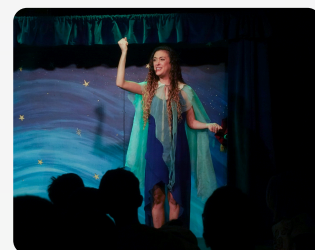


DISSEMINATION OF MARINE CULTURAL HERITAGE AMONG CHILDREN AND YOUTH AS AN AWARENESS- RAISING TOOL FOR THE PROTECTION OF OUR SEAS



We start from the premise that what is not known is not valued; and what is not valued is not protected. Our main objective is to educate our children and youth about the rich and valuable marine cultural heritage we possess. Our carefully selected content ranges from the earliest depictions of humans swimming in desert caves to the evolution of cartography from ancient nautical charts or portolans to modern telecommunications. We also include the work of renowned artists such as Joaquín Sorolla and Botticelli, classical mythology, the role of marine beings in literature, and the knowledge of our ancient master dyers as a sustainable alternative to synthetic dyes, among other topics.

To communicate this content, we employ gamification and playful-educational activities that support the achievement of our goal. Among our main initiatives are theater performances, the use of social media, contests, educational guides, stories, books, video games, talks, and lectures all in collaboration with educational centers in the Valencian Community.





THE NEED TO IDENTIFY, VALUE, AND MEASURE THE BLUE ECONOMY IN THE VALENCIAN COMMUNITY

- The selection and collection of indicators facilitates the diagnosis of the blue economy in the Valencian Community.
- Blue economy indicators at the municipal level will allow us to create a map of blue municipalities in the Valencian Community.
- More than sixty indicators have been selected and analyzed at the level of all municipalities in the Valencian Community.



UNDERSTANDING WP7

The Blue Economy is a concept that has emerged strongly in recent years. The European Union and other organizations at different levels (national, regional, municipal, etc.) are strongly committed to a sustainable economy based on the different uses of seas and oceans. The Blue Economy concept encompasses fishing, aquaculture, marine renewable energy, nautical and coastal tourism, maritime transport, shipbuilding, marine biotechnology, and more. Developing these sectors is a challenge and an opportunity, not without its difficulties and threats. This work package aims, on the one hand, to help measure the importance of the Blue Economy within the Valencian Community and, on the other, to raise awareness among children and young people about the need to care for the seas and oceans, helping us to safeguard the valuable marine cultural heritage.



<https://cvalenciana.thinkinazul.es/>

