



D4.6. Behavioral Change Analysis Report

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Eu Pro centrum vzdelavani a praxe, s.r.o.



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Background about the SHORE Project

SHORE strives to increase ocean literacy by engaging students and teachers to implement the Mission Ocean's objectives through activities and collaborative projects in schools.

Within this project, the project partners will craft training and educational materials in line with blue curricula for schools located in the Baltic Sea, Black Sea, Mediterranean Sea, Danube River, and Rhine River. Participating in schools will secure grants to support the implementation of their blue projects. The most outstanding school project will be awarded "Ocean Ambassador of the Year".

Beyond awarding grants, SHORE serves as a comprehensive resource hub and a bridge between researchers, local stakeholders, and schools in regional areas.

Executive summary

This report presents a comprehensive analysis of the behavioral changes observed following the initiation of the SHORE Project in the targeted regions. As the first behavioral change analysis report for the project, it focuses on changes over the initial 17 months. Subsequent reports will assess medium- and long-term impacts, covering 25 and 36 months, respectively. Given the limited time since the project's commencement, this report highlights the short-term impacts, while future reports will offer deeper insights into sustained and progressive changes.

The SHORE Project was launched in five key regions: the Black Sea, Baltic Sea, Mediterranean Sea, Rhine River, and Danube River. Its overarching goal is to enhance ocean literacy and environmental awareness by engaging schools, educators, and students. To achieve this, project partners act as intermediary institutions, bridging the gap between researchers, local stakeholders, and educational communities in these regions.

A mixed-methods approach was employed for this analysis: quantitative data focused on the growing number of accredited Blue Schools in the target regions, while qualitative data was derived from interviews conducted with selected schools in each project country, offering insights into their experiences and observed changes.

The SHORE Project has implemented numerous intervention activities through its country hubs. These hubs, comprising diverse organizations and institutions, share a commitment to raising awareness of the critical role of marine and freshwater ecosystems while empowering communities to tackle environmental challenges. The interventions include educational workshops, seminars, and public events designed to engage a wide audience and foster



collaboration among stakeholders. Country hubs also provided guidance and resources to schools navigating bureaucratic processes for Blue School accreditation.

Three open calls were planned to support schools' sea-related projects on topics such as biodiversity, hazardous substances, marine litter, climate change, and sustainable water use. During this reporting period, two open calls were completed. Each call culminates in a contest, where the winning school and project receive up to €10,000, with a total fund allocation of €900,000 across three calls. This funding has significantly motivated schools to pursue Blue School accreditation.

Interviews conducted with Blue Schools in Türkiye, Romania, Italy, and Hungary, those are countries which showed notable increases in the number of accredited schools. These interviews explored changes experienced within schools, among educators, and in student engagement after becoming a Blue School.

The report underscores the importance of digital tools and social media in amplifying the impact of project interventions. Regular social media updates and online announcements for activities such as webinars and meetings have proven effective in broadening outreach and engagement.

Behavioral change assessment reports are indispensable tools for understanding and addressing critical global challenges, including environmental sustainability, climate change, efficient water resource management, and education reform. This report serves as a key resource for SHORE teams, providing valuable insights into the outcomes of their intervention activities and guiding future efforts in the targeted regions.





SHORE

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