April 2023

9th Workshop on

Communicating Marine Mammal Science to the General Public

Within the framework of the 34th Annual Conference of the
European Cetacean Society

Organizing by

Luigi Bundone

Barbara Petter-Putnam

Gema Hernandez-Milian

Archipelagos - ambiente e sviluppo, Italia

Calle Asiago 4, 30132 Venice, Italy

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Co-Sponsored by

Ideas medioambientales

<https://ideasmedioambientales.com>



Cover picture: Drawn by Barbara Petter-Putnam, digital re-elaboration by Luigi Bundone

09:00-09:15 **Introduction** Luigi Bundone^{1,2}, Volker Smit³, Barbara Petter-Putnam¹, Gema Hernandez-Milian^{1,4}

Session 1: communicating using networks and citizen science

09:15-09:35 **Social networks for scientific communications** Jaime Amaro-Blanco⁵

09:35-09:45 **Trofiplast: application web related to citizen science** Ivan Martínez⁶, Gema Hernandez-Milian^{1,4}

09:45-09:55 **Orcas and interaction with vessels** Monica Gonzalez⁷

09:55-10:10 *Session 1 Q&A*

Session 2: communicating exploring arts

10:10-10:30 **Reciprocity: joint exploration of art and science expands the vision of each**
Barbara Petter-Putnam¹, Luigi Bundone^{1,2}

10:30-10:50 **423HZ: a community-led art and science project for ocean conservation** Andreia Sousa⁸, Gianna di Toni⁹, Mónica Reis⁹

10:50-11:00 *Session 2 Q&A*

Session 3: communicating with music I

11:00-11:05 **Canticum Megapterae II** Sara Niksic^{10,11} (online)

11:05-11:45 **Coffee break with music interlude** (Canticum Megapterae II theme 7 Remixed)

11:45-11:50 *Session 3 Q&A*

Session 4: communicating to reach funding opportunities

11:50-12:10 **Development of ocean culture and engagement projects** Gabriela Ojeda-Romano⁵

12:10-12:30 **Common challenges in project financing - how to make successful proposals** Mikko Tiira¹² (online)

12:30-12:40 *Session 4 Q&A*

Session 5: communicating to a young audience

12:40-13:00 **EcoMarine Malta, the first sustainable dolphin-watching enterprise in Malta: how to merge public awareness with research** Patrizia Patti¹³

13:00-13:20 **Cetaceans for all ages** Monica Gonzalez⁷

13:20-13:30 *Session 5 Q&A*

Session 6: on broaden scientific communication

13:30-13:40 **A special Issue to communicate updated information on endangered species**
Gema Hernandez-Milian^{1,4}, Luigi Bundone^{1,2}, Mercedes Muñoz-Cañas¹⁴

13:40-13:45 *Session 6 Q&A*

13:45-15:15 **Lunch Break** (food and drinks provided)

Session 7: on motivational communications

15:15-15:35 **Holistic aspects of marine mammal science communication** Fabian Ritter² (online)

15:35-15:55 **Inspiring marine mammal conservation through Stories and authentic experience**
Kirsten Donald¹⁵ (online)

15:55-16:15 **From humpback whale song to marine debris clean-up: connecting classroom learning with direct conservation efforts** Annie P. Lewandowski¹⁶ (online)

16:15-16:30 *Session 7 Q&A*

Session 8: communicating with music II

16:30-16:45 **Seal's Home: outreach through participatory performance** Altea Narici
(Introduction to the work and interactive performance)

16:45-18:00 **Round tables, Discussion and Conclusions**

Affiliations

1 Archipelagos - ambiente e sviluppo, Italia

2 Ca' Foscari University of Venice

3 M.E.E.R.e.V.

4 Centro Oceanográfico de Vigo, Instituto Español de Oceanografía-Consejo Superior de Investigaciones Científicas (COV, IEO-CSIC)

5 Instituto de Investigació Mariñas-Consejo Superior de Investigaciones Científicas (IIM-CSIC)

6 Troflink CN

7 Coordinadora para o Estudio dos Mamíferos Mariños (CEMMA)

8 Centre for Ecology, Evolution and Environmental Changes (cE3c)

9 Conservatório Regional de Ponta Delgada (CRPD),

10 InnerChild

11 ARTScience MedILS

12 Metsähallitus Parks & Wildlife Finland

13 EcoMarine Malta

14 International Union for Conservation of Nature (IUCN)-Centre for Mediterranean Cooperation

15 Pacific Marine Mammal Center (PMMC)

16 Cornell Atkinson Center for Sustainability, Cornell University