

All-Atlantic Ocean Youth Ambassadors

Summer School Programme


2019



**BUILDING AN ALL ATLANTIC
OCEAN COMMUNITY**
Implementing the Belém Statement

MARINE INSTITUTE, GALWAY, IRELAND

23 – 27 August 2019



All-Atlantic Ocean Youth Ambassadors are dedicated individuals who promote sustainable development and stewardship of the Atlantic Ocean.

Ambassadors will develop campaigns and reach out to local communities, students and civil society, engage decision makers as well as work with local media to conserve and protect the Atlantic Ocean for future generations. In the development of online or local campaigns and events, Ambassadors will be supported by All-Atlantic research and innovation projects.

The All-Atlantic Ocean Youth Ambassadors will take part in the Summer School where they will engage with political, social, economic and scientific leaders to develop the necessary skills to become actors for change in 2019 and beyond.

The first goal of the Ambassadors will be to campaign and drive change in their own communities.

Successful campaigns will be presented in early 2020 in Brussels at the All-Atlantic Forum. The All-Atlantic Ocean Youth Ambassador Programme is being developed under the framework of the Galway and Belém Statements to promote All-Atlantic research and innovation cooperation. The Summer School is supported by the Horizon 2020 funded AORAC-SA and AANCHOR projects. Participating project partners are responsible for the continuous coaching of the Youth Ambassadors, and for ensuring their full embeddedness with the activities of the All-Atlantic Ocean Research Alliance.





The Summer School

The summer school will take place in Galway, Ireland, over a 4-day period to create awareness with an engaged group of around 20 youth leaders who can act as Ambassadors in their own countries along and across the Atlantic Ocean. The growing momentum generated by the global activities of FridaysForFuture have demonstrated once again the need to engage the leaders of tomorrow in responding to the global challenges of the present. Our ultimate objective is to build an Atlantic Community of a fully engaged young generation to create a ground swell of activism to support an Ocean aware society.


Over the course of the Summer School, Ambassadors will design and develop campaigns, together with communication and outreach experts to raise awareness of the issues affecting communities living by and from the Atlantic Ocean.

The Summer School will teach Youth Ambassadors

- To become actors for change for the Atlantic Ocean
- To design and develop communication campaigns around ocean issues
- To reach out and engage local communities and experience the challenges of those living by the Ocean
- To maximise impact of activities through the development of content (e.g. articles, videos, blogs, performances)
- To lead by example on sustainability through the mobilisation of local capacity for small community projects
- To be the generation that makes the difference
- About the power of Science Diplomacy, specifically the Atlantic Ocean Research Alliance

Activities of the Ambassadors beyond the Summer School

The Summer School is only the beginning of the activities of the All-Atlantic Ocean Youth Ambassadors. Following the Summer School, the Ambassadors will:

- Each be coached by an assigned project partner from AORAC-SA or AANChOR
 - Develop campaigns and actions addressing the sustainability challenges faced by the Atlantic Ocean and by the communities in their places of origin whose well-beings depends on the Atlantic, and showcase possible activities to address them
 - Pitch their achievements and campaigns at the All-Atlantic Forum in Brussels in early 2020
 - Become fully embedded in the activities of the All-Atlantic Ocean Research Alliance
 - Engage with schools to contribute to build the generation that makes a difference
 - Have the opportunity to present their work at other major events
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All-Atlantic Ocean Youth Ambassadors

Summer School Programme

Friday, 23 August: Day 1

Arrival in Galway, Ireland in the afternoon

Icebreaker Evening Event at Donnelly's of Barna – Bus departs from The Connacht Hotel at 7:30p.m. sharp

Saturday, 24 August: Day 2

08:30 Welcome by Peter Heffernan, CEO Marine Institute

08:45 – 09:30 Welcome to the All-Atlantic Ocean Youth Ambassadors Summer School

Set the policy context of the All-Atlantic Ocean Research Alliance

Remarks from Co-Chairs and Observers of the Galway & Belém Statements

- John Bell, Director Healthy Planet, Directorate-General for Research & Innovation, European Commission
- Andrei Polejack – General Coordinator for Oceans, Antarctica & Geosciences, Brazilian Ministry for Science, Technology, Innovation and Communications
- Yonah Seleti – Chief Director, Science Missions, South African Dept. Science & Technology
- Jorge Mariano Jordán, National Director of Cooperation and Institutional Integration, Ministry of Education, Culture, Science and Technology, Argentina
- Paulo Lima Veiga, State Secretary of Maritime Economy, Cabo Verde
- Terry Schaefer, International Activities Office, National Oceanic and Atmospheric Administration, United States

09:30 – 10:20 Summer School Objectives of the Youth Ambassadors

10:20 – 10:35 Fionn Ferreira, Winner of the Google Science Fair 2018 – 2019

10:35 – 11:00 Networking Morning Break



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11:00 – 12:30 Master Class Talks on Influencing your Community

- A Polluted Ocean – 'How can we be well in a sick sea? Easkey Britton (SOPHIE an EU Horizon 2020 project)
- A Warming Ocean – Has the world's thermostat gone crazy and are we too late to fix it – Evelyn Cusack, Met Éireann
- A Stressed Ocean – Lea-Anne Henry, ATLAS, an EU Horizon 2020 funded project
- Valuing the Ocean – Stephen Hynes, SEMRU, National University of Ireland, Galway
- An Innovative Ocean – Liam Curran, Enterprise Ireland

12:30 – 13:30 Master Class Talks on Influencing your Community

- Influencing through Education and Training – Bernard Kirk, The Camden Education Trust
- Awareness Campaigns – Padraic Creedon, Leave No Trace Ireland
- Capacity Building – Werner Ekau, AANChOR, an EU Horizon 2020 funded project
- Using Data to Tell Your Story – Elizabeth Douglas, Saildrone

13:30 – 14:45 Visit to the Irish Coast Guard Team & Helicopter over Lunch

14:45 – 17:00 Inspiration for a Campaign with Community Engagement

This session is a free flow session. Talks will give an overview of the rationale and anatomy of a campaign and how these campaigns were ignited, an analysis given and key learnings made for future campaigns.

- Irish Coast Guard – Gerard O'Flynn, A/Deputy Director, Irish Coast Guard
- Fishing for Litter Campaign – Catherine Barrett, Bord Iascaigh Mhara (BIM)
- LookWest – Allan Mulrooney, Head of Communications & Atlantic Economic Corridor, Western Development Commission
- #GoAtlanticBlue – Margaret Rae, Director AORAC-SA, Marine Institute
- Beyond Protest...what climate actions will make a difference? Kevin O'Sullivan, Environment & Science Editor, The Irish Times

Evening Pizza evening with the National Youth Council of Ireland at the Marine Institute.



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Sunday, 25 August: Day 3


- 09:00 – 09:30** **Policy Talk: The Importance of the Atlantic Ocean for All**
Sigi Gruber, Head of Unit, Healthy Oceans and Seas, Directorate-General for Research & Innovation, European Commission
 - 09:30** **Welcome to Advocacy Training & Planning**
Introduction to the day and overall sessions (Edel Hackett, Persuasion Republic)
 - 09:45** **The Theory – Advocacy and Advocacy Campaigning?**
 - 10:10** **Scoping your Issue**
 - 10:40** **Setting Smart Goals and Objectives**
 - 11:15** **Short Break**
 - 11:30** **Knowing Your Audiences and Allies**
 - 12:15** **Developing Compelling Messages**
Telling Great Stories
 - 13:00** **Lunch**
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All-Atlantic Ocean Youth Ambassadors

Summer School Programme

Sunday, 25 August: Day 3

- 13:45** **Tools and Tactics**
Creativity Practical
- 14:15** **Your Advocacy Strategy on a Page**
- 14:25** **Questions and Introduction to Next Session on the Vital Role of Media**
- 14:30** **Getting your Message Across**
(Cushla Dromgool Regan and Pauline Ní Luanaigh)
- 17:00** **Influencing Political Change – Finding Common Ground**
The Irish political system and group discussion on different systems around the Atlantic Rim –
Similarities and Differences
What are the common challenges in influencing policy and politics?
- 18:00** **Developing your Advocacy Plans**
Introduction to practical group work next day
Questions
- 18:30** **Session Ends**
- Evening** **Barbecue at An Púcán, 11 Foster Street, Galway City Centre**
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Monday, 26 August: Day 4

09:00 – 09:15 **Voices of Youth Ambassadors at the UN**
Aoife Erraught, UN Policy, Dept. of Foreign Affairs & Trade Ireland

09:15 – 09:30 **Early days in the Life of a Young Ambassador**
Liam Lachs, European Marine Board Young Ambassador

Communication/Advocacy Training

Led by Edel Hackett/National Youth Council of Ireland

09:30 – 09:45 **Criticisms and how to avoid being derailed by them — Saoirse McHugh, Green Party**

09:45 **Recap on Advocacy Planning and Campaigning**
Introduction to next session — Amplifying your message

10:00 **Amplifying your Message (Joanne Sweeney Burke, Digital Training Institute)**
Practical digital skills to get the most out of your plan

11:30 **Getting Down to Work**
Divide into groups
Making your case

- Practicalities – presentation time and expectations
- Key elements to work on today – planning and development, division of presentation, practice

12:00 **Ambassadors Start to Work Together in Allocated Groups**
Communications trainers will go to each group throughout the day to support with process

13:00 **Lunch**



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Monday, 26 August: Day 4

13:45 Resume Work in Groups

17:15 **Coming Together Again**
Final session with communications trainers – tips, advice

18:00 Session Ends

Evening Free Evening for Youth Ambassadors to help Design their Campaigns





All-Atlantic Ocean Youth Ambassadors

Summer School Programme

Tuesday, 27 August: Day 5

- 09:00** **Morning Opening Address**
Máire Geoghegan-Quinn – How Science Diplomacy Influences
- 09:15 – 11:15** **Campaign Showcases**
- Youth Ambassadors present their campaigns to an independent panel
 (Máire Geoghegan-Quinn, Lorna Siggins, Bernard Kirk & John Concannon)
- Feedback and Advice on Campaigns Presented
- 11:15 – 11:30** **Morning Break**
- 11:30 – 12:00** **Campaign Showcases (Continued)**
- 12:00** **Graduation Ceremony**
- 12:30** **Closing Talk**
An Ocean of Promises, David Johnson ATLAS, an EU Horizon 2020 Project
- 12:45** **Close of Summer School & Lunch**
- 13:45** **Youth Ambassadors Depart Galway**
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With special thanks to...

Bord Iascaigh Mhara

Camden Education Trust

Department of Foreign Affairs & Trade Ireland

Enterprise Ireland

Global Ireland Initiative

Irish Coast Guard

Leave No Trace Ireland

Lorna Siggins

Máire Geoghegan Quinn

Met Éireann – The Irish Meteorological Service

National Youth Council of Ireland

National University of Ireland Galway

Saildrone

Saoirse McHugh – Green Party

The Irish Times

Western Development Commission

YMCA Ireland

Minister Seán Kyne – Government Chief Whip and Minister of State for Gaeilge, the Gaeltacht and the Islands



#AtlanticYouth

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