

Activity Report

2021 - Brazil

United Nations Decade of Ocean Science for Sustainable Development

This report presents a summary of the activities developed throughout 2021 in the context of the United Nations Decade of Ocean Science for Sustainable Development focusing on the main indicators used to monitor them. A table with indicators can be found in Annex I. Additional information can be found on the Decade website and on the YouTube channel¹.

The preparatory phase of the Decade in Brazil took place between 2019 and 2020. In 2019, the **Regional Planning Workshop for the South Atlantic** happened, with the presence of 22 countries and 4 international organizations. In 2020, a **National Governance Committee for the Decade of Ocean Science** was established. Also in 2020, a **series of events** took place to disseminate the theme and prepare for the Decade. The program included **two national webinars**, one at the beginning and one at the end of the series, and **workshops, one for each region of the country**. Further details on these events can be found in the "Activity Report - Preparatory Phase - Brazil - United Nations Decade of Ocean Science for Sustainable Development"².

In April 2021, the **official launch of the Decade of Ocean Science in Brazil took place** with webinars distributed from the 20th to the 22nd. As of the publication of this report, the main event had around 2,300 views on YouTube. The release of the informative video about the "**Ocean Decade in Brazil**" was an important milestone for the launch week. It presents what the Decade is, the threats that affect our seas and what we must do to ensure their conservation in the future. With voiceover by Mateus Solano, actor, environmentalist and defender of the UN Environment Clean Seas campaign, the video has official endorsement as a UN Decade activity through

¹ <http://decada.ciencianomar.mctic.gov.br/> & <https://www.youtube.com/channel/UCmYRVH7W0x0ISx5KHakHqGA>

²

<http://decada.ciencianomar.mctic.gov.br/wp-content/uploads/2021/02/Relato%CC%81rio-de-Atividades-Fase-Preparato%CC%81ria.pdf>

the International Oceanographic Commission IOC, linked to UNESCO and which coordinates the Decade globally. It is the most watched video on the channel.

Also in April, a special edition dedicated to the Decade was launched in the *Revista Ciência e Cultura* of the Brazilian Society for the Progress of Science (SBPC) with the promotion of a webinar broadcast through the Decade's YouTube channel. The magazine

“was created in 1949, one year after the foundation of the SBPC. Its editorial line aims to contribute to the debate of the great scientific topics of the present time, and to attract the attention, mainly of the new generations of researchers in training, for a continuous and systematic reflection on such topics”.³

The Special Edition⁴ had 7 articles, bringing together the contribution of 42 researchers. The publication is available in open access on the journal's website.

On Ocean Day (June 8), the Regional Mobilization Support Groups (GAM) promoted the webinar “The challenges of the Ocean Decade for the regions in Brazil”. The event discussed the 10 challenges of the Decade of Ocean Science from the perspective of the 5 Brazilian regions. The GAMs are a voluntary assembly of individuals and representatives of various organizations with the common objective of promoting communication on the topics covered by the Decade, in addition to expanding engagement in a participatory, regional and inclusive way. The GAMs were created in 2020 from the Regional Workshops promoted by the MCTI to collect inputs for the elaboration of the national implementation for the Decade of the Ocean.

On August 26, an informative meeting was held with the aim of encouraging and mobilizing Brazilian groups interested in submitting proposals for the Call for Virtual Satellite Sessions of the Ocean Decade - 2021, organized by the IOC. Labs are innovative, self-sustaining events that act as a creative platform to integrate actors and topics to spark collaborative efforts. The Labs were structured around the seven Ocean Decade Results.

In November, the online event “Co-design for Decade of the Ocean: What does it mean?” was held, broadcast on YouTube. The event promoted by the MCTI, Advisory Committee and Regional Mobilization Groups for the Decade of Ocean Science for Sustainable Development in Brazil aimed to encourage discussion on the co-design of national initiatives for the Decade of Ocean Science, considering the most diverse opportunities for calls for upcoming projects, programs and contributions. The event

³ <http://portal.sbpnet.org.br/publicacoes/ciencia-e-cultura/>

⁴

http://cienciaecultura.bvs.br/scielo.php?script=sci_issuetoc&pid=0009-672520210002&lng=pt&nrm=iso

addressed the definition of co-design, how to do it and success stories. Successful experiences were presented by Maré de Ciência, Bloom, Camp Oceano, Fundação Grupo Boticário, among others.

On December 7, the **National Implementation Plan for the Decade of Ocean Science for Sustainable Development** was launched, formulated as a contribution to the United Nations Decade of Ocean Science for Sustainable Development. The Plan is a national planning instrument prepared by the MCTI with the participation of the United Nations Decade of Ocean Science Management Advisory Committee for Sustainable Development (MCTI Ordinance No. 4,534 of March 8, 2021). This Plan is part of the MCTI Science at Sea Program (Ordinance No. 4,719 of May 5, 2021) which aims to promote knowledge management for the sustainable use and exploitation of sea resources and aligns national actions with the global agenda of the United Nations Decade of Ocean Science for Sustainable Development. It was prepared in line with the Ocean Decade Global Implementation Plan, prepared by UNESCO-IOC and approved in December 2020 by the United Nations General Assembly. The Global Plan, to be implemented between 2021 and 2030, presents an action plan and milestones to achieve the expected results and overcome the challenges for the Ocean Decade, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda. Similarly, the National Plan presents strategic guidelines at the national level; the management mechanisms of the Ocean Decade in Brazil, governance, and the guidelines for the participation and engagement of society.

In Brazil, the elaboration of the Plan was the result of a participatory process in which different sectors of society were heard and actively collaborated in different stages of the process, ensuring the plurality of visions and knowledge for the national planning of the Ocean Decade. The information for the construction of this was obtained between 2019 and 2021 at different times and formats:

- South Atlantic Regional Workshop – official event of UNESCO-IOC and partners in which participants from different sectors of society in the South Atlantic countries were able to identify priorities for the South Atlantic region, in 2019;
- Brazilian subnational workshops “Brazil in the Decade of the Ocean”: a series of 5 workshops, one in each region of the country, where approximately 500 participants were able to collectively build regional indicators of priorities for the Decade of the Ocean in 2020;
- Technical contributions sent to the MCTI through an electronic form open to the whole society in 2020;

- Consultation with public agencies of the Federal Government through the Interministerial Commission for Sea Resources (CIRM), coordinated by the Brazilian Navy in 2021.

Also in December, during the 18th National Science and Technology Week of the MCTI, 2 events were held. The “Decade Youth Webinar: What Can You Do for the Future of the Blue Ocean?” aimed to present the Ocean Decade Youth Group and examples of initiatives for youth engagement. It had the participation of Prof. Alexander Turra (coordinator of the UNESCO Chair on Ocean Sustainability), Catarina Lorenzo, Luisa Frank Medeiros and Sabrina da Silva Monteiro. There was also the launch of the Alliance for Ocean Culture. It is a Brazilian network – of Mayors, managers, legislators, civil society institutions and the private sector – engaged and mobilized in the implementation of local actions aligned with the national and global goals of the Ocean Decade, with a focus on promoting oceanic culture for development. Led by the MCTI, Unesco Brasil and the Federal University of São Paulo – Maré de Ciência Program, the Alliance for Oceanic Culture invited Municipalities and Institutions to engage in the promotion of oceanic culture, ranging from the production and dissemination of knowledge about the ocean to the formulation and implementation of public policies. Municipalities and other public, private and civil society institutions can join the Alliance for Oceanic Culture available on the Maré de Ciências website. Membership will be continuous and the Maré de Ciência Program – Unifesp will act as Executive Secretary for the Alliance for Oceanic Culture, and will be available for any questions from interested institutions.

During the year, 13 national events were registered on the Decada website.

From September to November, an Individual Communication Consultancy was hired to support the dissemination of activities related to the Decade. The hiring process was guided by the National Governance Committee and the MCTI. As a result of the consultancy, informative texts were produced and there was participation and contributions in communication coordination meetings with members of the advisory committee and the Mobilization Support Groups (GAMs).

The consultancy also centralized efforts to create a Decada account on Instagram (@decadacienciaoceanica). Publications on Instagram started on October 1, 2020. Until December 5, there were, in total, 34 publications in the feed, 171 stories and 10 videos published. In the period, 761 followers were registered and 5,156 accounts were reached. As for engagement, there were, in the same period, 2,960 interactions with the posted content: 2,039 likes, 85 comments, 204 post saves and 31 shares. There were also 1,137 profile visits, 112 visits to links shared by Instagram (Linktree - <https://linktr.ee/decadaoceanico> - and links shared in stories), and 27,388 impressions.

An exclusive website for the Decade⁵ and a YouTube channel were also maintained, the Canal Década da Ciência Oceânica - Brasil⁶, both created in 2020.

In 2021, the website had more than **45 thousand page views** by more than 10 thousand users. The day with the highest flow was April 20, the launch date of the Decade in the country.

In 2021, the YouTube channel recorded nearly 13,000 video views, totaling nearly **24,000 views** since its inception. 32 videos are available on the channel, 12 of them created in 2021. The video “Década do Oceano no Brasil”, which marked the launch of the Decade, was the most watched, with more than 5 thousand views. The second most viewed video was from the launch event of the Decade of the Ocean in Brazil, with almost 1,500 views. The channel has nearly 2,000 subscribers. Having reached the minimum requirement required by YouTube, it was possible to choose an address for the Channel, which in 2021 moved to <https://www.youtube.com/c/DécadadaCiênciaOceânicaBrasil>.

⁵ <http://decada.ciencianomar.mctic.gov.br>

⁶ <https://www.youtube.com/channel/UCmYRVH7W0x0ISx5KHakHgGA>

Annex I

Table of Indicators -

United Nations Decade of

Ocean Science for Sustainable Development

Period.	Group	Name/Description	2021	2020	2019
MONTHLY	CHANNELS	number of page views on the site	45,390	42,334	ON THE
SINGLE	YOUTUBE	number of video views on the channel	12,716	10,972	ON THE
ANNUAL	CHANNELS	number of videos produced by MCTI -	12	20s	ON THE
ANNUAL	CHANNELS	number of Decade media channels - MCTI	3	2	NA
ANNUAL	EVENTS	number of events held by the MCTI	10	6	1
ANNUAL	REQUESTS	number of initiatives (projects and programs) registered	1	NA	NA
ANNUAL	REQUESTS	number of endorsement requests (to be confirmed by the IOC)		NA	NA
CAMPAIGNS	COMM	number of communication campaigns carried out		NA	NA