



NAMMCO ANNUAL MEETING 31

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MEETING OF THE COUNCIL

DOCUMENT 16	Report on NAMMCO's educational project
Submitted by	Secretariat
Action requested	To take note Provide comments and ideas
Background/content	<p>NAMMCO Communication Strategy and Communication Plans (CPs) were generated following an increased awareness of the Commission of the necessity of being visible, to support broadening the visibility of the organisation, as well as its transparency.</p> <p>Council 29 (September 2022) adopted <i>the 3rd Communication Plan CP3 2023–2024. One of the COS target audiences in focus and specifically that of CP3 is 'Youth, children and educators, member countries' educational networks'.</i></p> <p>NAMMCO's website has a wealth of information on marine mammals and marine mammal management in the North Atlantic. It is detailed and extensive, but not written in a language that is easy to understand for youth. Some adaptations or specific projects were needed for reaching this targeted public.</p> <p>An important effort was made in 2023 in developing the concept of an educational portal that would be freely available on the NAMMCO website for schools and youth and searching partners and funding to support it. Before applying for funding, the project concept was sent for evaluation to teachers and teachers' educators in the different NAMMCO countries.</p>

	<p>The strategy behind the development of the portal is to engage the youth in marine conservation, enhance awareness to responsible, transparent, and sustainable use of marine mammals, to increase the visibility and engagement of scientific projects coordinated by NAMMCO and to NAMMCO's work in general.</p>
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The NAMMCO Educational project is presently centred around one large interregional project: GUARDNA—Guardians of the North Atlantic: Looking after our Seas to Conserve Marine Mammals.

GUARDNA is a three-year project (2023–2026) aiming to educate and contribute to the empowerment of the coming generation (7- to 20-year-old children and young adults), bringing the North Atlantic into the classroom and the students out into the North Atlantic (NA). GUARDNA intends to develop a marine portal with appealing and playful educational materials, both information and indoors and outdoors activities, that intends to spark curiosity and interest of the youngest into ocean sustainability, using marine mammals as emissaries for the entire marine ecosystem, with the understanding that protecting/conserving marine mammals imply to conserve their habitat, i.e., to conserve the ocean.

This document summarises the progress and status of the GUARDNA project per March 2023.

1. Educational material

GUARDNA will provide simple, inspiring, and motivating educational materials to the schools to The materials will be tailored to meet the learning needs of four different age groups: 7 to 10 years, 10 to 12 years, 12 to 15 years, and 15 to 20 years. These materials will include:

- Information Cards designed for classroom use, delivering concise and accessible information about key aspects of marine mammal conservation. Several sets of information cards will be created, related to marine mammal species, threats, users, utilisations, etc. (Figure 1).
- Diverse exercises and hands-on cross-curricular activities that will feature a wide range of exercises and hands-on activities, both indoors and outdoors.
- Activities connected to MINTAG and NASS—North Atlantic Sightings Survey 2024 (NASS24) to allow students to participate in real-world high-profile research.

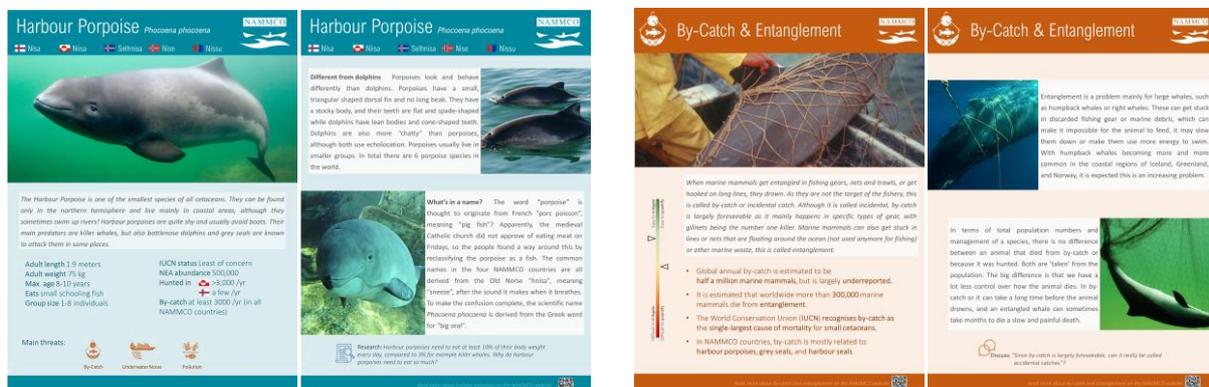


Figure 1. Example of Information Cards that will be part of the GUARDNA educational materials

GUARDNA will provide accompanying resources, including lesson plan suggestions, and pre-made teacher presentations, to facilitate effective integration of the materials into the curriculum. GUARDNA also aims to foster a network of schools spanning various regions and countries, through two main sets of workshops: first national network of teachers will meet in Autumn 2024 or Spring 2025 with their counterparts on a national workshop, and second a final workshop will be held in Autumn 2026 with representatives from all the four countries.

The GUARDNA educational portal will contain all the educational materials and will be freely accessible on the NAMMCO Educational Portal. Produced in English, the material will be translated to Danish,

Faroese, Greenlandic, Icelandic, Norwegian, and Northern Sámi, making it accessible to youth of the whole NA realm. Users (both teachers and students) will be encouraged to provide feedback all along the project (e.g., through the program website and the workshops) to enhance the quality of the materials and tailor it to their needs.

2. Project partners and collaborators

Project partners in each member country are listed in Table 1. The primary responsibility of these partners is to assess educational materials, ensuring they are appropriate for the targeted age group and aligned with the national educational system. In addition, project partners will play a crucial role in promoting the dissemination of educational materials within the national educational system and assisting the Secretariat on the coordination of the network activities.

To accomplish the objectives of the GUARDNA project, the NAMMCO Secretariat has established communication with schools, universities, science, and environmental organizations, as well as science communication and education service centers. During the idea development phase, the Secretariat closely collaborated with educators from Denmark, Iceland, Faroe Islands, Norway, and Greenland, who provided valuable feedback and expressed enthusiasm for the project. The goal of the Secretariat is to expand and strengthen this network further, actively focusing on the continuous improvement of the materials, which will promote the adoption of the project in as many schools as possible in the NA.

Table 1. List of partner institutions and coordinators in each of the participating countries in the GUARDNA project

Country	Partner institution	Coordinator(s) in partner institution
FO	NÁM	Eyðun Gaard, Sigfríður Sólsker
GL	Institute of Learning, University of Greenland	Lars O. Demant-Poort
IS	Faculty of Subject Teacher Education, University of Iceland	Edda Elísabet Magnúsdóttir
NO	Nordnorsk Vitensenter	Tove Marienborg, Nina B. Olsen

3. Budget and funding

The activities within the GUARDNA project are funded by NAMMCO (in kind funding as working hours), project partners (in kind funding as working hours) with support from national and regional funding bodies. The financing plan is summarised in Table 2 and a more detailed overview can be found in Appendix 1.

GUARDNA has been successfully granted financial support from Novo-Nordisk and the Nordic Council of Minister Working Group for Fisheries AG-Fisk. In early 2024, the Secretariat applied to funds for covering other costs of the project, to the Nordic Council cross-sectoral programme Nordplus Horizontal and the Sparebanken Nord-Norge Samfunnsløftet.

Table 2. Funding plan for the GUARDNA

Funding agency	2024	2025	2026	Total (2024-2026)	Funding
NovoNordisk	DKK 845.250	DKK 108.675	DKK 322.665	DKK 1.276.590 (29%)	Granted
AG-Fisk financing	DKK 424.356	DKK 104.214	DKK 168.214	DKK 696.785 (16%)	Granted
Sparebanken Nord-Norge Samfunnsløftet	DKK 150.000	DKK 62.500	DKK 62.500	DKK 275.000 (6%)	Pending response (mid-March 2024)
Nordplus Horizontal	DKK 338.702	DKK 125.465	DKK 125.465	DKK 589.632 (14%)	Pending response (late-April 2024)
In-kind all partners	DKK 594.838	DKK 406.780	DKK 501.080	DKK 1.502.698 (35%)	

4. Timeline and status of the project

The timeline of the activities as per March 2024 is summarised in Table 3.

The project is currently on the development phase. The first step of this process is to develop the Information and Activity Cards for the older age group, both in content and design. These cards will then be taken as examples to develop the rest of the cards. Once the first draft of the cards is ready, the partners will review the cards in two stages. Initially, after the materials are developed in English, they will be distributed to each partner for revision and validation, ensuring their appropriateness for the target audience and the national educational system. Some partners may also run a pilot test with selected English-speaking schools to align the materials to the interest of the local teachers and students. Following the incorporation of the partners' feedback, the materials will be translated into the national languages. Subsequently, the translated materials will undergo a second review by the partners. These two stages are expected to take place in the upcoming months.

Table 3. Summary of timeline of activities related to GUARDNA

Main activities	2023	2024				2025				2026				2027 ++
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	living programme
Development and design of educational materials														
Information cards														
Interactive maps														
Education activities														
Supportive material and guidelines														
Translation of materials														
DK, FO, GL														
IS, NO, NS														
Partners activities														
Review of draft material by partners														
Partners evaluation meetings			Online			Online				Online			Physical	
Launching of GUARDNA and announcement														
DK, FO, GL														
IS, NO														
Dissemination of GUARDNA the educational systems														
DK, FO, GL														
IS, NO														
Material related to NASS 2024 survey and MINTAG tags deployment and follow up according to results														
GUARDNA Network - Collection of teachers/users input and experience for material improvement and tuning														
Feedback from and input from users of materials														
Workshop with teachers, teachers and educators / GL														
Workshop with teachers, teachers and educators / FO					Physical									
Workshop with teachers, teachers and educators / DK														
Workshop with teachers, teachers and educators / IS							Physical							
Workshop with teachers, teachers and educators / NO														
Final workshop with partners, teachers and educators													Physical	
Reporting														
Project reporting to funding agencies														
Reporting to NAMMCO														

Appendix 1: Detailed overview of the GUARDNA budget

Activity / Tasks	In kinds	AG-Fisk	Novo Nordisk	SNN	Nordplus Horizontal	2024	2025	2026
A1. Development and design of the educational materials	936.467	368.885	172.790	-	336.632			
Material development, coordination, reporting	NEA - NAMMCO 204.373 GD - NAMMCO 205.139 External advisor 118.435	118.435 125.050			18.634 193.596	74.336 68.380 194.594	74.336 68.380 117.936	74.336 68.380 117.936
Website development and maintenance	External advisor 10.000				68.500	62.450 40.500	31.300 19.000	31.300 19.000
TOTAL	537.947	243.485	-	-	280.730	399.760	291.951	291.951
Review of material, project support and reporting	University of Iceland - IS 140.520 NNV - NO 132.750 IL - GL 125.250 NÁM - FO 125.250 Layout design review advisor	93.900 31.500	60.790 112.000		18.634 18.634	37.511 53.051 114.000 47.961	37.511 53.051 34.675 47.961	37.511 53.051 44.865 47.961
TOTAL	398.520	125.400	172.790	-	55.902	340.024	201.199	211.389
A2. Translation of the educational materials	-	-	363.000	275.000	128.000			
Translation to IS					128.000	66.000	31.000	31.000
Translation to NO				121.000		66.000	27.500	27.500
Translation to Northern Sámi				154.000		84.000	35.000	35.000
Translation to Greenlandic			143.000			78.000	32.500	32.500
Translation to Faroese			110.000			60.000	25.000	25.000
Translation to Danish			110.000			60.000	25.000	25.000
TOTAL	-	-	363.000	275.000	128.000	414.000	176.000	176.000
A3. Publication of educational materials	136.248	-	-	-	-			
Publication and coordination work with the schools	NEA - NAMMCO 136.248					45.416	45.416	45.416
TOTAL	136.248	-	-	-	-	45.416	45.416	45.416
B1. Engagement with the MINTAG and NASS projects	68.124	-	-	-	-			
Preparation of materials and coordination work with the schools	NEA - NAMMCO 68.124					22.708	22.708	22.708
TOTAL	68.124	-	-	-	-	22.708	22.708	22.708
B2. Meet the MINTAG and NASS24 project scientists	-	55.500	-	-	-			
Support for the speakers (1 day of work/4 age groups)	Scientist IS 11.100 Scientist NO 11.100 Scientist GL 11.100 Scientist FO 11.100 Scientist DK 11.100					3.700 3.700 3.700 3.700 3.700 3.700	3.700 3.700 3.700 3.700 3.700 3.700	3.700 3.700 3.700 3.700 3.700 3.700
TOTAL	-	55.500	-	-	-	18.500	18.500	18.500
C1. National workshops with teachers in the GUARDNA network	109.819	208.400	537.000	-	125.000			
Preparation and coordination of the workshops	NEA - NAMMCO 68.124 GD - NAMMCO 41.695					68.124 41.695		
TOTAL	109.819	-	-	-	-	109.819	-	-
Two-day workshop (one workshop per country) with 20 people between organizers (2) and teachers (18) - travel, accomodation and salary compensation for local participants	Workshop in Iceland (local teachers) 68.400 Workshop in Iceland (NAMMCO staff) 32.000 Workshop in Norway (local teachers) 90.000 Workshop in Norway (NAMMCO staff) 18.000 Workshop in Greenland (local teachers) 300.000 Workshop in Greenland (NAMMCO staff) 55.000 Workshop in Faroe (local teachers) 70.000 Workshop in Faroe (NAMMCO staff) 32.000 Workshop in Denmark (local teachers) 50.000 Workshop in Denmark (NAMMCO staff) 30.000	68.400 18.000	300.000			68.400 32.000 90.000 18.000 300.000 55.000 70.000 32.000 50.000 30.000		
TOTAL	-	208.400	537.000	-	-	745.400	-	-
Operating costs of workshop - café, food, meeting room, translator costs (DKK 200/h approx)	Workshop in Iceland 25.000 Workshop in Norway 25.000 Workshop in Greenland 25.000 Workshop in Faroe 25.000 Workshop in Denmark 25.000					25.000 25.000 25.000 25.000 25.000		
TOTAL	-	-	-	-	125.000	125.000	-	-
C2. Final regional workshop with teacher representatives	87.311	64.000	203.800	-	-			
Preparation and coordination of the workshops	NEA - NAMMCO 45.416 GD - NAMMCO 41.695							45.416 41.695
TOTAL	87.111	-	-	-	-	-	-	87.111
Two-day workshop in Denmark with 4 representatives per participant country and organizers (2) - travel, accomodation and salary compensation for local participants	Representatives from in Iceland 32.000 Representatives from Norway 32.000 Representatives from Greenland 64.000 Representatives from Faroe 32.000 Representatives from Denmark 28.000 NAMMCO staff 29.800	32.000 32.000		64.000 32.000				32.000 32.000 64.000 32.000 28.000 30.000
TOTAL	200	64.000	153.800	-	-	-	-	218.000
Operating costs of workshop - café, food, meeting room, translator costs	200		50.000					50.000
TOTAL	-	-	50.000	-	-	-	-	50.000
D1. Reporting of GUARDNA project	164.729	-	-	-	-			
Reporting, dissemination	NEA - NAMMCO 102.186 GD - NAMMCO 62.542					34.062 20.847	34.062 20.847	34.062 20.847
TOTAL	164.729	-	-	-	-	54.910	54.910	54.910

	In kind	AG-Fisk	Novo Nordisk	SNN	Nordplus Horizontal	Total Budget
Total budget GUARNA proejct (DKK)	DKK 1.502.698,32	DKK 696.785,20	DKK 1.276.590,00	DKK 275.000,00	DKK 589.632,00	DKK 4.340.705,52
Total budget GUARNA proejct (NOK)	NOK 2.269.074,46	NOK 1.052.145,65	NOK 1.927.650,90	NOK 415.250,00	NOK 890.344,32	NOK 6.554.465,34
Contribution %	34,62%	16,05%	29,41%	6,34%	13,58%	