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MARINA

**Marine Knowledge Sharing Platform for Federating
Responsible Research and Innovation Communities**

Grant Agreement No. 710566



MS2 Report on international MML workshops

R1

MML WORKSHOP		DETAILS
Date	<i>(05/10/2017)</i>	
Duration	<i>(From 08:30 hrs to 17:00 hrs)</i>	
Location	<i>(Ireland, Galway)</i>	
Title	How can Responsible Research and Innovation contribute to the development of sustainable tourism ventures within Marine Protected Areas (MPAs)''	
The Marine Challenge that the MML workshop has tackled	What actions are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)	
Type of workshop	<i>(local or international)</i> International	
Round	<i>(first or second)</i> Second	
Selected methodology	<i>(Focus Group, World Café, Science Café, Delphi, Structured Democratic Dialogue Process, Future Search, etc.)</i>	Structured Democratic Dialogue
Language of the workshop	English	
Name of the organizing institution	SmartBay Ireland	
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1 Purpose of the report

This report outlines the International Mobilisation and Mutual Learning workshop which was held in Galway on the 5th October 2017. The workshop sought to address how Responsible Research and Innovation can contribute to the development of sustainable tourism ventures within Marine Protected Areas (MPAs). This was addressed through examining what actions are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within MPA's. The workshop was conducted using the Structured Democratic Dialog Method and was facilitated by specialists in the methodology from Cyprus Neuroscience and Technology Institute (CNTI).

This report presents the results of the workshop and the follow-on actions which will be conducted in order to further the strategy to development of sustainable tourism ventures within Marine Protected Areas (MPAs). Included in the report is a detailed description of the aim of the series of International MML workshops, the participant recruitment process, the methodology used and a detailed description of the demographic profile of participants and their inputs.

The results of this workshop and the feedback from both participants, facilitators and project partners will be used to refine the approach for the next set of International workshops which are scheduled to take place in quarter 1, 2018.

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3 Executive Summary

The international Mobilisation and Mutual Learning (MML) workshops held in the framework of the MARINA project have been part of a Mobilisation and Mutual Learning Process composed of two phases at local and international levels held across Europe over the last 12 months. The workshops look to examine how Responsible Research and Innovation (RRI) can help to overcome the current marine and societal challenges and unlock the potential for Blue Growth.

SmartBay Ireland hosted a workshop which *Explored the Development of Sustainable Tourism Opportunities within Marine Protected Areas through Responsible Research and Innovation, on the 5th October 2017, Galway, Ireland.*

Developing sustainable nature based tourism products and experiences can aid biodiversity protection, while offering local communities opportunities for social and economic benefit. However, to be effective, each initiative requires appropriate knowledge, skills, abilities, and institutional arrangements to define and solve problems, and employ legitimate participatory processes that support cooperation and afford to stakeholders the influence and benefit for their involvement.

The workshop was facilitated according to the Structured Democratic Dialogue (SDD) participatory method. This method allows for integrating contributions from individuals with diverse views, backgrounds and perspectives through a process that is structured, inclusive and collaborative. Participants were recruited based on their expertise and or interested in sustainable tourism and Marine Protected Areas (MPA's).

The day long workshop where 24 actions were presented by participants generated a road map for how to achieve the “*Development of Sustainable Tourism Opportunities within Marine Protected Areas*” From this roadmap 3 specific SMART Actions plans were developed which can be implemented to initiative the process. SmartBay through it planned pilot project with the Sea Fisheries Protection Agency will seek to develop elements of these SMART ideas to aid their advancement and will continue to engage participants and relevant stakeholders on the topic. In addition to the SMART Actions the workshop also highlighted three areas where there was additional opportunity for development.

One key message was the lack of a clear and transparent regulatory regime around MPA's and the need for this to be implemented. The importance of Public Engagement in the process of implementing and developing MPA's also came through as a strong theme. However, the vital role of Science & Education and Open Access in achieving success in the development of sustainable tourism ventures within Marine Protected Areas was also highlighted as a critical component for success.

4 How MARINA partnership engaged societal actors in Responsible Research and Innovation for sustainable coastal and maritime tourism in Europe.

4.1 International Mobilisation and Mutual Learning Workshops

The international Mobilisation and Mutual Learning (MML) workshops held in the framework of the MARINA project have been part of a Mobilisation and Mutual Learning Process composed of two phases at local and international levels. Each phase includes 17 local MML workshops and 4 international MML

workshops and is connected to the international RRI practitioner and policy-maker event. The second phase of the MML workshops will end by the high-level policy conference.

The first round of the international MML workshops was carried out from April 2016 to October 2017 and resulted from the local MML workshops that addressed similar or related topics. The outcomes of the international MML workshops will be related tightly to the international RRI practitioner and policy-maker events and the final high-level policy conference. The process can be illustrated as follows:



Fig.1. MARINA Mobilisation and Mutual Learning process

The international MML workshops:

1. Engaged European citizens and stakeholders in highly participatory debate, consultation and co-creation activities with regards to marine societal challenges.
2. Integrated citizens' visions, needs and desires into research and innovation processes in joint RRI-driven roadmaps.
3. Started the process of federating the existing communities and networks of researchers, Civil Society Organisations (CSOs), citizens, industry, policy-makers, research funders and communicators.
4. Set in motion inclusive mechanisms for sharing knowledge and best practice, building common understanding and co-creating solutions to marine societal challenges and base them on the RRI principles and socio-technical approach.
5. Facilitated joint co-creation of the Web Knowledge Sharing Platform.
6. Suggested policy options for embedding the RRI in the marine sectors at EU, national and sub-national levels.
7. Initiated spill-over to other activity sectors.

4.2 How can Responsible Research and Innovation contribute towards making tourism in coastal and marine areas of the European Union a driver for sustainability? - A pan-European Mobilization and Mutual Learning process to involve stakeholders and citizens in drawing roadmaps towards sustainable coastal and maritime tourism in Europe.

From November 2016 to March 2017, MARINA partner organisations held 17 local MML workshops attended by over 400 European societal actors all over Europe. They discussed marine societal challenges such as fishing and aquaculture, pollution caused by human land and sea pressures, renewable energy, tourism and coastal cities, and marine changes caused by climate and suggested Responsible Research and Innovation driven roadmaps to address these challenges. As a result, among several factors affecting coastal and marine ecosystems, tourism was identified both as a major source of pressures and as a driver

of economic growth. Its correct management could encompass not only a need to reduce its impacts, but it can also be a driver of sustainable development of economic activities and foster the protection of marine and coastal environments while maintaining economically and socially viable local communities.

In the Blue Growth strategy, the European Union has identified coastal and maritime tourism sector as an area with special potential to foster a smart, sustainable and inclusive Europe. Tourism is the biggest coastal maritime sector in terms of gross added value and employment and, according to the Blue Growth Study¹, it is expected to grow by 2-3% by 2020. It employs almost 3.2 million people, generating a total of € 183 billion in gross value added and represents over one-third of the maritime economy². In 2012, there were 534 million tourist arrivals in Europe, which is 17 million more than in 2011 and 52 % of all international arrivals worldwide. Revenue generated by inbound tourism reached € 356 billion, i.e. 43% of the world total.

In 2015 members of the United Nations Organisation adopted the 2030 Agenda for Sustainable Development, along with 17 Sustainable Development Goals (SDGs). They aim to end poverty, protect the planet, and ensure prosperity for all. The tourism industry can contribute to achieving several of these goals. Moreover, tourism, has been included as target in Goal 14 on the sustainable use of oceans and marine resources, thus requiring a clear implementation framework, financing and investment in technology, infrastructures and human resources.

Furthermore, the United Nations (UN) Organisation has declared 2017 as the International Year of Sustainable Tourism for Development. This represented a unique opportunity for the MARINA partnership to raise awareness among public and private sector, decision-makers and the general public about **tourism** as a catalyst for societal and environmental positive changes and to bring these stakeholders together to propose innovative and smart solutions to the multiple challenges facing the sector in the key areas identified by the UN:

- Inclusive and sustainable economic growth
- Social inclusiveness, employment and poverty reduction
- Resource efficiency, environmental protection and climate change
- Cultural values, diversity and heritage
- Mutual understanding, peace and security

Responsible Research and Innovation (RRI) can help to overcome the current marine and societal challenges and unlock the potential for Blue Growth. There is a strong need for redefining and refocusing the business model of tourism. Therefore, the future success of maritime and coastal tourism will depend on the ability of the European countries to develop sustainable and integrated value propositions that take into account the needs and ambitions of society and reflect its values. In this context, Responsible Research and Innovation (in processes, products, services and technologies) can provide valuable solutions. Its dimensions of public engagement, gender equality, science education, open access, ethics, governance and environment protection, can become a framework for allowing societal values and expectations as well as environment to be taken into account in the process of reshaping coastal and maritime tourism business models.

Stemming from the results of the local MML workshops and from the international agendas, the MARINA partners (ISPRA, Nausicaa, University of Aalborg and SmartBay) organized four International MML

¹ https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/study-maritime-and-coastal-tourism_en.pdf

² Communication From The Commission To The European Parliament, The Council, The European Economic And Social Committee And The Committee Of The Regions; A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism, Brussels 2014, COM(2014) 86 final, https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/docs/body/com_2014_86_en.pdf

workshops for citizens, scientists, business and industry representatives and policy makers in Italy, France, Denmark and Ireland. They discussed the question

“How can Responsible Research and Innovation contribute to implementing tourism as a driver for sustainability in marine and coastal areas of the European Union?”

taking into account the Horizon 2020 societal challenges in the context of four marine issues:

- A. **Sea pressures and marine environmental status** (*Sustainable Maritime and Coastal Tourism, Sea Pressures and Responsible Research and Innovation*, 4th April 2017, Venice, ITALY)
- B. **Food security, management of marine living resources and sustainable seafood** (*Maritime Cuisine Meets Sustainable Tourism*, 11th May 2017, Boulogne sur Mer, FRANCE)
- C. **Planning the uses and urbanization of coastal areas** (*Sustainable Tourism in Coastal Areas: the Challenge of Urbanisation*, 30th May 2017, Copenhagen, DENMARK)
- D. **Marine Protected Areas** (*Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas through Responsible Research and Innovation*, 5th October 2017, Galway, IRELAND)

4.3 “How can Responsible Research and Innovation contribute to the development of sustainable tourism ventures within Marine Protected Areas (MPAs)”

Developing sustainable nature based tourism products and experiences can aid biodiversity protection, while offering local communities opportunities for social and economic benefit. However, to be effective, each initiative requires appropriate knowledge, skills, abilities, and institutional arrangements to define and solve problems, and employ legitimate participatory processes that support cooperation and afford to stakeholders the influence and benefit for their involvement.

Marine Protected Areas (MPA) are defined as “a clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values”. They are an available policy instrument that have the potential to address several of the pressures on marine biodiversity, in particular over-fishing and exploitation and habitat destruction. In addition to protecting rare and threatened species and their habitats and other areas of ecological importance, MPAs can help ensure the sustainable provision of multiple other ecosystem services that are fundamental for human well-being, including for fisheries, coastal protection (buffering against storms and erosion), tourism and recreation. On the international setting, countries willing to show commitment to, and leadership in, marine environment protection have a longer list of established MPAs than those that perform less well in this respect.

The challenge is to achieve balance in the development of sustainable tourism products and services while ensuring the MPA’s objectives of protecting the long-term conservation of nature with associated ecosystem services and cultural values.

The hot topic of sustainable tourism ventures within Marine Protected Areas (MPAs) was related to the following Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development:

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

Developing sustainable tourism ventures within Marine Protected Areas will provide sustainable economic growth within coastal communities. This diversification of economic activities running in tandem and complementing more traditional activities will provide quality jobs that stimulate the

economy while in a sustainable manner with minimal environmental impact. This diversification can be driven by the innovative use of technologies and application to both monitor the environment and promote tourism

Goal 9: Build resilient infrastructure, promote sustainable industrialization and foster innovation

The declaration of an area as an MPA can often be perceived as a restrictive measure which has the potential to limit or prohibit traditional activities. Often this is not the case and it is exactly these traditional activities, when managed in a sustainable way, which are encouraged. The use of technological solutions for monitoring of activities in MPAs can provide the opportunity for inclusive and sustainable business development (albeit at a managed and scaled level) and can provide an alternative source of income generation, allowing coastal communities to increase their living standards.

Goal 12: Ensure sustainable consumption and production patterns

In order to develop tourism ventures sustainably within MPAs, all relevant stakeholders need to be “invested” in the process. This includes business owners, consumers, policy makers, NGO’s, researchers, scientists, retailers, media and development agencies, among others. The ultimate aim should be to develop and implement tools to monitor sustainable development impacts and to promote sustainable tourism that creates jobs and promotes local culture and products. This approach will result in “doing more and better with less,” increasing net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole lifecycle, while increasing quality of life.

Goal 14: Conserve and sustainably use the oceans, seas and marine resources

MPAs should be utilised to sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts. Their introduction can help ensure the sustainable provision of multiple other ecosystem services that are fundamental for human well-being, including for fisheries, coastal protection (buffering against storms and erosion), tourism and recreation. Careful management of sustainable tourism within MPAs is a key element of ensuring a sustainable future for our oceans, seas and marine resources.

How can Responsible Research and Innovation contribute to the development of sustainable tourism ventures within Marine Protected Areas? What actions are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within Marine Protected Areas?

Managing the effectiveness of tourism on coastal regions in order to minimise its impacts can be achieved through through sustainable development and stakeholder engagement. MPAs have the potential to serve as a key catalyst in developing sustainable tourism projects which can be co-developed with local coastal communities. The correct management of such initiatives by all stakeholders can foster economic activities across multiple sectors while protecting the coastal and sea environments.

4.4 The MML workshop methodology: Structured Democratic Dialogue

The international MML workshops were facilitated according to the Structured Democratic Dialogue (SDD) participatory method. A week before the workshop the participants provided their input in response to the triggering question by e-mail or published it on the MARINA Knowledge Sharing Platform. The face-to-face workshop lasted one day and was carried out by a professional facilitator from Cyprus Neuroscience and Technology Institute. The SDD method ensured that the participants developed a joint

roadmap based on a common vision and focused on the RRI-driven solutions and actions addressing an aspect of the sustainable maritime and coastal tourism.

The Structured Democratic Dialogue (SDD) was developed by Aleco Christakis (Christakis, 1973), John Warfield (Warfield, 1982) and Hasan Özbekhan (Özbekhan, Jantsch & Christakis, 1970) in the Club of Rome in the 1970s. The method enables a *democratic* and *structured* dialogue among a heterogeneous group of stakeholders in a limited amount of time. It is effective in resolving multiple conflicts of purpose and values, in identifying obstacles as well as generating action plans to sufficiently respond to complex questions. The SDDSM allows for integrating contributions from individuals with diverse views, backgrounds and perspectives through a process that is structured, inclusive and collaborative.

Avoiding “Groupthink” and the “Erroneous Priorities Effect”

Whenever no measures are taken for the protection of the authenticity of all ideas, there is a risk that some participants might support ideas that represent the majority of the group simply because they would not want not to “go against the flow”. Consequently, the participants end up with an apparent agreement which in reality, represents the views only of the “dominant group”. This phenomenon, known as “Groupthink,” is eliminated in the SDDSM as it exploits a scientific methodology known as the Nominal Group Technique (NGT). The NGT is based on equal time and emphasis allocated to each idea ensuring thus, that the “Groupthink” phenomenon does not appear.

If several stakeholders discuss, propose and then choose ideas that are viewed as more important by the majority, it is very likely that they will decide to invest in solving sub-problems that at first seem to be important (as viewed by the majority). However, judging these ideas under the prism of how influential they are with other ideas that have been submitted, the likelihood is that those initially viewed as more important are not really the most important as they are less influential than others. This phenomenon, known as the Erroneous Priorities Effect (EPE), is eliminated in the SDDSM by exploiting the Interpretive Structural Modeling (which is embedded into the CogniscopeTM software), the designed algorithms of which, prioritize ideas based on the influence they have over each other.

Structure and Process in a SDD workshop

The process of a typical SDDSM session, with its phases, can be viewed in the following figure and is explained in detail below:

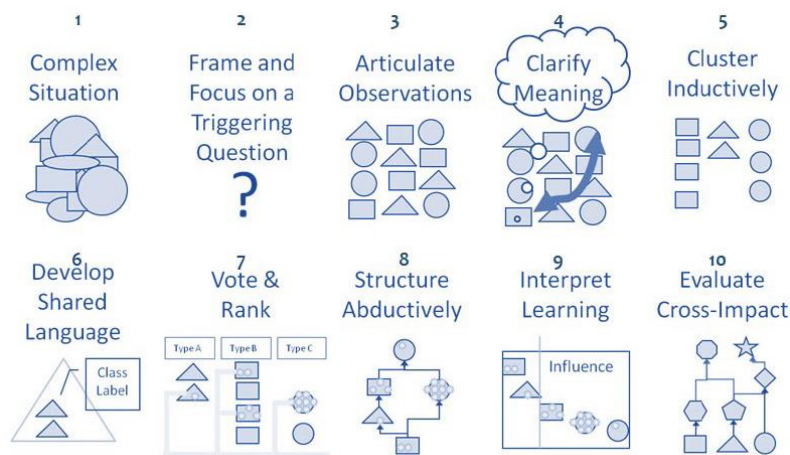


Fig.2. Phases of the SDDSM session

The dialogue was constrained and sharpened with the help of a **Triggering Question** [Fig.2, Shapes 1&2]. It was formulated by the Knowledge Management Team composed by the owners of the complex problem (i.e. the workshop organiser and the MARINA MML workshop coordination team) and the SDDSM expert. The triggering question was emailed to all participants one week before the MML workshop, who were requested to respond with at least three contributions either on the MARINA Knowledge Sharing Platform or by email before the meeting.

All contributions/responses to the triggering question were recorded on the Knowledge Sharing Platform or/and in the *Cogniscope III*TM software. They were submitted in two forms: a short and concise phrase (one idea in one sentence) and a paragraph where the authors clarified their ideas in a few additional sentences [Fig.2, Shapes 3&4].

The ideas were clustered into categories based on similarities and common attributes. If time was short, this process was carried out by small groups [Fig.2, Shapes 5&6].

All participants were given five votes and were asked to choose the ideas that were most important to them. Only ideas that received votes went to the next phase [Fig.2, Shape 7].

In this phase, the participants were asked to explore influences of one idea on another. They were to *decide whether solving one problem would significantly contribute to solving another problem*. An influence receiving a majority was established on the map of ideas. Thus, the items at the bottom of the map were the most influential factors and the priority actions to take [Fig.2, Shapes 8&9].

Using the root factors, stakeholders developed an efficient strategy and came up with a road map [Fig.2, Shape 10].

5 How can Responsible Research and Innovation contribute to the development of sustainable tourism ventures within Marine Protected Areas

5.1 *The Hot Topic description*

MPAs are geographically distinct zones for which conservation objectives can be set. They are often established in an attempt to strike a balance between ecological constraints and economic activity, so that the seas may continue to allow for goods and services to be delivered. Marine reserves are MPAs where human impact is kept to a minimum, e.g. sediment extraction is not permitted.

Managing the implementation of a MPA's effect on local economies is critically important to the success of the designation. Marine protected areas are an effective conservation and fisheries management tool that can also have a broad array of positive and negative social, economic, cultural, and political impacts on local communities.

It is important to address both positive and negative social, economic, cultural, and political impacts on local communities, as perceived by the communities, through public consultation to achieve a positive impact both socially, culturally and economically, thus underpinning the success of the MPA policy.

By working with local communities in developing sustainable tourism products and services, policy makers and coastal/marine zone managers can negate any perceived negative effect that the designation as an MPA might carry.

The use of observation tools represents a novel approach to both the monitoring of MPAs and the development of sustainable tourism which can be promoted under the internationally recognised “Wild Atlantic Way” brand and replicated in other areas.

The following issues and challenges around the hot topic were identified:

Political

Marine Protected Areas have the potential to address several of the pressures on marine biodiversity, in particular over-fishing, exploitation and habitat destruction. In addition to protecting rare and threatened species and their habitats and other areas of ecological importance, MPAs can help ensure the sustainable provision of multiple ecosystem services that are fundamental for human well-being, including fisheries, coastal protection (buffering against storms and erosion), tourism and recreation.

Economic

The introduction of an MPA can be perceived as a negative development as it can often restrict economic practices which traditionally occurred in an area. Undertaking tourism activities in MPAs can work toward minimising the impact to the local economy by developing new services in the area which will generate income for residents.

Social/cultural

It is critical to achieve positive engagement with local stakeholders which will include: fishermen, relevant government agencies, local businesses involved in marine tourism; regulators; NGOs to ensure the success of the MPA.

Technological

Use of technology as an instrument to both monitor the regulations as set out by the MPA in conjunction with the use of state-of-the art equipment to acquire and disseminate data in near real-time to promote and develop sustainable tourism products.

Legal

MPAs require that restrictions as set out in the directive are adhered to. The monitoring and enforcement of these regulations needs to be considered along with the needs of other users of the sea. Adherence to marine notices, consenting and licencing requirements and the privacy of individuals, if using video monitoring as an enforcement tool.

Environmental

The impacts of any activity need to be considered for consenting; this may require the deployments of monitoring technologies to facilitate monitoring and impact assessment.

Capacity Building and Education

The development of local and national programmes of engagement with Second Level schools and outreach programmes through citizen projects utilising real-time data from monitoring equipment.

5.2 *How the workshop topic is related to Responsible Research and Innovation?*

Responsible Research and Innovation means that societal actors work together during the whole research and innovation process in order to better align both the process and its outcomes, with the values, needs and expectations of European society. There are 8 key RRI dimensions: multi-actor public engagement, gender equality, science and education, open access, ethics, governance, sustainability and

social justice/inclusion. The RRI dimensions and how they are related to the hot topic of the workshop are outlined below.

Engagement

Positive Engagement is key owing to the multiplicity of stakeholders. RRI will provide a mechanism to engage with stakeholders, identify key areas of contention and provide a methodology to facilitate open debate and possible resolution of issues.

Environment

RRI provides an opportunity to raise awareness regarding the need to protect sensitive habitats and the opportunities which can be derived from exploiting sustainable tourism within these areas, with due consideration to these pristine biological habitats.

Open Access

Proposed monitoring provides a way of protecting these areas and providing freely available, continuous data feeds on water quality parameters. Real-time video footage linked to the Wild Atlantic Way website will help promote local water based tourism opportunities and promote stronger community engagement.

Governance

Ensuring that the regulations as set out in the MPA are adhered to and the enforcement of same will present a challenge. The most effective way to achieve this is to positively engage with the local communities and to generate sustainable enterprises developed around the MPA. This will ensure that the MPA is implemented at ground level, from the base.

Gender Equality

Often women are over represented in the tourism industry. Development of products in MPAs where traditionally male dominated activities such as fishing would be the norm, and achieving a more equally balanced representation in the promotion of all activities related to the MPA may go some way to addressing this issue.

Science and Education

The innovative use of technology to develop local and national programmes of engagement with Second Level schools and outreach programmes through citizen projects utilising real time data from monitoring equipment.

Ethics

The conservation of our coastlines and communities is a societal issue throughout Ireland, Europe and the world. Developing sustainable tourism products within MPAs will work towards developing often disadvantaged communities who have relied on traditional trades which have been mechanised and thus help revive these areas.

5.3 *The triggering question: What actions are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)*

5.4 *Generating ideas*

Each participant registered for the workshop were requested to submit two ideas on “What actions are needed from a policy, social / cultural, economic and technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)” in the following format: a simple, short title; one line describing the idea and one-two lines (minimum) explaining and clarifying the idea so that everybody else could understand it. When formulating these ideas, participants were asked to take into consideration who would be responsible for implementing the action which they proposed and, and how to engage the person or organisation.

Other elements important in the formulation of ideas were timing (when could such an idea be implemented) and resources (how would the idea be implemented). The majority of participants submitted their ideas ahead of the workshop, but some were collected and collated during the first round of ideas sharing. Not all participants contributed with ideas. Each individual idea was videoed and can be found at the [following link](#). In total, 24 ideas were submitted by the group ranging from very simple actions such as “back to basics” approaches of identifying relevant stakeholders and possible target markets to identifying the need for clarity of what is meant by MPAs in the first instance.

It was evident from the ideas which were submitted that the participants were very passionate and invested in ensuring that any tourism ventures developed within Marine Protected Areas would be of a sustainable nature.

5.5 *Clarifying and merging ideas*

The group worked well together, and the facilitator commented that they were very focused and expressed themselves in a succinct way allowing for the workshop to flow. All ideas were brought to the next round, no merging of ideas occurred. Some common themes emerged which are outlined below.

During the clarifying stage it became apparent that there was some confusion around the exact definition of a Marine Protected Area or Special Area of Conservation as is the terms commonly used in Ireland. The terms and acronyms had different connotations to participants from various backgrounds. Also highlighted was the lack of understanding around what MPAs are and where they are located in Ireland and Europe.

Another common finding was the perceived lack of specific focus on the Marine throughout the education system in Ireland before third level. All participants agreed that there was a need to further develop the curriculum at both primary level (4-12 yr. olds) and secondary level (12-18 yr. olds) in order to raise consciousness of the importance of the Marine and its sustainability.

The use of technology in the monitoring of MPAs was seen as a key component in raising the public’s perception of the value of MPAs. It was proposed that the use of some of the information collected on the Marine around MPAs to increase awareness of the beauty and uniqueness of the areas themselves could be easily achieved.

5.6 Clustering and prioritizing ideas

During the clustering phase four clear clusters emerged: Measuring & Understanding, Education & Engagement, Planning Policy & Regulation and Promotion & Products. Actions 3, 13, 17 and 18 received no votes which indicated that two participants did not vote for one of their own ideas, and one participant forsake their own ideas altogether.

The cluster with the most actions and which received the most votes was Cluster 3, **Policy, Planning and Regulation**. The actions here called for more clarity around MPAs (2 votes) with a clear transparent and functioning regulatory regime (7 votes). Another common theme is the need to have a greater input from stakeholders in the communities at an early stage when MPAs are being designated. The need for Marine Spatial Planning to be conducted to ensure the sustainable development of marine tourism in MPAs also received a lot of support with 7 votes, demonstrating the grounds and urgent implementation of the directive from the European Union's Directorate for Maritime Affairs and Fisheries (DG Mare) on marine or maritime spatial planning (MSP), which defines Marine Spatial Planning as the process for planning where and when human activities take place at sea. This is needed due to increased competition for space – from shipping, renewable energy, fishing, leisure and many other activities. These activities need to be coordinated in the best possible way to reduce conflict and help meet environmental, economic and social objectives.

The **Education and Engagement cluster** emerged as the next strongest theme with 7 actions allocated receiving **16 votes** in total. The strongest theme from Cluster 2 was the development of a structured educational programme which would engage young people before they reach third level education. This could be done through the school systems, or through specialised summer schools based in coastal communities. The need for educating and engaging all stakeholders was identified as another strong theme. The integration of the local communities and their knowledge was established as a key component of this process.

Cluster one, **Measuring and Understanding**, had **4 actions** allocated receiving **10 votes** in total. The importance of technology as a key component of sustainably developing MPAs tourism activities emerged clearly from this cluster. The significance of first establishing a baseline measurement of social and environmental conditions was highlighted to allow for accurate measurement of the impacts as tourism products and services were introduced to the MPAs.

The final cluster which emerged during the process was Cluster four, **Promotion and Products**, which had **5 actions** allocated with a total of **8 votes**. This cluster identified existing physical and marketing infrastructures on which sustainable tourism products could be developed. Another key action which emerged was the importance of identifying the demographic characteristics of tourists who are interested in visiting MPAs and engaging with activities provided and the communities therein.

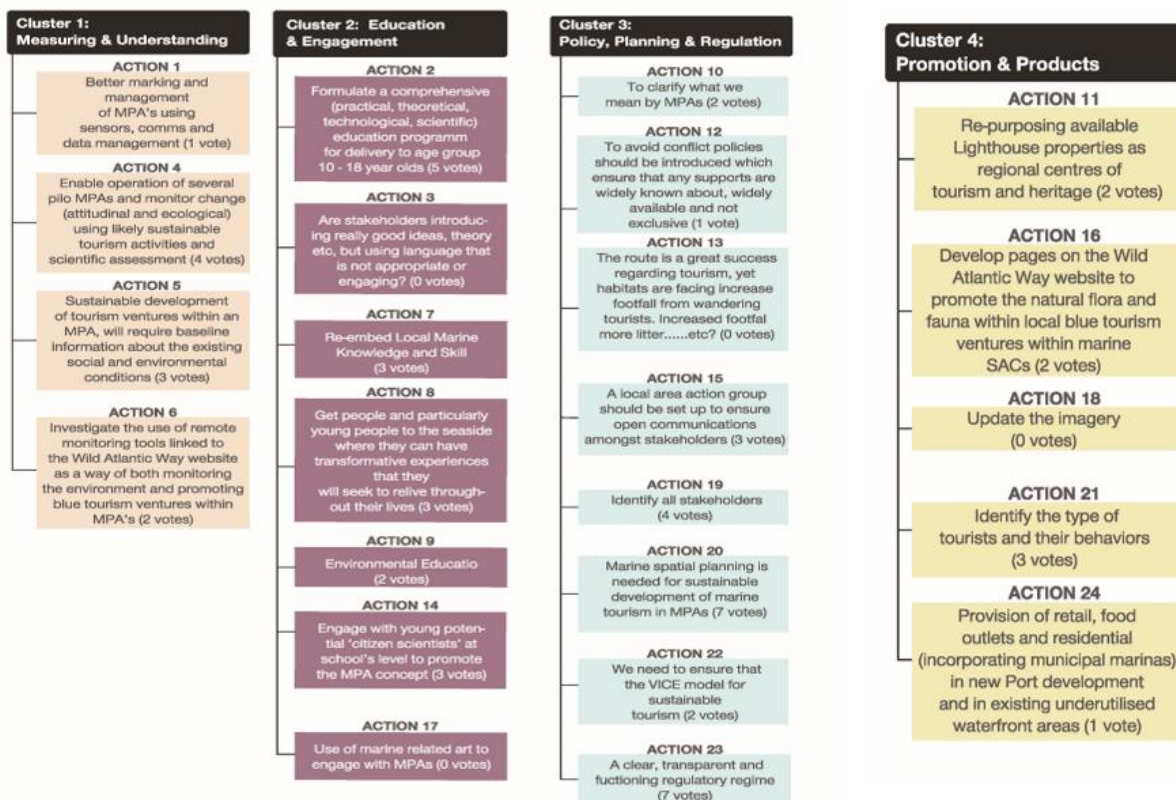


Fig.1. Clusters assembled by the participants of the international MML workshop in Galway, Ireland

5.7 Mapping influences and building a roadmap

Mapping influences was an interesting process and resulted in a road map which sparked some very detailed debate amongst the workshop participants. One action from Cluster 1 (Measuring and Understanding) appeared on the road map at level 2, which had only received 2 votes in the clustering process. Action 6 was to investigate the use of remote monitoring linked to the Wild Atlantic Way Website as a way of both monitoring the environment and promoting blue tourism venture within MPAs. Action 6 was seen to be a direct influence on Action 23 (A clear, transparent and functioning regulator regime) from Cluster 3 which was heavily weighted in importance.

Action 2 (Formulation of a comprehensive (practical theoretical technological scientific) education programme for delivery to age groups 10 to 18) was also heavily weighted and influenced Action 6 and Action 8 (Get people and particularly young people to the seaside where they can have transformative experiences), also from Cluster 3. Action 8 from Cluster 3 also heavily influenced two other Cluster 3 actions: 9 Environmental Education and 7 Re-embed Local Marine Knowledge.

Action 20 from Cluster 2 appeared on the Road Map cycled with Action 4 & 5 (Cluster 1), 14 & 15 (Cluster 2) and 19 (Cluster). This cycle includes the need for MSP in the sustainable development of tourism initiatives in MPAs through baseline measurement, the use of pilot programmes to measure the impact of these initiatives, the identification of all stakeholders and their engagement and critically the engagement or young stakeholders through citizen scientist's initiatives. This cycle of actions was deemed to directly influence Action 23 (A clear Transparent and functioning regulator regime) from Cluster 3.

Although the roadmap is produced by a complex set of algorithms, the participants worked hard to understand how their clustering, votes and decisions on key influencers had resulted in the roadmap. A key point in the roadmap is that level 5 is the vital action which can then influence a chain of actions, but also that the roadmap can begin at any point so that, for example, Action 21 (Identify the type of tourists and their behaviours), the only action from cluster 4 to make it on to the road map, can as well be a good starting point.

The roadmap indicates that, although there is a need for Policy, Planning and Regulation, other actions can take place in the interim, led by other societal stakeholders, who through their initiatives will drive the need for the development of a clear Transparent and functioning regulator regime (Action 23 from Cluster 3) as Government and policy makers will have to respond to those actions.

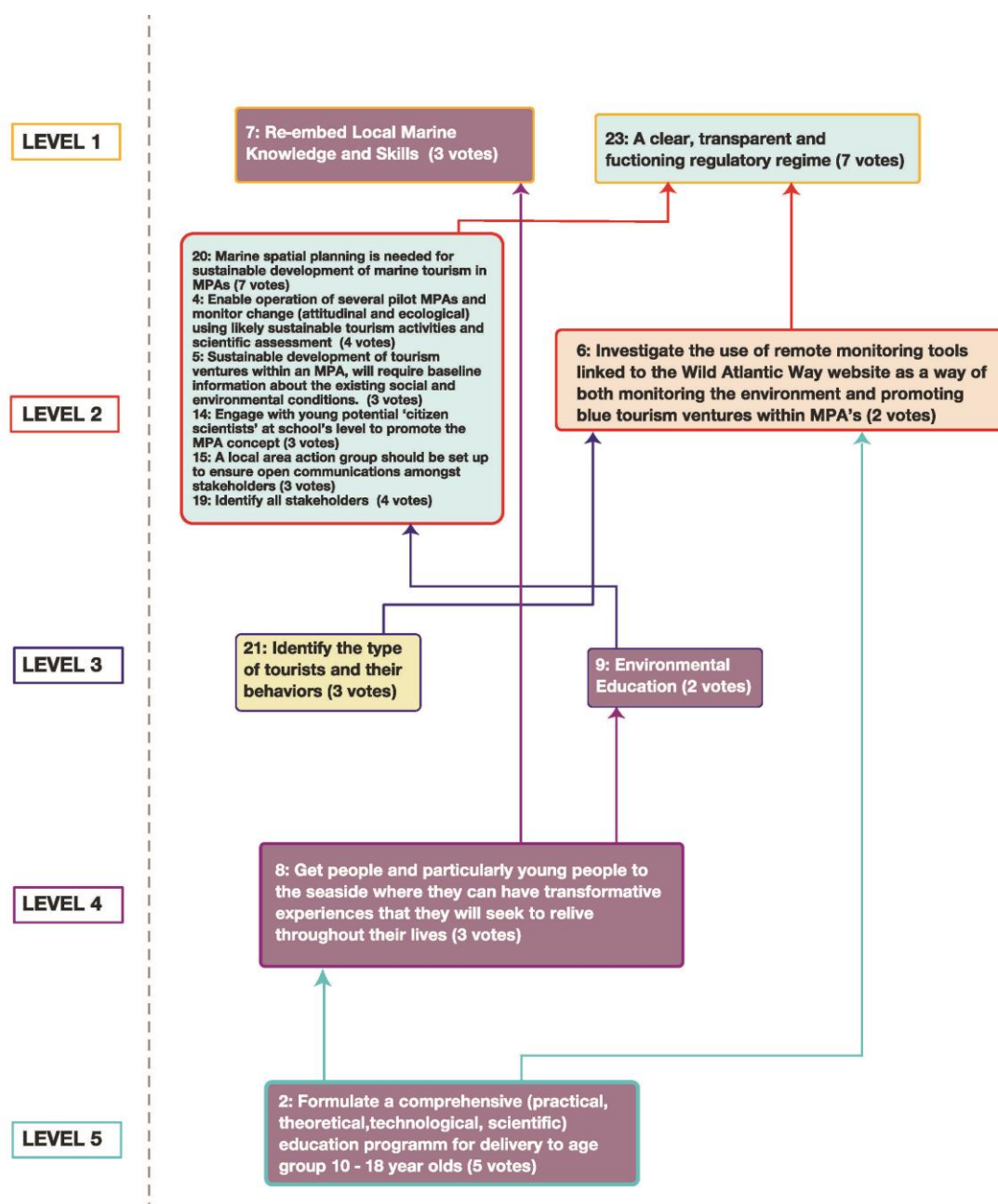


Fig.2. Final roadmap produced by the participants of the international MML workshop in Galway, Ireland

Developing SMART action plans

Three SMART actions plans were generated by participants the first of which is: Formulate a comprehensive (practical, theoretical, technological, scientific) education programme for deliver to age group 10-18 years old. This idea came from an industry representative and received 5 votes and was allocated to cluster 2. The key motivation behind the SMART idea is to better engage young people from an early age (between the ages of 10-18) with the aim of developing their interest in the marine prior to entering third level education. From the SMART ideas generated by participants the “what” and “how” elements of the action seemed clear but only six respondents indicted in their SMART plan who should be responsible. The consensus was that this should be developed and implemented as part of the general school curriculum with support from relevant stakeholders working in the Marine. The “why” and “when” is not as clear from the SMART action plans but is considered achievable and it is suggested that it could be developed in a time scale of under 18 months.

Formulate a comprehensive (practical, theoretical, technological, scientific) education programme for deliver to age group 10-18 years olds (Idea: 2; votes: 5)				
Specific (What is the specific explanation of the action?)	Is the implementation of this action Measurable ? How?	Is the implementation of this action Assignable ? Who is doing this?	Is the implementation of this action Realistic / Relevant ? Why?	Is the implementation of the action Time-bound? When? How long will it take to complete it?
Draw up an outline how “marine” can be included in all subjects within the primary and secondary school subjects. Formulate a clear plan for a syllabus in each subject	Formulate a clear plan for a syllabus in each subject	Not Specified	Not Specified	Not Specified
Identify what topics/themes are missing from the classroom environment/curriculum	Supply and review a detailed questionnaire to 10/20 schools aimed at both teachers/parents and students	Not Specified	Not Specified	Not Specified
Identify core modules around a. Activity/sports b. Science/technology c. Culture/history folklore	Secure curriculum inclusion	The Department of Education to include marine educational programmes within existing subject groups and ultimately as its own subjects		
Develop and integrate marine environment courses with sustainability and tourism awareness into primary school system and onwards to	Examined at secondary level	Examined at secondary level	Examined at secondary level	Start in next few years

secondary school (exams etc.) and increase education in this area.				
Develop a no cost formal educational programme/module including a significant field element for school's delivery	Develop an app which would allow users to record marine biodiversity(on-site) in order to stimulate their interest	Department of Education, teachers, parents and marine/conservation agencies	Not Specified	Not Specified
Develop a Visual, Aural, Read/write, and Kinesthetic (VARK) based methodology of education	Measure applicants level of competence before and after module	Ensure that process is age appropriate	Ensure that process is age appropriate and at a level where everyone is ok	Ensure this action takes place over one week 1 hour etc (as long as it takes)
Convene a multidisciplinary team of educationalists to design the curricula	Place the curricula at the national secondary education core subject list	Involve the Department of Education	Not Specified	Not Specified
Develop a pilot project. Engage with secondary schools in the locality around an MPA.	Develop an education programme linked to the existing curriculum potentially build it into a TY programme	Not Specified	Not Specified	Not Specified
Develop Syllabus for 10-18 year olds aimed at 2 days per annual 1,2 TY (x4) 5hours	Set dates for 2 days	MDT engage consultants	Yes	By 2019
Develop a plan to introduce age groups to appropriate broad based items which allow focus/choice by continuous assessment of portfolio of actions/projects and allow certification/ apprenticeships /work or experience placements.	Time structure around school year. Measurable by portfolio curriculum can become more detailed as cohort a progress through the system	Department of Education, National curriculum and representatives for industry, outdoor education science local knowledge agents especially fisherman boat builders and folklore	Not Specified	Not Specified

Daft proposal for consideration on curriculum change for government.	Trial marine modules in selected schools	Students, teachers, parents, SME, semi-state, NGO, government, local business, fishers, users	Highlight the importance of education and the value/importance of marine accessibility/knowledge etc.	Not Specified
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The second SMART action generated by the workshop sought to identify the type of tourists and their behaviours. This action received 3 votes and was grouped in Cluster 4 (Promotion and Products). This action identified the importance of categorising the type of tourist that could potentially visit MPAs, measuring their expectations and identifying what type of tourism product or service they were interested in. There were a number of suggestions of how this might be achieved ranging from conducting market research surveys to collating the data through the use of social media or alternatively through a specialised “App”. National and local tourism authorities were identified as having the main responsibility in collating the data, but local business groups were also identified as playing a key role. The main driver behind gathering the data would be to identify what products and services visitors expected to find in a MPA and which of these would be of most interest. One participant felt this was achievable by 2018 if implemented.

Identify the type of tourists and their behaviours (Idea: 21 votes: 3)				
Specific (What is the specific explanation of the action?)	Is the implementation of this action Measurable ? How?	Is the implementation of this action Assignable ? Who is doing this?	Is the implementation of this action Realistic / Relevant ? Why?	Is the implementation of the action Time-bound? When? How long will it take to complete it?
Market extra curricular /tourist marine courses for consideration in business environments	Not Specified	Not Specified	Not Specified	Not Specified
Intensify assess current and predicted tourist types. Continue to assess behaviour and management practices of visitors	Not Specified	Department of tourism, tourism authorities and tourism businesses in marine sector eg EI	Not Specified	Not Specified
Develop an app which would allow users to record marine biodiversity(on-site) in order to stimulate their interest	Record user type and behaviour through survey with app	Tourism bodies, conservation management agencies and carriers/airlines, rail transport etc	Not Specified	Not Specified
Choose a special needs group (Autistic) (needs and requirements)	Measure data through Ireland barometer	Local business groups i.e. Village Salthill, local Government and other NGO's	Not Specified	Not Specified

Access Failte Ireland Data	Not Specified	Failte Ireland	Not Specified	Not Specified
Sort tourists into activity preferences	Populate preference list	Board Failte to work with MSP's in targeting markets based on info	See if this information is informative and what type of sustainable tourism fits in best with Marine Spatial Plan	Not specified
Carry out research surveys.	New research eg social media posts from tourist hot spots	consult with tourism board or local authorities.	Not specified	Not specified
Commission a Market study to identify blue tourists and their behaviours by region (push MSP/ regulation) (Get Marine Development Team to speak to regulations)	Market study	Consultants engaged by MDT/Board Failte	Achievable	2018

The third and final SMART action generated sought to get people and particularly young people to the seaside where they can have transformative experiences that they will seek to relive throughout their lives. This idea received three votes and sat in cluster 2 (Education and Engagement). The overarching theme of this action is to better engage all visitors to our coastal communities but especially young people. Some participants suggested that this could be done through the school curriculum much like action one above, while others felt that more local initiatives with coastal communities would be a more effective medium. Another strong suggestion was to develop residential summer camps for young adults whereby they could spend between one and three weeks living with a family in a coastal community, getting immersed in the cultural and heritage while attending a formal marine education programme. The structure of the programme could be modelled on the pre-existing language school's programmes which have long been established in Ireland. Multi-sectoral agencies and stakeholders were identified as being responsible for developing and implementing such a programme including the Department of Education, tourism agencies, Marine Research Agencies, national NGOs, local community groups including experts living in the communities. The "why" was not addressed by any participant, while one participant indicated that it would be possible to have the programme in place by 2019.

Get people and particularly young people to the seaside where they can have transformative experiences that they will seek to relive throughout their lives (Idea: 8 votes: 3)

Specific (What is the specific explanation of the action?)	Is the implementation of this action Measurable ? How?	Is the implementation of this action Assignable ? Who is doing this?	Is the implementation of this action Realistic / Relevant ? Why?	Is the implementation of the action Time-bound? When? How long will it take to complete it?
Transition year residential course	Starting with TY students have a week away where they learn a arrange of marine environmental related topics	Teachers, government, parents/children	Not specified	Not specified
Promote marine tourism/environment.	through school tours/day trips etc. with particular attention to schools	SME/Semi-state, and costal/marine NGO	Not specified	Not specified
Secure curriculum inclusion	include marine educational programmes within existing subject groups and ultimately as its own subjects	The Department of Education	Not specified	Not specified
Ensure primary and secondary students as part of education have practical element	Access for all to coast and marine environment	Not specified	Not specified	Not specified
Develop a no cost formal educational programme/module including a significant field element for schools delivery	Develop a summer camp type activity programme, incorporating water sports, which would be based on increasing exposure to the marine environment. Modules on conservation / ecology to be included and delivered in an	Department of Education, teachers, parents and marine/conservation agencies		

	<i>imaginative, accessible way</i>			
“Seed” the area of work with fun prizes of animals, before they arrive				
Liaise with coastal communities to provide support for finder/informed practical seashore visits either on school basis or for individual/family.	<i>Support= accommodation, guides shore facilities</i>	<i>Knowledge/Experts Fisheries, Outdoor activities Marine biologists</i>	<i>Not specified</i>	<i>Not specified</i>
Idea being a summer programme something like the Gaeltacht eg Farraigetacht	Investigate existing templates eg Irish Collages in Gaeltacht areas.	Community organizations in seaside and towns	<i>Not specified</i>	<i>Not specified</i>
Generate interest in the Coast by publishing the cultural/Heritage/science/physical wellbeing	Create opportunities (eg holidays or tours) where they can visit	Failte Ireland	<i>Not specified</i>	<i>Not specified</i>
Through Marine Development Team issue a tender for the development of a syllabus for a “Marinetacht” and bring marine into Gaeltacht	<i>Develop a syllabus</i>	<i>Roll out pilot to xxx Gaeltacht</i>	Yes	By 2019

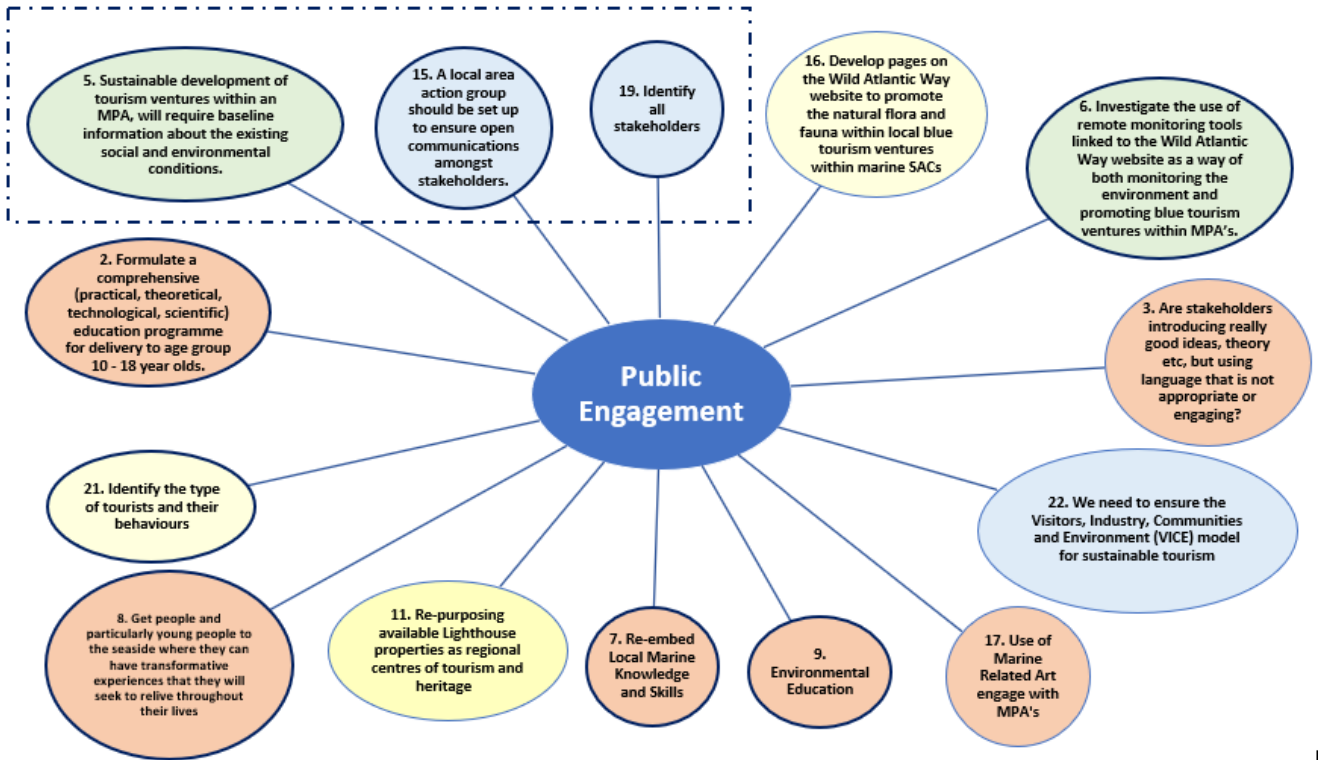
SMART action plans proposed by the participants of the international MML workshop, Galway, Ireland.

6 How can Responsible Research and Innovation contribute to the development of sustainable tourism ventures within Marine Protected Areas.

6.1 How do the results relate to the RRI dimensions?

6.1.1 Public engagement

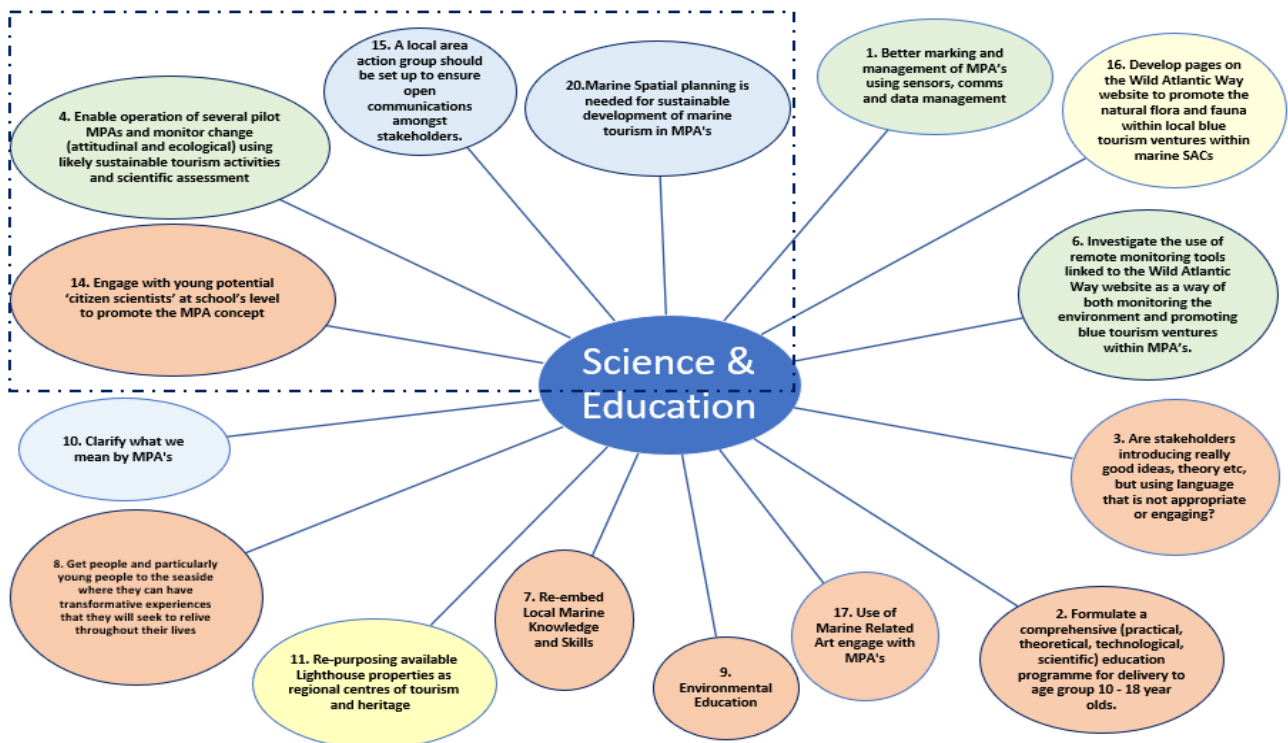
Public engagement is a hugely significant dimension with 14 actions relating to it. There are 9 actions in total in the roadmap that directly relate to public engagement, of which 3 are directly influencing each other. This significance stems from the perception of MPAs as being very controversial at different levels, as discussed previously.



6.1.2 Science education

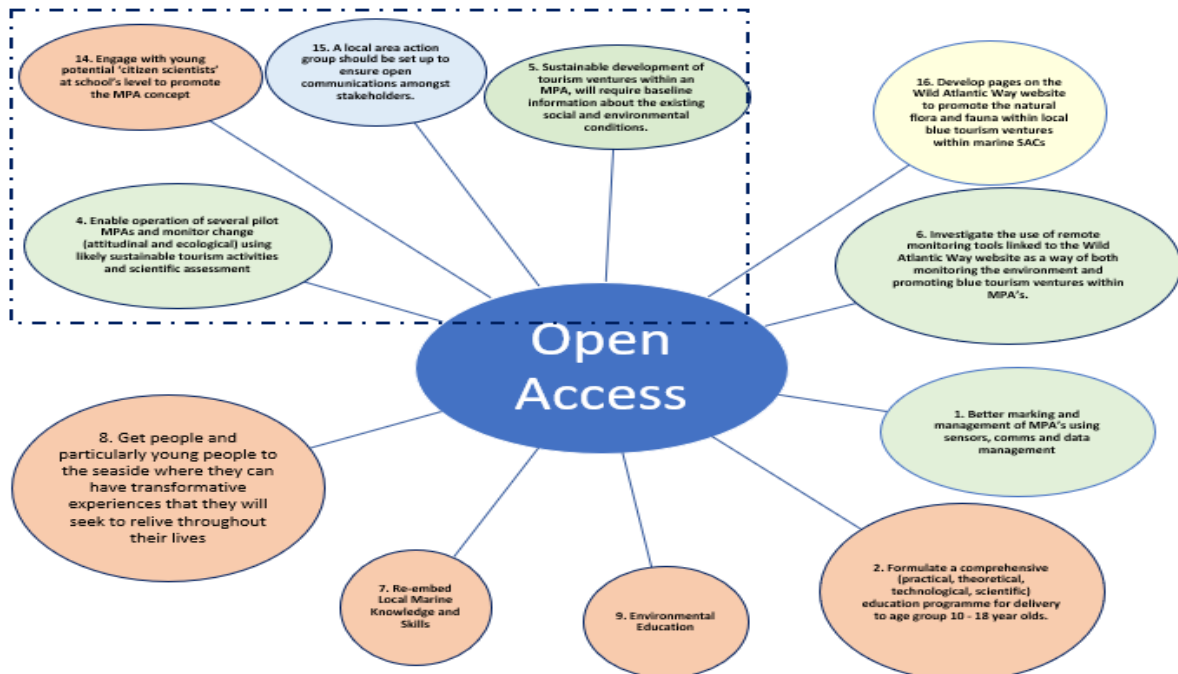
Science and Education is also a hugely significant dimension with 14 actions relating to it. There are 9 actions in total appearing on the road map that directly relate to this dimension, with 4 directly influencing each other.

Science and Education is seen as key to developing sustainable tourism products in MPAs as the community and the young people need to learn the benefits and virtues of the MPA.



6.1.3 Open access

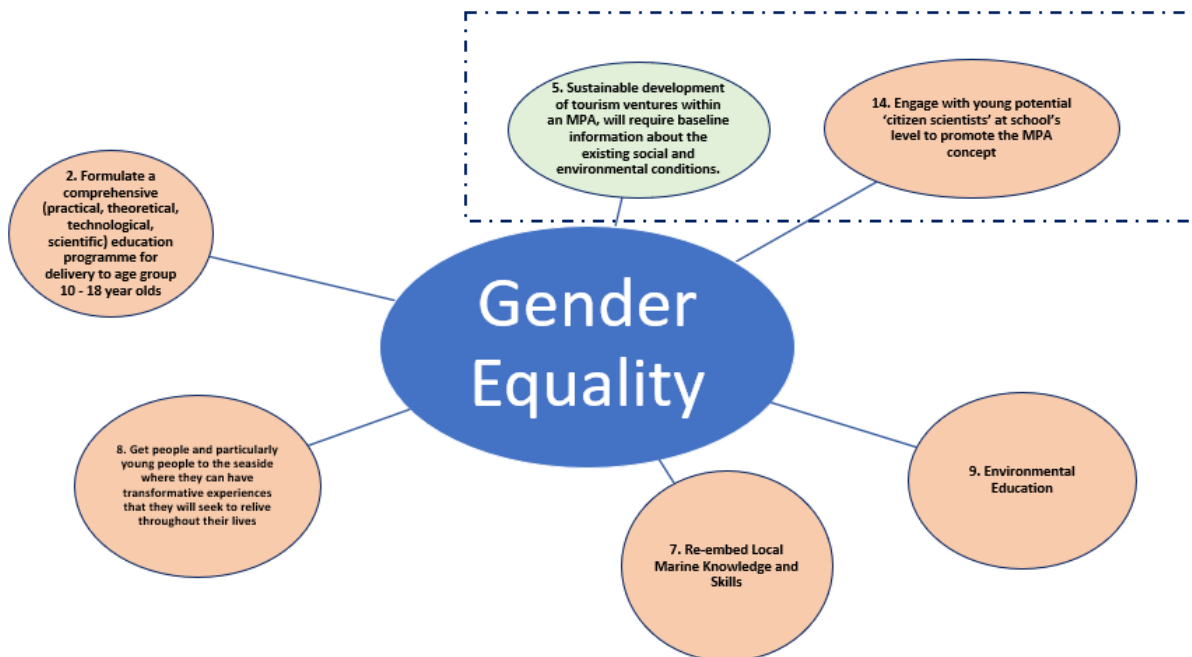
Open Access is a very significant dimension with 9 actions relating to it. There are 9 actions in total which appear on the road map that are related to it, with 4 of these actions directly influencing each other. Open Access was identified as instrumental in developing trust and in getting the general public involved.



6.1.4 Gender equality

Gender Equality is also very significant with 9 actions relating to it. There are 6 actions in total which appear on the road map related to Gender Equality, with 2 directly influencing each other. All of the ideas related to gender appear on the road map

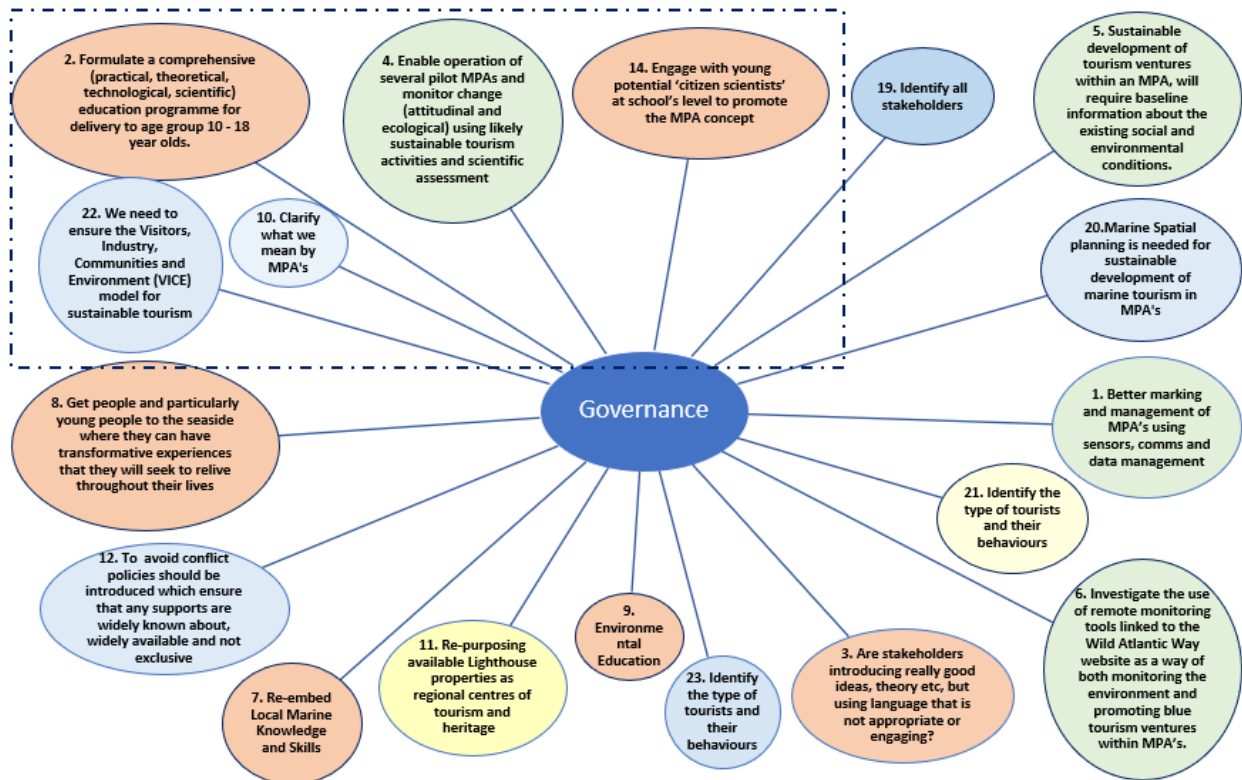
This dimension of RRI was seen in the workshop as a means to bridge the gender equality gap in the marine sector by developing opportunities for all in the new products and services implemented and through the education programmes, when developed.



6.1.5 Governance

Governance is extremely significant with 18 actions relating to it. A total of 11 directly related actions appear on the road map, with 5 directly influencing each other.

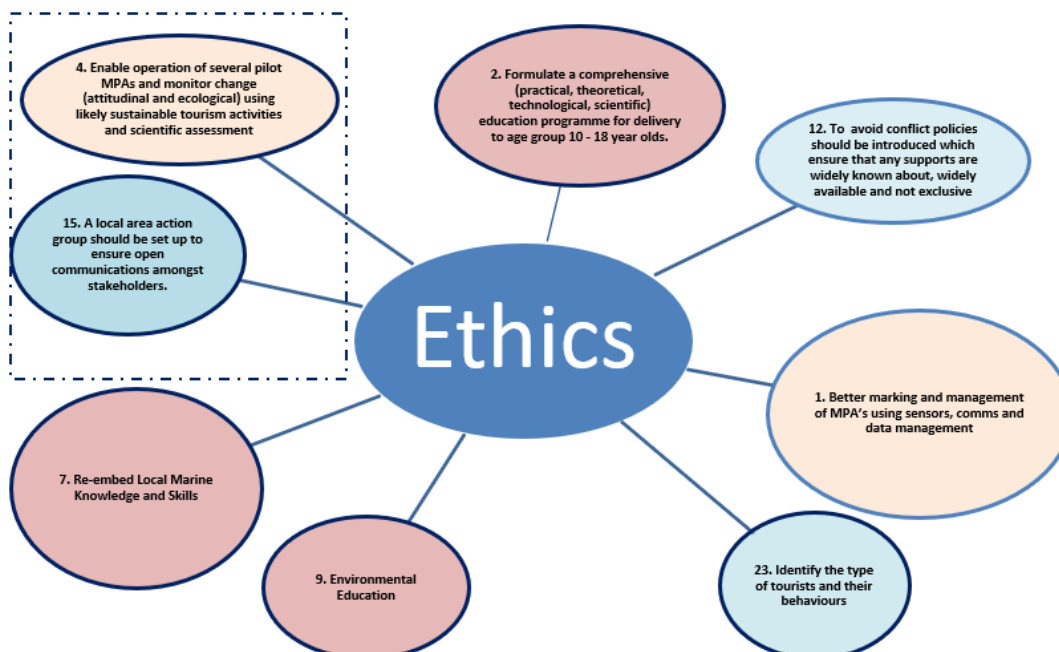
This RRI dimension is vital, as it will be policy implementation which introduces the MPA from the outset. Therefore, a proper management of the MPA and associated processes (planning, consenting, evaluation, impacts, etc.) through their entire life cycle must be considered, designed and implemented to ensure all stakeholders are brought into the process and all potentially negative perceptions are eliminated.



6.1.6 Ethics

Ethics is a significant dimension with 8 actions relating to it. There are 6 actions in total which appear on the road map, with 2 directly influencing each other.

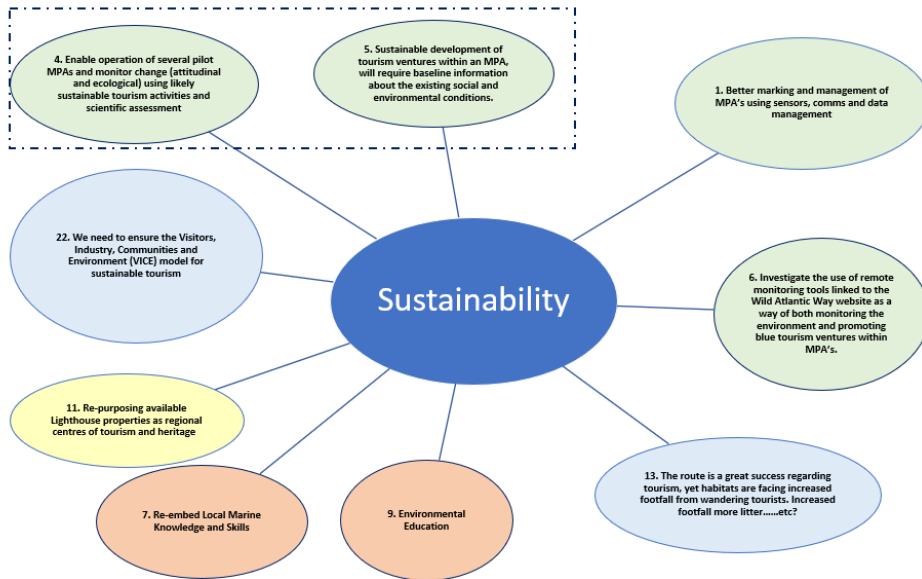
Ethics need to manage the effect on communities and to ensure that balance is achieved when protecting the environment in a clear and transparent way, with good communication between the stakeholders, and that the purpose of establishing an MPA and to develop activities around it is not distorted, thus creating resistance and non-adherence.



6.1.7 Other dimensions that emerged from the discussions such as e.g. sustainability, environment, social justice/inclusion, etc. and remarks

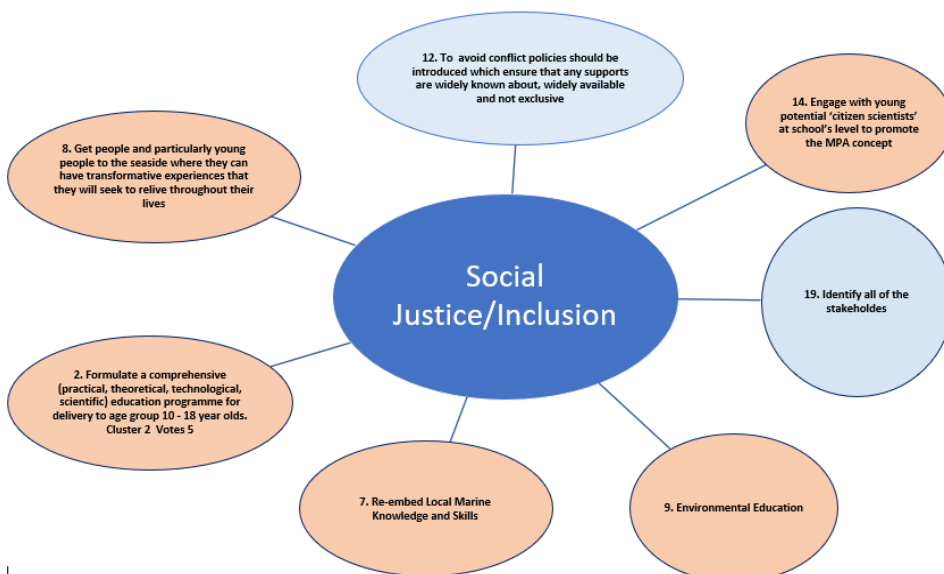
6.1.7.1 Sustainability

Sustainability emerged as a significant RRI dimension with 9 actions relating to it. There are 5 actions in total which appear on the road map, with 2 directly influencing each other. Sustainability was identified mainly due to the perceived need for balance between MPAs and the interests of the local communities



6.1.7.2 Social Justice/Inclusion

Social Justice/Inclusion also emerged as very significant, with 7 actions relating to it. There are 6 actions in total which appear on the road map, with 2 directly influencing each other. Social Justice/Inclusion was seen during the workshop as a vital dimension to ensure the success of sustainable MPAs and encompassing activities. All community members and stakeholders feel that they have to be included in the process so that the outcome will be for the greater good of the locality as a whole.



7 Workshop impact and implications for the future

The second SMART action generated by the workshop sought to identify the type of tourists and their behaviours within Marine Protected Areas that can be implemented in Ireland in the next 1-5 years. SmartBay Ireland intend to follow up on this SMART action by seeking support and funding to develop and deliver a pilot project targeting “Monitoring and Development of Sustainable Marine/Blue Tourism opportunities at marine SACs”. This project will look at the provision of real-time visual and sensor data to monitor relevant environmental parameters and anthropogenic activities at marine SACs. There may also be an opportunity to provide subsea video data for display via internet, as an add on to the Wild/Blue Atlantic Way to promote Irelands pristine marine habitats. This project will allow for engagement with local boat owners and companies interested in developing marine tourism activities such as: recreational diving, canoeing, kayaking, boat tours (such as glass bottom and other viewing equipment/facilities). When this project is underway, the data collected can be used to aid in the implementation of this SMART action (Identify the type of tourists and their behaviours within Marine Protected Areas).

The data can also be used in the SMART Action 1 (Formulate a comprehensive (practical, theoretical, technological, scientific) education programme for deliver to age group 10-18 years old) and SMART Action 3 (Get people and particularly young people to the seaside where they can have transformative experiences that they will seek to relive throughout their lives).

Policy implications

A key message coming from the workshops is the need for “a clear and transparent regulatory regime” (Idea 7) which appeared at the top of the road map. This is a political issue and is directly related to the RRI dimension “Governance”. Without clear guidance there is ambiguity, which has the potential to lead to conflict with stakeholders and communities. The lack of clarity around MPAs was abundantly obvious from the beginning of the workshop as action 10 sets out to clarify “what we mean by MPAs” was borne out of the confusion. Public engagement in policy making was considered to be a key element for success by the group. This is evident when you consider that 2/3 of the actions are related to the “Public Engagement” RRI Dimension.

“Science and Education” and “Open Access” were also considered of significant importance to the workshop participants. The roadmap indicates that by introducing education programmes to young people the activity generated will eventually lead to policy making out of necessity rather than choice. As we are aware policy making is often reactionary, and this is what the road map suggests. This may be a topic which a future workshop could consider, that is, looking at ways to negate this practice.

8 Workshop follow-up in my organisation

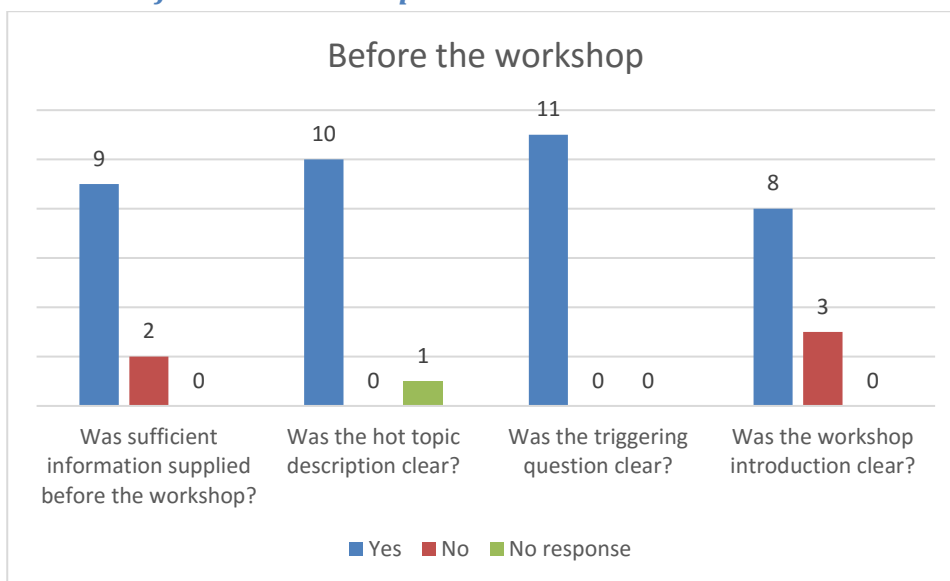
SmartBay Ireland has been working with other stakeholders to develop a multi-agency pilot project “Monitoring and Development of Sustainable Marine/Blue Tourism opportunities at marine SAC's”. This project was actually the catalyst for choosing the hot topic for the workshop. This workshop brought together significant stakeholders, many of whom had not encountered one another before, to have a very productive discussion around a topic which can, at times can be contentious. The level of engagement in the room and the clear commitment from participants (demonstrated in the bar chart below) to continue working on the topic shows what a significant impact the workshop had on the group and on the individuals present.

Each participant will receive a copy of the report and will be invited to (if they have not done so already) to join the conversation on the MARINA Knowledge Sharing Platform about this topic and related issues. Updates will also be provided directly and through our social media channels.

If the “Monitoring and Development of Sustainable Marine/Blue Tourism opportunities at marine SAC's” pilot project proceeds, the resulting data and experiences will be used to engage all stakeholders through the provision of data to scientists, schools and local communities. The aim will be to generate other projects using the data and experience gained such as products/services for tourists, school science education and research projects. SmartBay Ireland will work with its networks to examine the potential for developing citizen science projects using the data collected.

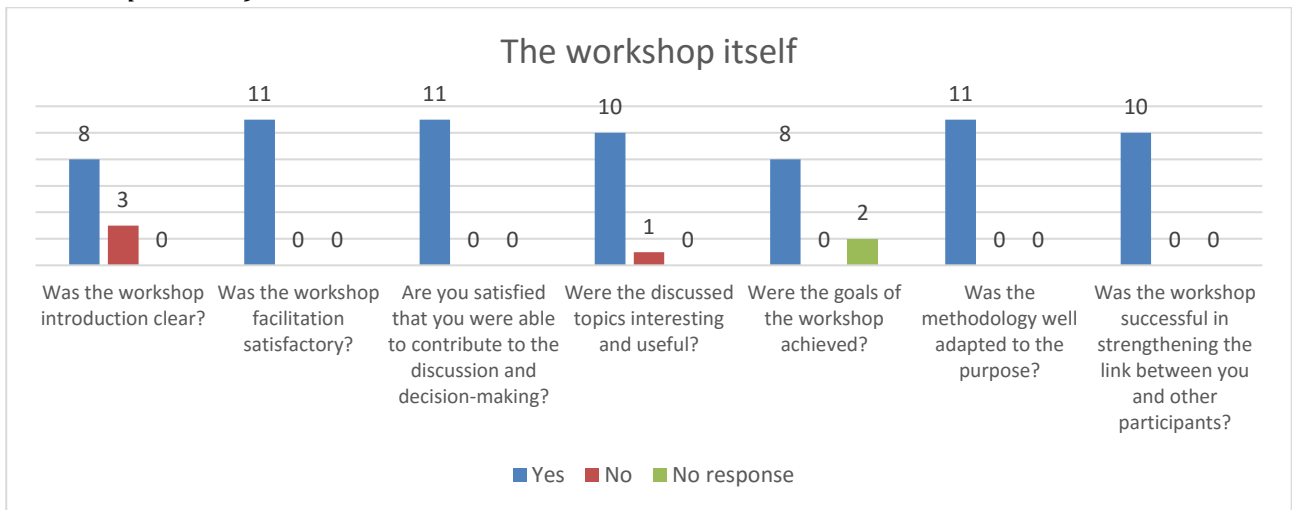
9 How the workshop has been assessed by the participants

9.1 Before the workshop



What were your expectations when you registered for the MARINA MML workshop? No response.

9.2 *The workshop* (include tables/charts listing participants' responses to the following questions):



How do you think the workshop could have been made more effective? (include a list)

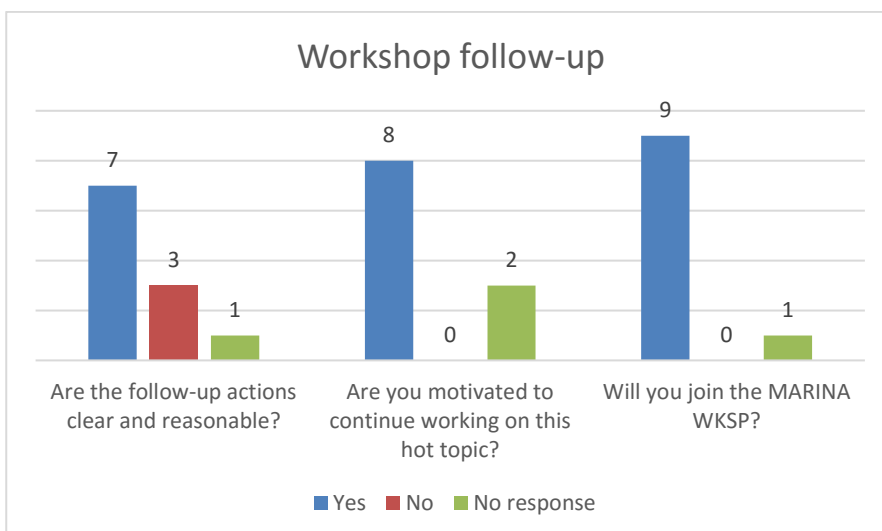
Question	Answers
How will you use knowledge gained from the participation?	In networking further with participants
	I would consider using the process in projects I am involved in
	a similar approach to stakeholder engagement to MPS could be used. The output of the exercise will be interesting to present from an mps perspective
	To increase awareness of MPA to improve my input to the workshop
	Yes
	No response (6)

9.3 *The workshop follow-up*

Are the follow-up actions clear and reasonable?

Are you motivated to continue to work on this Hot Topic and the agreed follow-up actions?

Will you join the MARINA Web Knowledge Platform?



You will follow-up on the workshop's results by:

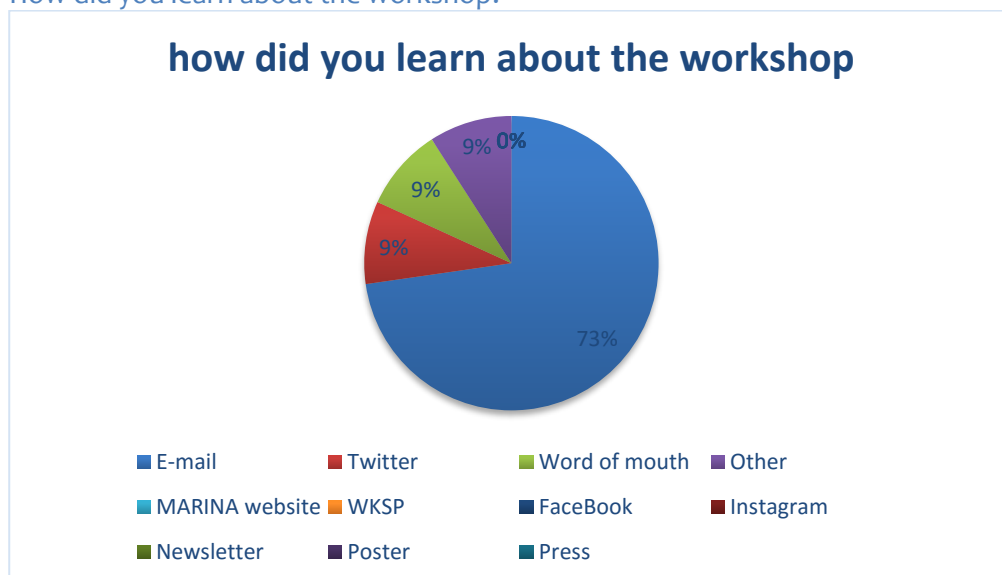
Question	Answers
You will follow-up on the workshop's results by	Yes by phone or by email and will monitor the website
	Downloading App
	Including its message on our social media
	Email and Website
	Not sure
	Yes
	informing other interested parties of outcome especially of topics about MPS
	Reading more following updates
	Implementing actions
	No response (3)

What initiatives would be useful for the future in your opinion? (include a list)

Question	Answers
You will follow-up on the workshop's results by	More engagement from volunteer groups/stakeholders who use the sea on a regular basis
	More introduction games to relax early on in the day- then do the recorded introductions
	More of this open democratic process in decision making please
	Outlined interesting ideas to follow up on
	To identify what contributes to MPA and the process to manage same
	No response (6)

9.4 Communication about the workshop

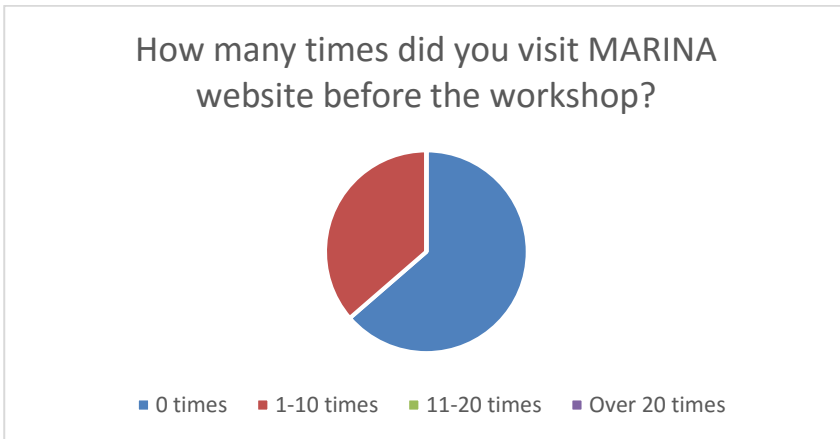
How did you learn about the workshop?



Have you found the communication messages clear?



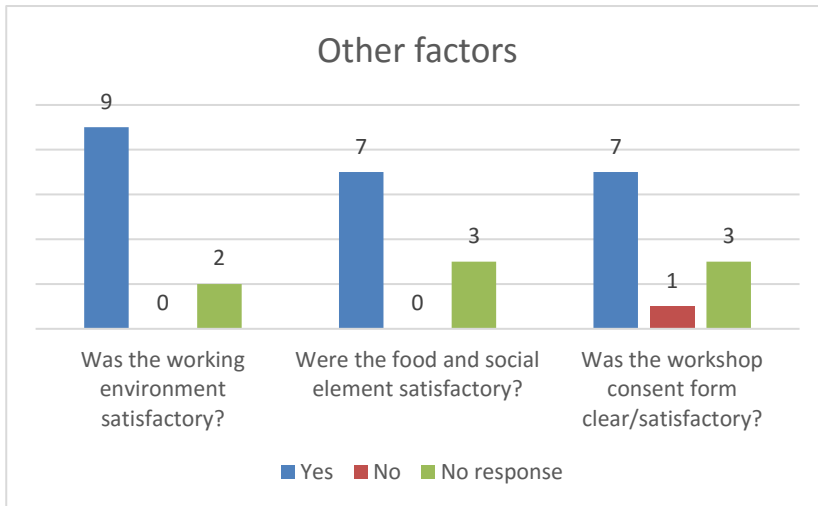
How many times did you visit the Marina website before the workshop?



How many times did you visit the MARINA Web Knowledge Platform before the workshop?



Other Factors



10 How the workshop was implemented

10.1 Recruitment of participants

Direct marketing of the workshop to participants was chosen due to the specific nature of the hot topic chosen. Considerable market research was conducted to identify key stakeholders whose work, or lifestyle, encompassed sustainable tourism, Marine Science and particularly MPAs and coastal activities. Potential candidates were also chosen from SmartBay's extensive network who have an investing in the area. Each individual received an email invitation from SmartBay's General Manager, a copy of which can be found in the appendices.

Potential candidates were identified in Ireland, the UK and Europe, both inland and in coastal locations. It was felt that the issues surrounding MPAs would be applicable as a cross-Europe issue since the policies and directives were being issued at a European level but implemented in local jurisdictions. With this being the case, the results from the workshop will be relevant to all coastal communities across the EU.

Two attendees from the Smartbay Local MML workshop attended the International event as MPAs is of particular interest to their field of work, Marine Spatial Planning and Environmental consideration in developing tourism products.

Choosing a relevant and interesting hot topic is key to engaging participants from the outset. Contacting potential candidates is also effective as the importance of their contribution to the discussions within the workshop can be conveyed. By specifically demonstrating how their input can influence the conversation surrounding a key area of interest to individuals increases their motivation to attend. Better explanations of the process issued before the event would have helped participants to engage with the methodology as a better understanding of what was required from them would have been established.

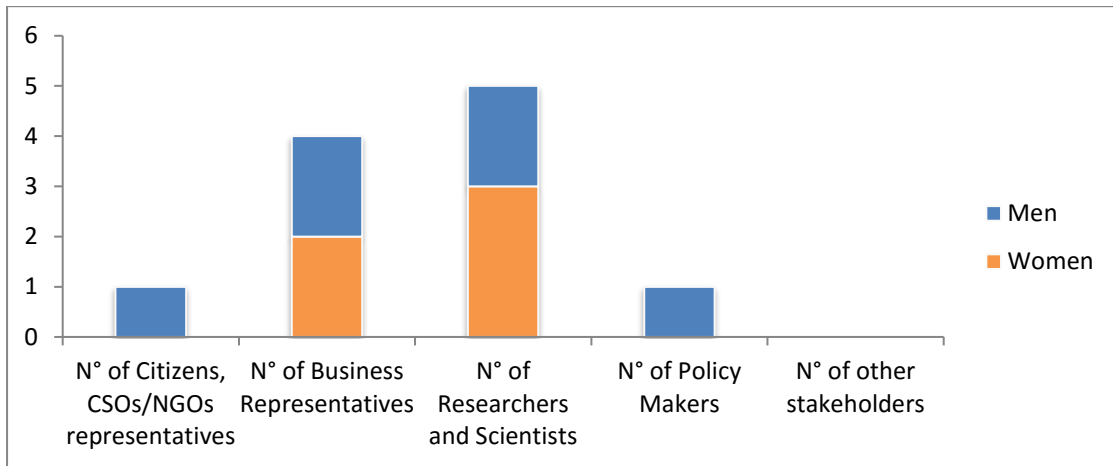
The event was published through the SmartBay, Marina and CNTI Social Media channels both before and during the event with images of the participants working through the process. SmartBay Ireland has over 700 Twitter followers which will yield a substantial amount of exposure to the MARINA Project.

Participations were encouraged to join the KSP after the workshop and the participants will be invited to join the KSP when the report is issued to each of them if they have not done so already. The issuing of

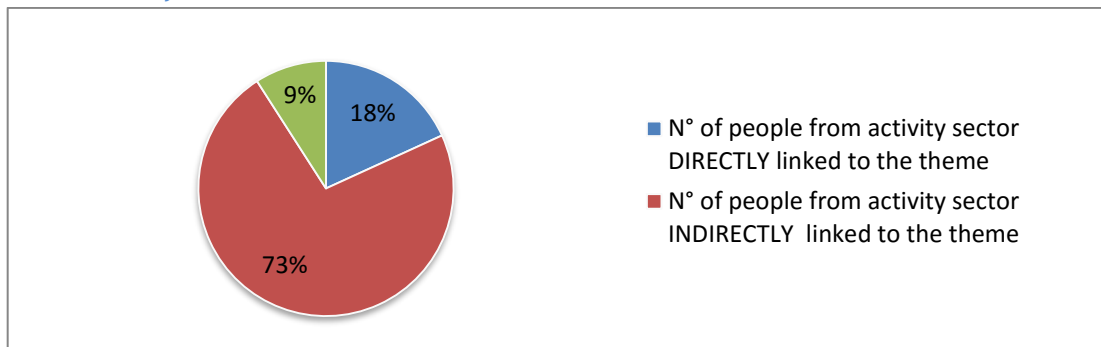
the report and its actions will act as a motivation to re-join the conversation around the hot topic within the KSP. This will help to further the discussion and advance the actions which the workshop generated.

10.2 Participant profile (1-1,5 page depending on the size of charts)

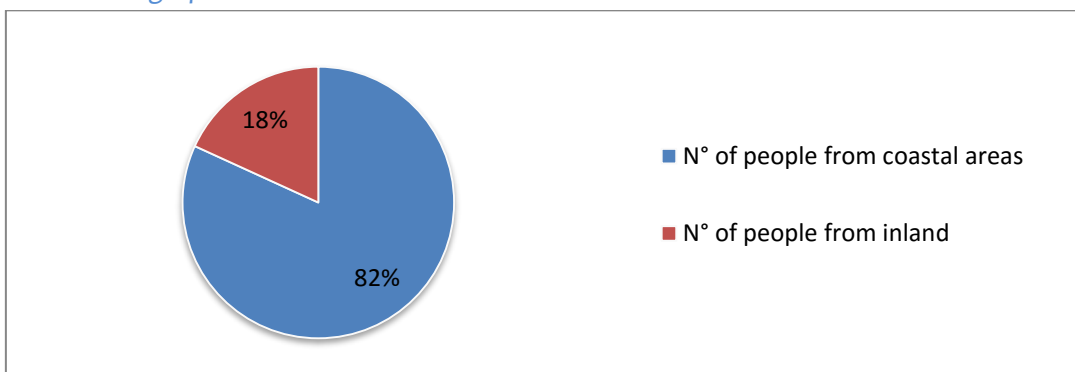
- Stakeholder groups by gender



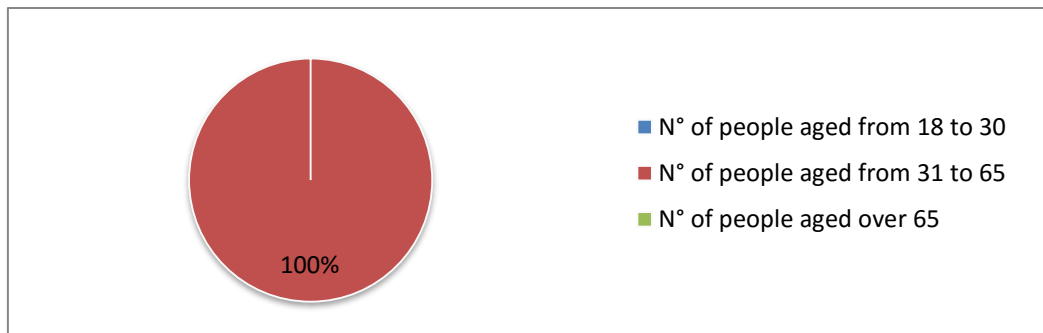
- Activity sector



- Geographical location



- Age



Participants consisted of a mix of policy makers, scientists and industry representatives who are actively involved in the Marine industry. There was a strong work ethic from the outset with all persons participating fully and engaging with the process. All participants delivered their clarifying statements in a clear and concise manner, while others listened attentively. Each person’s point of view was welcomed, valued and included in the process.

The overall tone of the day was one of positivity, with a commitment to the objective of developing a “road map” to assess actions that are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within Marine Protected Areas. In excess of 80% of participants were willing to join the KSP and further participate in discussions relation to the topic. 82% of participants were from coastal regions with the remaining from inland areas.

The facilitator commented positively with regard to the level of interaction in the group and their willingness to engage with the process. When encouraged to be brief or to sum up by the facilitator all participants obliged with hesitation.

10.3 Description of the workshop implementation process

SmartBay Ireland had not been familiar with the Structured Democratic Dialogue process prior to the MARINA EU project. In late May 2017 two members of the Smartbay team travelled to Copenhagen and attended the International MML hosted by AAU and facilitated by CNTI. Here, one member of the team observed the process while the other one actively participated in the workshop. This was a worthwhile exercise in better understanding the methodology and the process as a whole which was very beneficial when planning the SmartBay MML workshop held in October.

The hot topic which was chosen related to developing sustainable tourism products/services in MPAs. SmartBay are currently developing a pilot project which will examine how the use of technology can contribute to such developments. The outputs of this workshop will be used to further advance the project.

The workshop was held in a large, bright airy room at the Harbour Hotel in Galway City. The venue was chosen as the hotel is situated at Galway Harbour in the heart of Galway City, centrally located for all who had to travel. The room was set up in a U formation as dictated by the methodology.

The workshop was organised internally by Niamh Flavin, Mairead Elliott, John Breslin, Toni Kelly and Rogerio Chumbinho. All of the team have experience in the organisation and arranging of various

workshop with different methodologies but not the SDD process. For this a specialist team from CNTI travelled to Galway to facilitate.

The SDD methodology worked well and received very positive feedback from the participants. The structure ensures that participants think about the topic before attending the workshop by submitting their ideas. Some feedback from participants was that the methodology could be better explained prior to the workshop commencing. Another valuable suggestion was that perhaps a warm up exercise should be done before the videoing of participants ideas, as some found this to be a little intrusive. Other observations were that the process of determining which actions influenced each other took too long and the interest of the group may have been lost at times. This segment of the workshop may benefit from a break or some other activity to keep the attention of participants. It was noted that the methodology may be adopted by some of the participants for their own work which is a very positive affirmation.

11 Conclusions

The composition of the participants was a key element to the success of this workshop. Achieving the correct balance can be challenging as people are asked to attend a full day workshop which is a big commitment in today's busy work environments. Therefore, it was essential that the hot topic be meaningful, engaging, topical and relevant to the entire audience. This was achieved as sustainable tourism and MPAs are significant to the continued survival of coastal communities, a topic of great importance in Ireland.

The manner in which the Workshop was facilitated was very professional and the feedback was unanimously positive both for the lead facilitator and the process.

The only negative feedback from the workshop was in relation to the period when participants were deciding on how the actions influenced each other. During this phase of the workshop participants began to lose interest in the process and may have impacted on some of the answering. As people were not as engaged they may have voted with the majority to keep the process moving. To minimize any eventual impact, a closer scrutiny of motivation was enforced, and the participants were asked to keep with the task at hand, as the process was nearing completion.

From our experience, the MML workshops could benefit from better explanations of how the overall process works and at each stage within the workshop. A short introductory video or animation may help participants get a better understanding to what the process will entail and what is expected from them throughout the day.

In addition, perhaps some templates could be developed which can guide the participants when submitting their SMART ideas at the end of the process as many participants did not respond to a significant portion of the questions required here.

12 Appendices



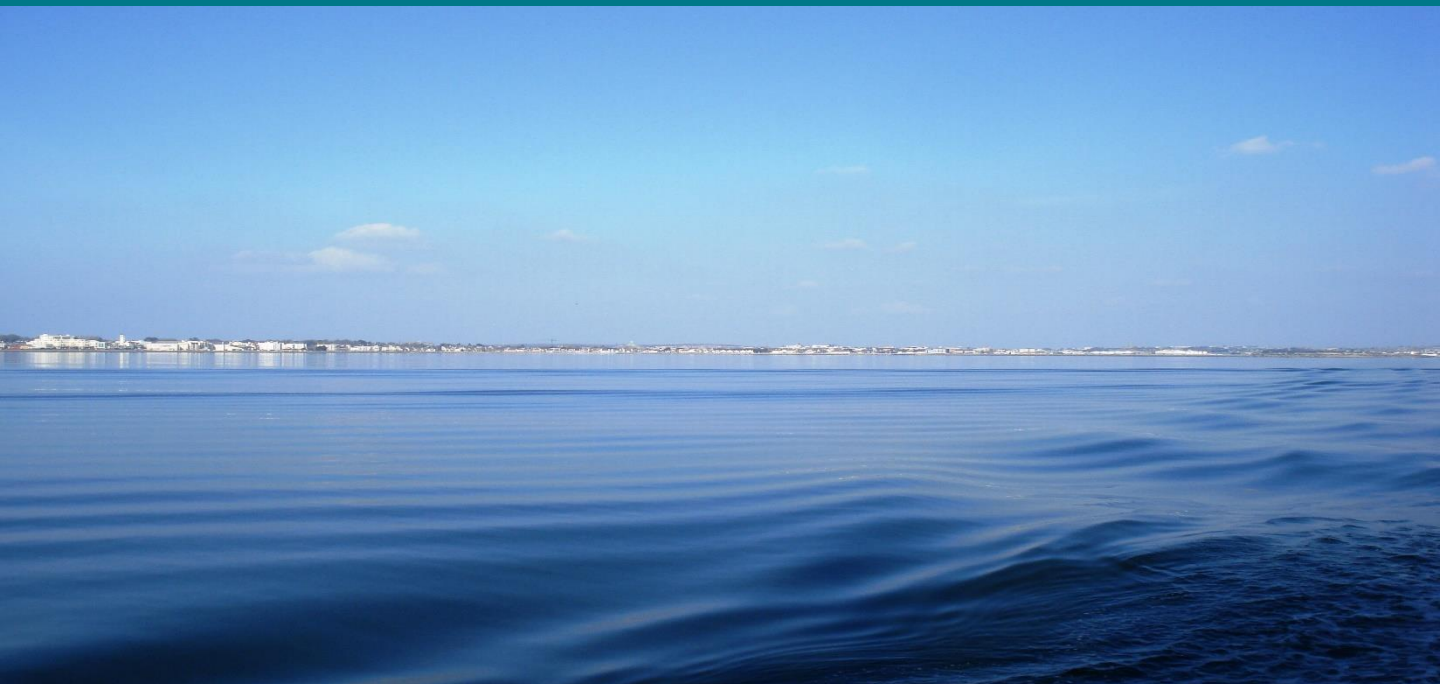
TAKE PART IN MARINA INTERACTIVE WORKSHOPS!

Discuss, Explore, Propose and Network

Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through Responsible Research and Innovation

5th October 2017

Harbour Hotel | Galway, Ireland



Workshop AGENDA

5th October, Harbour Hotel, Galway

8:15-8:30 Registration and Welcome

8:30-8:35 The MARINA project

8:35-8:45 SDD Methodology: what are we going to do today

8:45-10:00 IDEA GENERATION PROCESS: explaining details, asking clarifications

10:00-10:20 *Coffee break*

10:20-12:45 GROUPING IDEAS: bottom-up clustering of ideas

12:45-1:30 LUNCH

13:30-14:30 VOTING ON IDEAS

14:30-15:30 IDEAS HIERARCHY: creation of a road map

15:30-15:45 *Coffee break*

15:45-17:00 IMPLEMENTING: which actions are needed to reach the goal

LOCATION

[Harbour Hotel, New Dock Road, Galway City, Ireland](#)

5th October, 2017

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MARINA consortium partners



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This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under GA No. 710566

List of Action Plans with Clarification

Triggering Question: "What actions are needed from a policy, social / cultural, economic and technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)?"

Action Plan 1: Better marking and management of MPA's using sensors, comms and data management (B.Fogarty)

Utilise visual and virtual solutions to help mark MPAs – would help to highlight where they are and to provide people more information on the sensitivity of these areas etc.

Action Plan 2: Formulate a comprehensive (practical, theoretical, technological, scientific) education programme for delivery to age group 10 - 18 year olds. (P.Ní Ríogáin)

Deliver within / without the academic education system. Aim to engender a sense of ownership of the MPA concept from a young age. Creates a long term base of local, involved and invested people who can be trained, live and contribute along with receiving benefit. Have access to opportunities which present within the tourist industry as the MPA itself grows from a basic shape. Economic (& other) opportunities eg as instructors, food & drink staff, boat crews, MPA guide, fishers etc can be grasped earlier in their careers. Waiting to elicit interest, gain training & experience after schooling is too late. They are the future and by definition the sustainability of the tourism ventures being developed. They will be there in step change from starting with the existing / basic tourist infrastructure and MPA to own, learn and pass on their experiences.

Action Plan 3: Are stakeholders introducing really good ideas, theory etc, but using language that is not appropriate or engaging?(G.Kendellen)

Often, we hear the term "Nothing About Us Without Us!" a slogan used to communicate the idea that no policy should be decided by any representative without the full and direct participation of members of the group(s) affected by that policy. Where is evidence of community in MPA (are they tokenistic?)

Action Plan 4: Enable operation of several pilot MPAs and monitor change (attitudinal and ecological) using likely sustainable tourism activities and scientific assessment (W.Roche)

Operate full-scale MPAs at several coastal sites for a trial period (5 years?) by limiting/excluding commercial harvesting activities and monitor change through activities like catch and release angling, diving, boating based activity, bird watching etc. Full scientific monitoring also required.

Action Plan 5: Sustainable development of tourism ventures within an MPA, will require baseline information about the existing social and environmental conditions. (C.Nic Aonghusa)

To ensure that there is sustainable development of tourism ventures within an MPA, there needs to be a source of information that provides baseline information about the current environmental status, existing activities or pressures. Pressures from potential future tourism developments can be benchmarked against this information, to understand whether the development is having an impact on the environment. This would be an ongoing process, ideally led by the local authority.

Action Plan 6: Investigate the use of remote monitoring tools linked to the Wild Atlantic Way website as a way of both monitoring the environment and promoting blue tourism ventures within MPA's.(J.Breslin)

Numerous studies have demonstrated that disturbance by tourists can affect a range of behaviours in wild animals. Anthropogenic disturbance can result in increased levels of vigilance behaviour in response to a perceived threat, a reduction in time spent foraging, as well as reduced levels of mating behaviour and parental care. Depending on their severity, such behavioural changes may increase the mortality risk for individuals, and therefore have negative impacts on the long-term viability of some wild populations.

Action Plan 7: Re-embed Local Marine Knowledge and Skills.(M.White)

The idea would be to develop a pilot project covering 2 marine SAC's whereby data buoys would be deployed within the SAC's to monitor environmental conditions and to provide live underwater video footage. This information could be linked to the Wild Atlantic Way website to promote tourism activities within the areas in question such as: Scuba Diving; Kayaking, Boat Tours, Sea Angling, Wildlife Tours. This initiative could involve a range of stakeholders including relevant government departments, agencies and local enterprise. SmartBay Ireland working with the Marine Development Team could

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carry out a feasibility study to develop a pilot project for 2 Marine SACs. Anticipated steps: Agency and Local Engagement; Feasibility Study to cost the initiative and identify suitable locations, submit funding application, implement pilot project.

Action Plan 8: Get people and particularly young people to the seaside where they can have transformative experiences that they will seek to relive throughout their lives.(J.Boyd)

If we are talking about sustainable we are really talking about the natural state of the sea and its shorelines and the opportunity to experience these through dynamic shared experiences. It is the real experience of the sea and shore that awakens in people a lifelong yearning for it. Not everybody gets it or wants to get any more than a view from the cliffs but I believe that not enough get a taste for it in the first place. Mission Blue talks about Hope Spots for MPAs. The real hope is that that you might return to the sea and reconnect with that formative experience you had as a young person, the one you feel most keenly when you are tied to your desk. What would be a Hope Spot in this regard?

Action Plan 9: Environmental Education.(D.O'Sullivan)

Most of the general public are not fully aware of all the competing stakeholders within an MPA or the biological/environmental relevance of each MPAs. Creating a tourism venture under these conditions is risky. We need to educate first.

Government, semi-state bodies and Universities could play a big part without necessarily being responsible.

The process, which starts with dialogue should begin now and a reasonable outcome would be an outreach strategy and educational document tailored for government, primary schools, third-level, general public etc.

Action Plan 10: To clarify what we mean by MPAs (Y. Leahy)

Action Plan 11: Re-purposing available Lighthouse properties as regional centres of tourism and heritage (B. Fogarty)

Automation of Lighthouses and the implementation of new technology is helping to free up space in existing Lighthouse properties that could be put to alternative use in close proximity to the MPA's'

Action Plan 12: To avoid conflict policies should be introduced which ensure that any supports are widely known about, widely available and not exclusive. (P. Ní Ríogáin)

Regular auditing, monitoring & feedback to not just the tourist ventures is important. It shows everyone that there is accountability, can act as an attractor and reassures that care is being taken with the MPA into the future.

Action Plan 13: The route is a great success regarding tourism, yet habitats are facing increased footfall from wandering tourists. Increased footfall more litter.....etc? (G. Kendellen)

Anecdotal evidence indicates locals are beginning to hate? the influx of new visitors into areas of cultural history.

Action Plan 14: Engage with young potential 'citizen scientists' at school's level to promote the MPA concept (W. Roche)

As stakeholders young people need to be aware of the conservation status of our marine resources. By engaging early with these potential managers of marine resources greater understanding will be assured and sustainable visions for the future will be developed. Education and practical programmes around MPAs, delivered at schools level, will promote awareness of conservation and responsibility for managing our marine resource.

Action Plan 15: A local area action group should be set up to ensure open communications amongst stakeholders. (C. N. Aonghusa)

Sustainable development of any ventures within an MPA requires good communications between the

List of Action Plans with Clarification

Triggering Question: "What actions are needed from a policy, social / cultural, economic and technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)?"

local community, tourism bodies, statutory organisations and existing users of the MPA etc. A local stakeholder forum should be set up whereby all interested parties can stay informed and question activities where necessary.

Action Plan 16: Develop pages on the Wild Atlantic Way website to promote the natural flora and fauna within local blue tourism ventures within marine SACs (J. Breslin)

The idea would be to collect information including photos and video footage of the flora and fauna within two marine SAC's as a pilot project. This information would be linked to the Wild Atlantic Way website to promote tourism activities within the areas in question such as: Scuba Diving; Kayaking, Boat Tours, Sea Angling, Wildlife Tours. This initiative could involve a range of stakeholders including relevant government departments, agencies and local enterprise. SmartBay Ireland working with the Marine Development Team could carry out a feasibility study to develop a pilot project for 2 Marine SACs. Anticipated steps: Agency and Local Engagement; Feasibility Study to cost the initiative and identify suitable locations, submit funding application, implement pilot project.

Action Plan 17: Use of marine related art to engage with MPAs (M. White)

Provision of retail, food outlets and residential (incorporating municipal marinas) in new Port development and in existing underutilised waterfront areas.

Galway's urban sea-front has developed so that there is a disconnect between the sea and Galway's people. Those areas where access might be possible are underutilised and structural impediments (fences etc.) prevent access. An existing area such as the Claddagh Basin should be redeveloped so that it can be utilised as a municipal marina by providing easily opened lock gates and supervised mooring facilities. Newly planned areas such as the new Port should incorporate retail and food outlets with a streetscape being created from the existing town to the waterfront to draw people to these areas. For instance, the road from the back of the Harbour Hotel to Hollands' Seafood could incorporate retail and residential element. Enhanced mooring facilities outside the Dock could be provided nearby. An examination of the redevelopment of Cape Town's Victoria and Albert dock area is apposite (see attached).

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Action Plan 18: Update the imagery (J. Boyed)

Action Plan 19: Identify all stakeholders (D. O Sullivan)

Action Plan 20: Marine spatial planning is needed for sustainable development of marine tourism in MPAs (C.N.Aonghusa)

Action Plan 21: Identify the type of tourists and their behaviors (M. Walsh)

Action Plan 22: We need to ensure that the VICE model for sustainable tourism (M. Walsh)

Action Plan 23: A clear, transparent and functioning regulatory regime (J. Breslin)

Action Plan 24: Provision of retail, food outlets and residential (incorporating municipal marinas) in new Port development and in existing underutilised waterfront areas. (J. Glynn)

List of Action Plans with Clarification

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List of Action Plans

Triggering Question: *"What actions are needed from a policy, social / cultural, economic and technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)?"*

#: Action Plan

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- 3: Are stakeholders introducing really good ideas, theory etc, but using language that is not appropriate or engaging?(G.Kendellen)
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List of Action Plans

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#: Action Plan

24: Provision of retail, food outlets and residential (incorporating municipal marinas) in new Port development and in existing underutilised waterfront areas. (J. Glynn)

Importance Voting

Triggering Question: "What actions are needed from a policy, social / cultural, economic and technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)?"

(VOTES) Action Plan

- 20:** (7 Votes) Marine spatial planning is needed for sustainable development of marine tourism in MPAs (C.N.Aonghusa)
- 23:** (7 Votes) A clear, transparent and functioning regulatory regime (J. Breslin)
- 2:** (5 Votes) Formulate a comprehensive (practical, theoretical, technological, scientific) education programme for delivery to age group 10 - 18 year olds. (P.Ní Ríogáin)
- 4:** (4 Votes) Enable operation of several pilot MPAs and monitor change (attitudinal and ecological) using likely sustainable tourism activities and scientific assessment (W.Roche)
- 19:** (4 Votes) Identify all stakeholders (D. O Sullivan)
- 5:** (3 Votes) Sustainable development of tourism ventures within an MPA, will require baseline information about the existing social and environmental conditions. (C.Nic Aonghusa)
- 7:** (3 Votes) Re-embed Local Marine Knowledge and Skills.(M.White)
- 8:** (3 Votes) Get people and particularly young people to the seaside where they can have transformative experiences that they will seek to relive throughout their lives.(J.Boyd)
- 14:** (3 Votes) Engage with young potential 'citizen scientists' at school's level to promote the MPA concept (W. Roche)
- 15:** (3 Votes) A local area action group should be set up to ensure open communications amongst stakeholders. (C. N. Aonghusa)
- 21:** (3 Votes) Identify the type of tourists and their behaviors (M. Walsh)
- 6:** (2 Votes) Investigate the use of remote monitoring tools linked to the Wild Atlantic Way website as a way of both monitoring the environment and promoting blue tourism ventures within MPAs.(J.Breslin)
- 9:** (2 Votes) Environmental Education.(D.O'Sullivan)
- 10:** (2 Votes) To clarify what we mean by MPAs (Y. Leahy)
- 11:** (2 Votes) Re-purposing available Lighthouse properties as regional centres of tourism and heritage (B. Fogarty)
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- 1:** (1 Votes) Better marking and management of MPA's using sensors, comms and data management (B.Fogarty)
- 12:** (1 Votes) To avoid conflict policies should be introduced which ensure that any supports are widely known about, widely available and not exclusive. (P. Ní Ríogáin)
- 24:** (1 Votes) Provision of retail, food outlets and residential (incorporating municipal marinas) in new Port development and in existing underutilised waterfront areas. (J. Glynn)
- 3:** (0 Votes) Are stakeholders introducing really good ideas, theory etc, but using language that is not appropriate or engaging?(G.Kendellen)

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(VOTES) **Action Plan**

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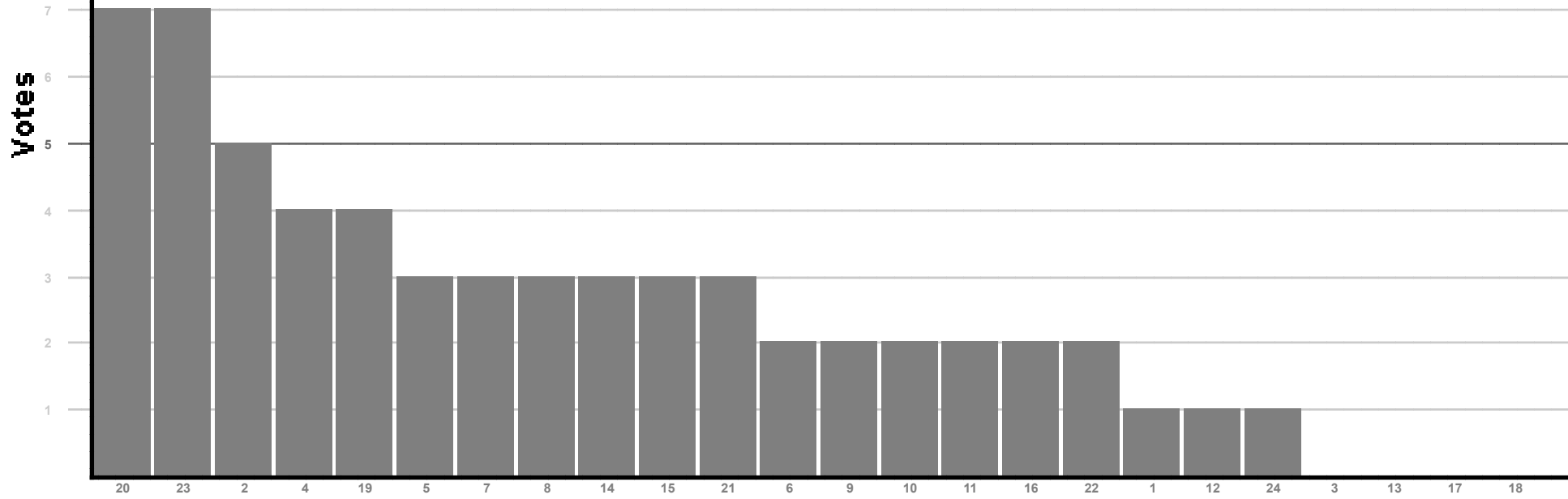
Total Votes Cast: 60

Spreadthink: 79%

Voting Analysis of Action Plans

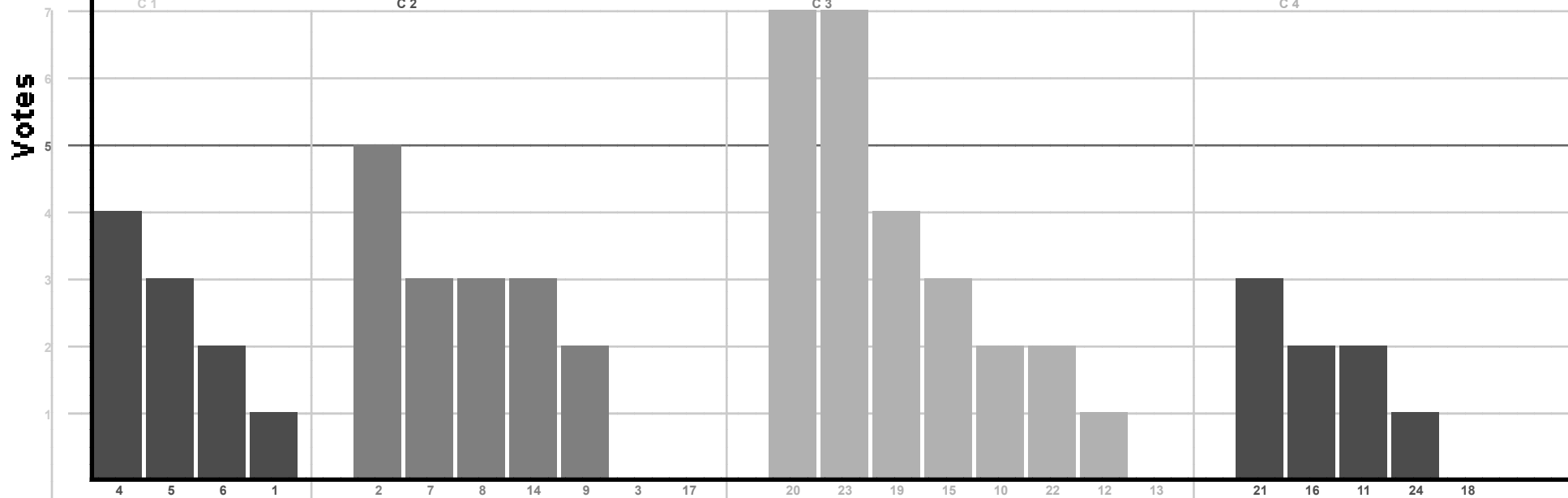
Action Plan vs Number of Votes

60 total votes cast. 49votes, (81.7%) were for Action Plans selected for mapping.



Action Plan vs Number of Votes by Cluster

Action Plan Number



Action Plan Number



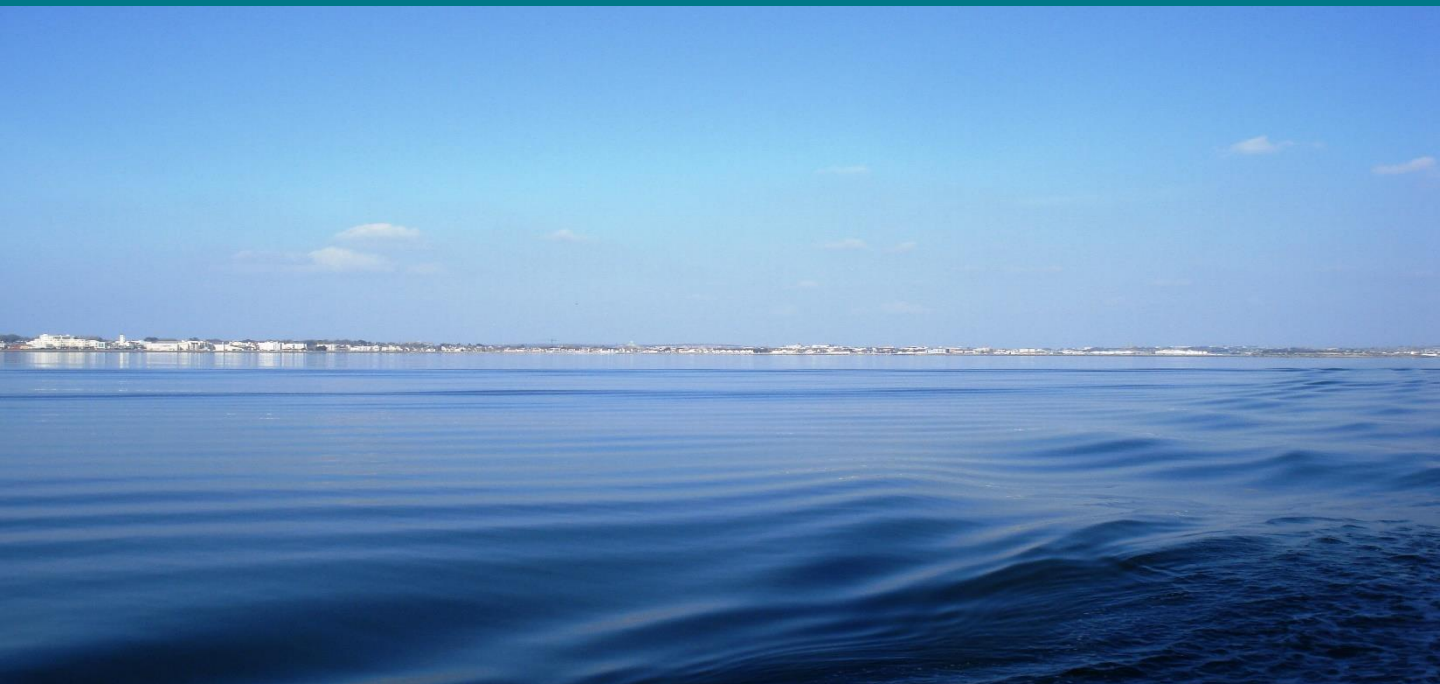
TAKE PART IN MARINA INTERACTIVE WORKSHOPS!

Discuss, Explore, Propose and Network

Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through Responsible Research and Innovation

5th October 2017

Harbour Hotel | Galway, Ireland



Dear madam/sir,

on behalf of the MARINA EU Project and SmartBay Ireland, we are pleased to invite you - together with stakeholder representatives from tourism industry, citizens, researchers, business and public authorities - to an **innovative interactive workshop**, using the Structured Democratic Dialogue Methodology, that will take place on the 5th of October 2017 at the Harbour Hotel, Galway.

The aim of the workshop is to **gather different opinions** about developing Marine Protected Areas as sustainable Tourism destinations through Responsible research and Innovation (RRI) and to **develop an integrated roadmap of recommendations** based on the RRI dimensions of public engagement, gender balance, open access, science education, governance and ethics.

*The workshop is the forth in a series of international workshops of the project **MARINA**, funded by the European Commission's Horizon 2020 programme.*

*It is a **unique opportunity**:*

- *to reach a common vision about the maritime and coastal tourism sustainability;*
- *to extend your professional network and get insight into different stakeholders' perspectives;*
- *to discover a new method of democratic dialogue (SDD);*
- *to contribute to an European project in developing issues of societal interest;*
- *to have your voice represented to high level policy makers.*

The number of participants is limited to 25, so please register as soon as possible. We very much look forward to seeing you at the work shop in Galway.

The whole process and agreed roadmap of actions generated during the workshop, together with the results of other local and international MARINA MML workshops across Europe, will be:

- **freely accessible** on the MARINA KNOWLEDGE PLATFORM for anyone interested in marine and costal issues and Responsible Research and Innovation (www.marinaproject.eu/);
- **shared** among the institutions and researchers involved in the MARINA project;
- **presented and discussed** at the international Responsible Research & Innovation Practitioners and Policy Makers events and at the European High-level Policy conference that will be held in Brussels in 2019.

Workshop AGENDA

5th October, Harbour Hotel, Galway

- 8:15-8:30 Registration and Welcome
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- 15:30-15:45 *Coffee break*
- 15:45-17:00 IMPLEMENTING: which actions are needed to reach the goal

LOCATION

[Harbour Hotel, New Dock Road, Galway City, Ireland](#)

HOW TO PARTICIPATE

All the workshop's documents, discussions and results will be hosted in the MARINA Community Platform.

If you are interested in participating to the workshop please sign up for the MARINA Community at www.marinaproject.eu and fill in the registration form.

The registration is free of charge. We may have to limit participation but a **live streaming** will be available at www.marinaproject.eu

5th October, 2017

john.Breslin@smartbay.ie | Niamh.flavin@smartbay.ie

THE TOPIC

Developing **sustainable nature based tourism** products and experiences can aid **biodiversity protection**, while offering **local communities opportunities** for social and economic benefit. However, to be effective, each enterprise requires appropriate knowledge, skills, abilities, and institutional arrangements to define and solve problems, and employ legitimate participatory processes that support cooperation and afford stakeholders influence and benefit for their involvement.

MPAs as “a clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, **to achieve the long-term conservation of nature with associated ecosystem services and cultural values**”

The challenge is to achieve balance in the development of sustainable tourism products and services while ensuring that the MPA’s objectives of protecting the long-term conservation of nature with associated ecosystem services and cultural values.

The MARINA project aims to examine how the principles of Responsible Research and Innovation which implies that societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society can achieve this balance.

For more information on RRI see <http://www.marinaproject.eu/index.php/about-rri>

A NEW COLLABORATIVE METHOD TO HOLD A WORKSHOP

Structured Democratic Dialogue (SDD) is a methodology that enables a group of stakeholders to **listen to each other on issues of common concern** and transcend their boundaries of knowledge and culture to generate *consensus* on organizational and inter-organizational strategy. Hierarchies of power, expertise, and personality are marginalized.

You will be provided with a **Triggering Question** 4 weeks before the workshop and asked to send us **2 one-sentence responses** to this question through an online tool.

During the workshop the participants, with the help of a facilitator, will cluster all the ideas according to their attributes, thus developing a **common language**, explore and decide the **influences of one idea to another**, thus generating *consensus* on which investment would provide the maximum return.

At the end of this process, with the help of a supporting software, the stakeholders **collectively produce an influence tree** that graphically presents the conclusions they have reached.

The workshop will be conducted by professional facilitators from the Cyprus Neuroscience and Technology Institute (CNTI)

5th October, 2017

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MARINA HOME PAGE

MARINA FORTHCOMING EVENTS AND WORKSHOPS

France, 3 November 2016
MARINA Workshop
Register

Cyprus, 22-23 November 2016
MARINA Workshop
Register

Italy, 13 December 2016
MARINA Workshop
Register

THE TEMPLATE / STRUCTURE OF THE PAGE ABOUT AN UPCOMING MML WORKSHOP

PLEASE COMPLETE THE TABLE WITH THE INFORMATION ABOUT YOUR WORKSHOP IN ENGLISH.

EXTRACT THIS INFORMATION FROM YOUR HOT TOPIC TEMPLATE.


THIS INFORMATION WILL BE PUBLISHED ON THE MARINA WEBSITE IN ORDER TO PROMOTE YOUR WORKSHOP.


Please send the completed table to Emanuela Dane (APRE) Chiara Buongiovanni

buongiovanni@apre.it ; marina@apre.it and Iwona Gin (Nausicaa) at marina@nausicaa.fr

.... – TO BE COMPLETED

Date	05/10/2017
Title (in English)	Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through Responsible Research and Innovation
Title (in the native language)
A narrative about the challenge (in max. 120 words)	Developing sustainable nature based tourism products and experiences can aid biodiversity protection, while offering local communities opportunities for social and economic benefit. However, to be effective, each enterprise requires appropriate knowledge, skills, abilities, and institutional arrangements to define and solve problems, and employ legitimate participatory processes that support cooperation and afford stakeholders influence and benefit for their involvement. MPAs as “a clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the

	<p>long-term conservation of nature with associated ecosystem services and cultural values”</p> <p>The challenge is to achieve balance in the development of sustainable tourism products and services while ensuring that the MPA’s objectives of protecting the long-term conservation of nature with associated ecosystem services and cultural values.</p>
<p>Add a photo</p>	
<p>A triggering question</p>	<p><i>What actions are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs</i></p>
<p><i>This part is the same for all workshops</i></p>	<p><i>You want to use your creative mind to develop solutions that best serve individual citizens, your local community and the European society at large.</i></p> <p><i>You want to make sure that your needs and expectations are taken into account when local, national and European decisions and innovations are being developed.</i></p>
<p><i>This part is the same for all workshops</i></p>	<p>GET STARTED! FOLLOW OUR WORKSHOP AND SHARE YOUR IDEAS ONLINE</p>
<p>To be completed with:</p> <ul style="list-style-type: none"> • the name(s) of the organiser(s) and • the name of 	<p>The workshop is organised by SmartBay Ireland and the Cyprus Neuroscience and Technology Institute using the Structured Democratic Dialogue methodology.</p>

<p>the method ology that will be used</p>	
<p><i>This part is the same for all workshops.</i></p>	<p><i>It will involve citizens, scientists, business representatives, entrepreneurs, local authorities and policy makers in an open dialogue. Together, you will define a common vision and a roadmap of solutions and actions to face this challenge.</i></p> <p><i>The results, together with the outcomes of the other MARINA workshops in Europe, will be freely accessible on the MARINA Web Knowledge Sharing Platform, used for identifying lessons learned and best practices and disseminated at European policy conferences.</i></p>
<p>Registration and questions:</p>	<p>Niamh Flavin, niamh.flavin@smartbay.ie, SmartBay Ireland</p>
<p>Address / Location of the workshop</p>	<p>Harbour Hotel, New Docks, Galway, Ireland,</p>
<p>Plan / Satellite</p>	

EXAMPLE 1

MARINA Mobilisation and Mutual Learning (MML)
Workshop in Boulogne sur Mer, France

3 November 2016

Sustainable aquaculture – what is at stake for the future?
L'aquaculture durable, quels enjeux pour demain?

International MML SmartBay Website

www.smartbay.ie/News.asp

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Innovation where technology meets the sea

Explore the Development of Sustainable Tourism Opportunities within MPAs
Posted: Tuesday, October 3, 2017

SmartBay Ireland will host a workshop titled: "Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through Responsible Research and Innovation" on Thursday 5th October 2017 at the Harbour Hotel, Galway.

The workshop is part of a EU funded Horizon 2020 project of which Smartbay Ireland is a partner and will be attended by stakeholder representatives from tourism industry, citizens, researchers, business and public authorities. The event will be an innovative interactive workshop, using the Structured Democratic Dialogue Methodology.

The workshop will be facilitated by Katerina Fotiou and Andreas Andreou from the Cyprus Neurosciences and Technology Institute (CNTI).

Back to News Articles

MARINA

International MML MARINA Website

www.marinaproject.eu/index.php/event/1279/2017-10-05/

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MARINA

Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through RRI - MARINA MML in Galway

Back: 2017-10-05 All day

5 October 2017
MARINA International Mobilisation and Mutual Learning Workshop
Galway, Ireland

Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through Responsible Research and Innovation is the topic of new MARINA workshop to be held in Galway, organised by our partner Smartbay, which opens the new MARINA MML workshop for months to come.

Developing sustainable nature based tourism products and experiences can aid biodiversity protection, while offering local communities opportunities for social and economic benefits. However, to be effective, such enterprises require appropriate knowledge, skills, abilities, and institutional arrangements to define and solve problems, and employ legitimate participatory processes that support cooperation and afford stakeholders influence and benefits for their involvement.

MPAs are "to clearly defined geographical spaces, recognised, dedicated and managed, through legal or other effective means, to achieve the long term conservation of nature with associated ecosystem services and cultural values".

The challenge is to achieve balance in the development of sustainable tourism products and services while ensuring that the MPAs objectives of protecting the long term conservation of nature with associated ecosystem services and cultural values.

Copyright: Public domain

What actions are needed from a policy, social / cultural, economic, technological perspective to develop sustainable tourism ventures within Marine Protected Areas (MPAs)?

How can we get your creative mind to develop solutions that best serve individual citizens, your local community and the European society at large. You want to make sure that your needs and aspirations are taken into account when local, national and European decisions and innovations are being developed.

GET STARTED FOLLOW OUR WORKSHOP AND SHARE YOUR IDEAS ON LINE

The workshop is organised by Smartbay Ireland and the Cyprus Neurosciences and Technology Institute using the Structured Democratic Dialogue methodology. It will involve citizens, scientists, business representatives, entrepreneurs, local authorities and policy makers in an open dialogue. Together, you will define a common vision and a roadmap of solutions and actions to face the challenge.

The results, together with the outcomes of the other related workshops in Europe, will be freely accessible on the labelled Web Knowledge Sharing Platform, used for identifying lessons learned and best practices and disseminated at European policy conferences.

CONTACT: Harriet Flinn, harriet@smartbay.ie, SmartBay Ireland
LOCATION: Harbour Hotel, New Quay, Galway, Ireland

All materials related to the SmartBay International MML can be found at the link below:
<https://drive.google.com/open?id=0B8jaeqycc0xBRDBEYkx0VzZpZIE>

12.4 Appendix 4: A list of audio-visual material.

- MARINA Images https://drive.google.com/open?id=0B4KS9_zPVWFcM016a3RJcGNTS1U
- MARINA VIDEOS https://drive.google.com/open?id=0B4KS9_zPVWFcM016a3RJcGNTS1U
- MARINA workshop presentation



***MARINA: Marine Knowledge
Sharing Platform for Federating
Responsible Research and
Innovation Communities***



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under GA No. 710566



The EU MARINA project, funded under the European Research and Innovation funding programme Horizon 2020, aims to integrate citizens' visions, needs and desires into science and innovation, promoting Responsible Research and Innovation (RRI) focusing on marine issues and pressures that have significant effects on the European societies. RRI is a new approach to science whereby you can effectively make your voice heard in the whole research and innovation process and share your ideas with those that develop new solutions.



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under GA No. 710566

Which Organizations are working on MARINA

14 Partners

10 EU States + Turkey

8 Associated Partners

7 EU States



WHAT is Responsible Research and Innovation (RRI)?



Multi Actor and Public Engagement



Open Science and open access



Science Education



Gender Equality



Ethics



Harmonious Governance Models

MARINA Project

48 Local MML Workshops

8 International MMLs

4 Policy Workshops

Responsible Research and Innovation is

- Public Engagement
- Open Science
- Science Education
- Gender Equality
- Ethics
- Governance

Mobilisation and Mutual Learning (MML) workshops bring together all interested in developing successful innovations, useful solutions and effective policies in the marine field.



1

24 Local MMLs



Actors involved in Europe

Create Roadmaps for Action

2

Unlock the Knowledge

Collect Lessons Learned and Best Practices



Available on the MARINA Knowledge Platform

- Policy Brief at National and EU Level

3

4 International MMLs

Raise Responsible Research and Innovation Awareness

- Introduce innovative solutions

4

Policy Workshops



Understand the social side of political communities

- Recognize progressive change

Second Round

5

Reinforce the Wings of Change



Comparative Study for Creating Awareness in Southern Europe

Spill-over activities in States



International Conferences

Introduce RRI in University Curricula

Travelling Exhibition for Public Awareness

6

Creative Collaboration through MARINA Platform



Share and Exchange your knowledge

Create your own discussions and events through the MARINA Platform

7

Reach the RRI Destination



Final Policy Workshop in Brussels

MARINA Platform continues to grow



Publish the RRI Roadmap





Workshop Title:

Explore the Development of Sustainable Tourism Opportunities within Marine Protected Areas (MPAs) through Responsible Research and Innovation

Hosted by: SmartBay Ireland

Facilitated by: Cyprus Neuroscience and Technology Institute (CNTI)

Katerina Fotiou

Andreas Andreou



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under GA No. 710566

Workshop AGENDA, 5th October, Harbour Hotel, Galway

8:15-8:30 Registration and Welcome

8:30-8:35 The MARINA project - *John Breslin*

8.35-8:45 SDD Methodology: what are we going to do today - *Katerina Fotiou*

8:45-10:00 IDEA GENERATION PROCESS: explaining details, asking clarifications

10:00-10:20 *Coffee break*

10:20-12:45 GROUPING IDEAS: bottom-up clustering of ideas

12:45-1:30 LUNCH

13: 30-14:30 VOTING ON IDEAS

14: 30-15.30 IDEAS HIERARCHY: creation of a road map

15.30-15.45 *Coffee break*

15:45-17:00 IMPLEMENTING: which actions are needed to reach the goal



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under GA No. 710566