



D4.7. Second Behavioral Change Analysis Report

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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 behavioural changes observed after first behavioural change report prepared for the first 17 months of the project. This report covers project cycle from 17th month and 25th month. As the first behavioural change analysis report for the project focused on first 17 month. This second report aims to show medium term impacts of the project.

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 is gathered via open calls and a questionnaire survey conducted among schools that interact with country hubs to raise awareness water related subjects among their students. While qualitative data was derived from a questionnaire survey with country hubs to measure the observed awareness raised with their interventions in their regions. The surveys aim to assess how ocean literacy awareness and behaviour have changed through educational and community-based activities in partner countries and schools. The goal is to identify progress, challenges, and support needs for improving future initiatives.



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, three open calls were completed. Each call culminates in an evaluation and selection process, 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. First two open calls were finalized with the submission of projects to the F6S platform, evaluation and selection of the schools, contracting and finally schools project implementation and reporting phases. A third open call was opened in March 2025 and continued until the end of June. The evaluation and selection process are ongoing in the preparation of this report. Data related to these open calls will be discussed in the further parts of this report.

Behavioural 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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