**MARINE COLABORATION**

**WHAT WE ARE**

**MISSION**

The Marine CoLABoration exists because current solutions are not creating the impact required to meet the scale of threat facing our ocean. We tackle issues by bringing together experts from diverse fields, creating a space to think differently and to experiment with new ways of approaching problems. We learn from experiments using action research cycles and share what we have learnt widely. Our work is rooted in the conviction that uncovering and reflecting the multiple values of the ocean and humankind will lead to better and faster ocean conservation.

**VISION**

The ocean is healthier and less threatened because the full range of ocean and human values are recognised and accounted for.

**GOAL**

To increase the effectiveness and impact of ocean solutions through a values-based approach.

**OBJECTIVES**

* Discover and understand the multiple values placed on the ocean by humans
* Uncover the inherent, under-recognised value of the ocean to humankind
* Explore the values of humans and how these could be brought to bear to improve ocean conservation
* Create a space in which experts from diverse fields can think differently and construct new approaches and ideas to achieve impact
* Utilise laboratory techniques and disciplines
* Create, conduct and learn from experiments to test the values-based approach to achieving impact
* Share learning to increase wider impact and to influence the work and approaches of others

**NARRATIVE**

**Problem**

Ocean governance is principally based on exploitation for short-term economic gain. Basing decisions on this narrow set of values is creating many social and environmental problems and current solutions are not achieving the impact required to meet the scale of threat facing the ocean.

**Impact**

The CoLABoration aims to increase the impact of solutions to ocean degradation by uncovering and reflecting the multiple values that the ocean holds for humankind.

**Approach**

It brings together experts from diverse fields and organisations, creating a ‘Laboratory’ space to think differently and to experiment with new ways of approaching problems, rooted in uncovering and reflecting the multiple values of the ocean.

**HOW WE WORK**

Our central premise is that an increased understanding of the value of the ocean will lead to a change in how it is managed and we execute this though four approaches:

**Think**

We convene organisations and people around a number of stated hypotheses

**Test**

We test the hypotheses through our own work and projects and by co-creating experiments and projects

**Learn**

All our work is evaluated for learning and impact

**Share**

As we learn we share

**We share**

**HOW WE IMPACT**

Our impact is achieved by enhancing work and approaches already being undertaken and by influencing the design of new work.

Our impact will be seen through:

* Evaluation and learning to assess the effectiveness of our own projects
* NGOs and others adopting our learning and achieving more impactful solutions

**WHAT WE’RE DOING**

In 2015/16 nine organisations came together to explore the hypothesis that: *“by understanding and working with an approach using values, we can create more change.”*

We are using this time to explore our remit and potential; to solidify our theory of change; hone our methods of working and learning; consult external expertise and bring in new thinking.

We have begun creating experiments. For the 2015/16 period these are:

**#OneLess**

A co-created project designed to create a link in people's minds between a ubiquitous product – the single-use plastic water bottle - and the health of the ocean, triggering human values around waste and exposing ocean value through the campaign.

**Game-On**

A co-created investigation into the potential use of gaming to uncover ocean value.

**Own Projects**

Each member organisation is identifying individual projects or streams of work through which experiments can be run.

We are creating and implementing action research cycles for all our work and capturing learning as we progress.

**We share**

We are sharing our learning through regular updates and developing a plan for articles; a workshop and lectures/talks.

**BASICS**

Marine CoLABoration is always expressed in full or as ‘the CoLABoration’ once introduced. It is not abbreviated.

The CoLABoration is a collective and so we use first person plural “we are funded byxxx; we are working on xxx”

There is only one ocean and the CoLABoration always refers to it in the singular.

Our boilerplate is:

Marine CoLABoration was set up by the Calouste Gulbenkian Foundation to explore how human values and the value of the ocean are reflected in individual and collective decision-making and can be utilized to increase ocean protection.