

BAUHAUS OF THE SEAS SAILS

The Impact of Ocean Literacy and Nature-based Reefin Malmö

Maëlle Salzinger
Carola Hein
Gloria-Karin Lopez
Anna Seravalli
Anders Emilson
Michael Palmgren



Cover page South Wharf basin painting with water. *Land Art i Skåne: Making art in and with nature* (Source: Eileen Laurie, Lucy Cathcart Frödén and Therese Carnemalm, 2025). CC BY-NC-ND 4.0

Back page Beach Findings Process. (Source: Strandfynd, 2024). CC BY-NC-ND 4.0

Report prepared by Maëlle Salzinger, Carola Hein, Gloria-Karin Lopez, Anna Seravalli, Anders Emilson and Michael Palmgren.

Graphic design by Léa Kayrouz, layout by Mich Rossiter with the support of Gijs Schut.

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Fig. 1: Malmö Sea Forum activities, Sketch by Eileen Laurie, South Wharf, Malmö, 21st June 2023. (Source: Eileen Laurie, 2023.)

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Fig. 2: Seahorse. Land Art i Skåne: Making art in and with nature (Source: Eileen Laurie, Lucy Cathcart Frödén and Therese Carnemalm, 2025). CC BY-NC-ND 4.0

Introduction

This report discusses the impact of a pilot project implemented in Malmö as part of the Horizon Europe project Bauhaus of the Seas Sails (2022–2025).¹ Bauhaus of the Seas Sails (BoS) is a New European Bauhaus (NEB) project that tests solutions for more beautiful, sustainable and inclusive cities and neighborhoods in Europe, with a focus on seven coastal and waterfront cities (Hamburg, Venice, Malmö, Rotterdam, Lisbon, Oeiras, Genoa) and a nature park straddling the Dutch-Belgian border (Grenspark Groot Saeftinghe). Each pilot has tested innovative solutions (“drops”) that aim to create ripple effects (“ripples”) and ultimately generate long-term impact (“waves”) (fig. 3).

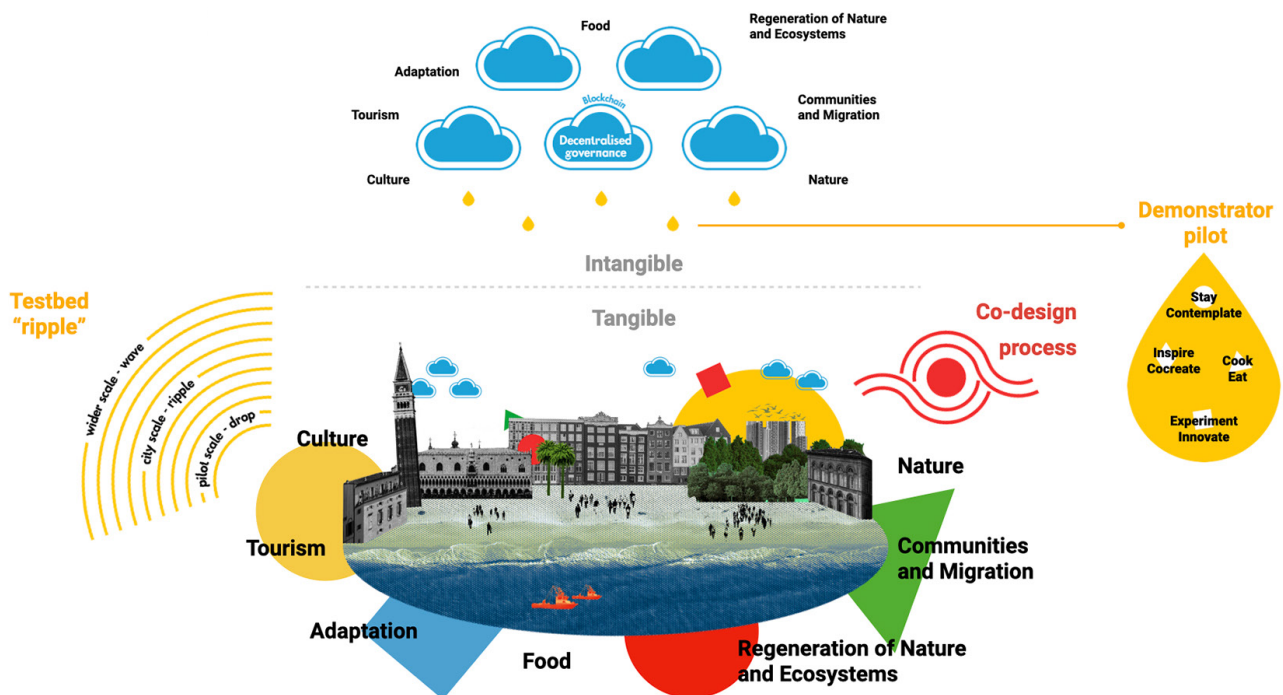


Fig. 3: Visualization of the Bauhaus of the Seas Sails approach (European Commission, 2024; Visual identity ©José Albergaria), CC-BY-4.0

The Malmö pilot was led by Malmö University (Department of Art, Culture and Communication and Mötesplats Social Innovation) and the Marine Education Center. They tested two solutions according to the Bauhaus of the Seas Sails typology: Ocean Literacy and Nature-based Reef (box 1). All pilots including Malmö also applied the Zoöp drop ('BoS-Zoöp') as a method to adopt regenerative perspectives and guide regenerative action locally.

¹ More information can be found on the project website: <https://bauhaus-seas.eu>

Drop Typologies

The drop typologies were defined in the initial stages of the Bauhaus of the Seas Sails project. In the Description of the Action, they were described as follows:



The **Ocean Literacy drop** was inspired by the concepts of Escola Azul² and Eco-Schools Network, and the expertise of FamStudio.³ The drop aimed at educating new generations to become more responsible and participative in ocean sustainability. It planned to approach families as key agents, use a play-led strategy, and translate major shifts affecting future generations into actionable insights, actions, and products.



The Wellbeing Reefs drop, as initially defined in the DoA, was based on the work of Alex Jordan⁴ at the Max Planck Institute of Animal Behaviour (via TBA1) and aimed to support design and construction strategies to “build better for life under the sea” using scientific and historical information about human and other-than-human life around regenerated port areas where artificial reefs are created. This initial drop description was later adapted into the **Nature-based Reef**, which aimed to create common activities for human and other-than-human communities around the South Wharf Basin of Malmö, using existing nature-based solution processes to explore a new ocean culture and raise awareness about the importance of the sea for all life, as redefined by the pilot team.



The **Zoöp drop** (‘BoS-Zoöp’), created by Het Nieuwe Instituut and practiced by other consortium members, was initially defined in the project as ‘multispecies assemblies’. It was inspired by the ‘zoöp’ concept⁵ and organizational model which supports collaboration between human and other-than human life to safeguards the interests of all life. The model appoints an independent Speaker for the Living as a human spokesperson with ecological knowledge and the ability to empathize with the experiences of other-than-human life. This Speaker for the Living ensures that the interests of other-than-human life are included, and supports organizations or projects through a learning process with the aim to become increasingly life-supporting (regenerative) within the ecosystems they participate in. All BoS pilot teams adopted key elements of the Zoöp model.

Box 1: *The drop typologies Ocean Literacy, Nature-based Reef and Zoöp*

2 See: <https://escolaazul.pt/en/escola-azul/literacia-do-oceano>

3 See: <https://famstudio.co/>

4 See: <https://thejordanlab.com/alex/>

5 Zoöp is short for Zoöperation and refers to a ‘coöperation with zoë’, the Greek word for life. See <https://zoop.earth/nl/>

The drop typologies were adapted to the context of Malmö, Sweden's youngest and most international city located by the Öresund strait, which connects the Baltic sea to the North Sea and the Atlantic Ocean (see box 2 below for more context information)

- **The Ocean Literacy drop in Malmö** supported a group of Ocean Ambassadors who developed participatory and artistic experiences for citizens to learn about marine life and forge a (deeper) relationship with the sea.
- **The Nature-based Reef drop in Malmö** built on the reshallowing of a former port basin which brought marine life back and created a new public space. A "Sea Forum" of policymakers, designers, scientists and grassroots actors collaborated with artists and students to socially activate the basin and raise public awareness about marine life and nature restoration efforts.
- **The Zoöp drop** introduced the Zoöp model and method which worked with three elements: the Zoöp baseline workshop; installing and working with a Speaker for the Living⁶ within the pilot; and embedding a focus on the regeneration of (human-inclusive) ecosystems. In Malmö, this process reinforced the role of the Speaker for the Living who supported learning among Ocean Ambassadors and Sea Forum members. Forming a more regenerative relationship with the sea was central to the design and implementation of the drops

The body of the report provides an in-depth assessment of the pilot's key results, lessons and impact. We focused on the Ocean Literacy and Nature-based Reefs drops while integrating mentions of the Zoöp method throughout. The report is structured along three main parts. First, it analyzes the process of the Malmö pilot from drop, to ripples, towards potential waves (long-term impact). Second, it assesses the impact of the pilot on the 4 BoS themes: Aesthetics, Sustainability, Inclusion, and Local grounding. The third and final section about 'Takeaways' highlights key factors (context, stakeholders, resources) that influenced the pilot's implementation and impact, and provides areas for improvement and future development.

⁶ <https://zoop.earth/en/page/576/speakers-for-the-living>

Key facts about Malmö



Fig. 4: Aerial view of Malmö towards the south taken from Malmö Live, 23th October 2013. (Source: News Oresund - Johan Wessman and Thea Wiborg.) CC BY 2.0

- Malmö is located in southern Sweden, at the narrowest point of the **Öresund Strait**, which connects the Baltic Sea to the North Sea and Atlantic Ocean. Malmö is the third-largest city in Sweden, with a population of around 350,000 residents.
- Malmö is connected to Copenhagen, Denmark, by the **Öresund Bridge**, which facilitates travel between the two cities and has contributed to Malmö's growth as a cosmopolitan urban area.
- Malmö (literally "sand hill") has a long **maritime heritage**. The city was already a hub for maritime trade and herring fishing in medieval times due to its strategic location on the Öresund. During the 19th century, Malmö industrialized heavily (e.g., textile, shipbuilding) and its port became the third largest in Sweden, attracting a massive influx of inhabitants (Malmö University, n.d.). The **industrialization** of the coast reduced inhabitants' access to the sea.
- Malmö has a **young and diverse population**, with around half of its residents being under 35 and about one-third being foreign born. Malmö has a large immigrant population from over 150 nationalities (Malmö University, n.d.).

- Malmö has a **diverse economy** based on services, technology, education and trade (City of Malmö, 2025). The city is also known for its focus on sustainability and green technologies, positioning itself as a leader in eco-friendly urban development. At the same time, important challenges of **inequality**, urban segregation, poverty, and unemployment affect Malmö's inhabitants (Malmö University, n.d.).
- Malmö and the Skane region in Sweden are particularly vulnerable to the effects of climate change on buildings, infrastructure, beaches and local ecosystems, which are at risk from flooding, coastal erosion and sea-level rise. The city also faces increased risks of intensified rainfall and forest fires (De Rosa et al., 2022).
- The Öresund and its coastal areas boast rich ecosystems and habitats (e.g., seagrass, blue mussels, stone reefs). These **highly biodiverse ecosystems** live within a relatively small and shallow strait, while some 35,000 ships pass annually and around 3.7 million inhabitants live in the metropolitan region (Marine Education Center, n.d.). Despite improvement in recent decades, Öresund ecosystems remain vulnerable to human activities such as unsustainable fishing, sand dredging, land reclamation and pollution (Perry et al., 2017).
- Malmö is recognized for its **commitment to sustainability**, integrating green infrastructure and water management practices aimed at protecting and enhancing local biodiversity. Although the city's use of sustainability as a branding strategy also comes under scrutiny from researchers (e.g., Holgersen and Hult, 2020; Anderberg and Clark, 2013) and local associations.

Box 2: Key facts about Malmö

Methodology

The impact assessment of all Bauhaus of the Seas Sails pilots was conducted by a team at Delft University of Technology as part of the project consortium. We developed a unique analytical framework to assess the impact of the project. This impact framework helped translate high-level EU ambitions, rooted in the New European Bauhaus (NEB) Compass (2022) and its core values of aesthetics, sustainability and inclusion, into locally aligned impact tools and indicators (in line with the project-wide Bauhaus of the Seas Sails approach; fig. 5). It provided a strategy and mixed-methods approach to guide evaluation, learning and comparative analysis within the project.

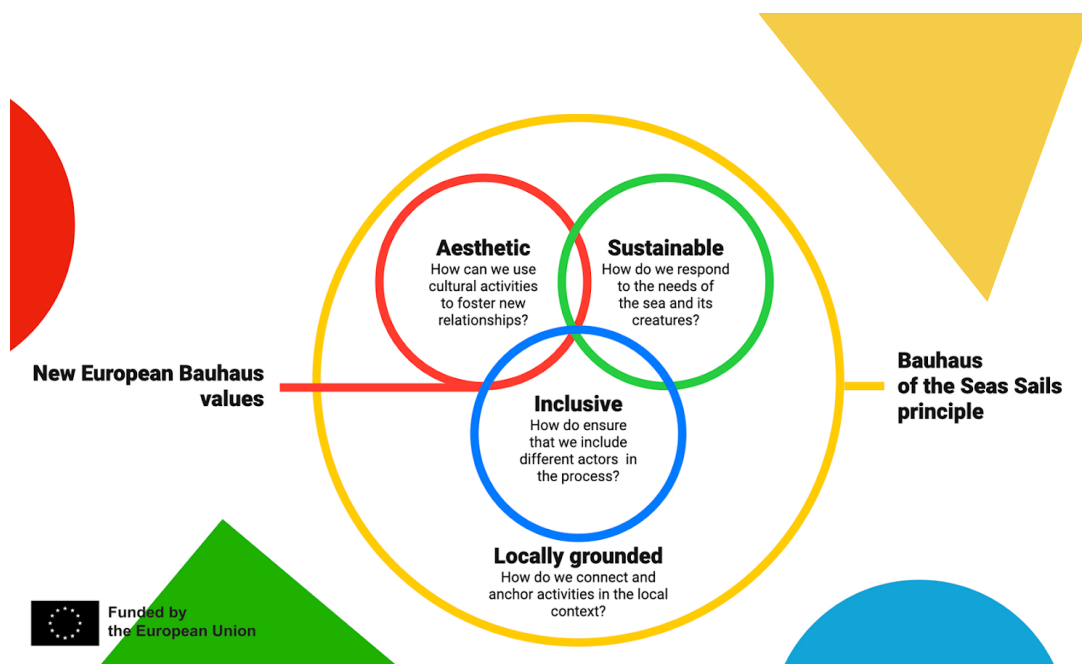


Fig. 5: Visualization of the Bauhaus of the Seas Sails approach to NEB principles (European Commission 2024; Visual identity ©José Albergaria.) CC-BY 4.0

The strategy and methodology considered current knowledge about impact assessment and monitoring, evaluation and learning (MEL) and the challenges involved in putting them into practice. Figure 6 shows the five key elements (in capital letters) that shape our analytical framework to impact assessment and the related concepts, approaches and tools (in blue) as well as challenges (in red) the team has reflected on and sought to address. The authors and references for the concepts, knowledge and tools mentioned in figure 6 are listed in the annex.

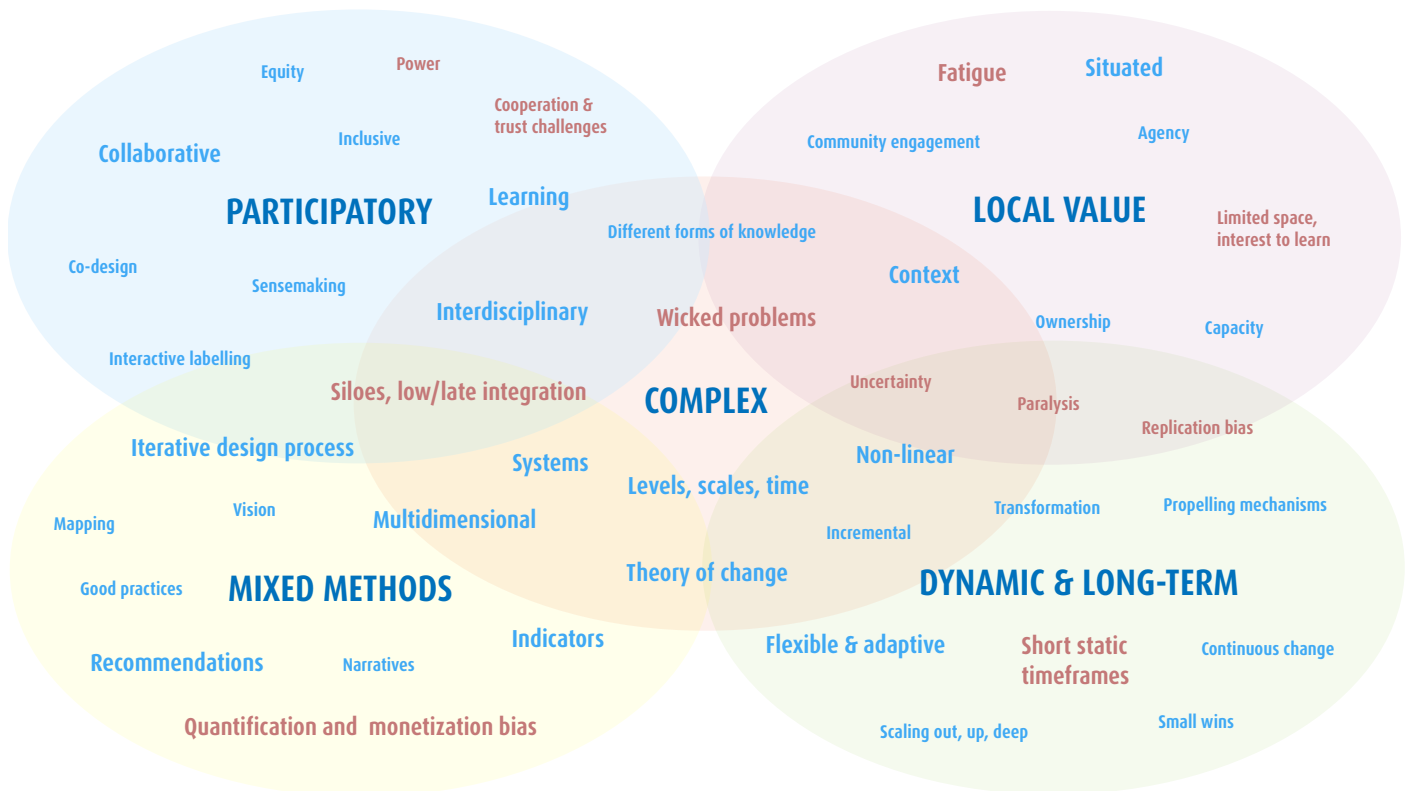


Fig. 6: Overview of core considerations underpinning the Bauhaus of the Seas Sails Impact Framework

Complex

The team developed an impact framework that accounted for complex, cross-sector, interconnected challenges impacting coastal and waterfront cities (e.g., climate change, biodiversity loss, socioeconomic inequality, threats to cultural heritage). The impact framework included various dimensions, levels, scales and timescales of impact in its selection of indicators and in its data collection strategy. The team developed a **Library of Indicators**, which provides a common structure to make sense of complexity and compare the different pilots and drops.

Mixed methods

Our approach to impact assessment used **different methods and tools** (context analysis, Theory of Change, indicators) to capture the range of impacts generated by pilots and drops and their evolution over time. These methods enabled data collection and fostered dialogue, reflection, and a deep exploration of impact through different lenses (thematic, process-oriented, long-term thinking). Methods were refined over time based on partners' feedback and learning from other WPs.

Participatory

Our approach prioritized collaboration in the impact framework development, context analysis, data collection and comparative analysis. The team developed **participatory sessions with pilot teams and local partners** (online and in-person) that informed the development of context-sensitive impact tools and enabled collective learning and sensemaking.

Local value

Our approach sought to generate value for pilot teams and local actors involved in the impact assessment process. The team organized **learning and cross-exchange** moments for pilots, identified good practices and made recommendations for the projects' future development.

Dynamic and long term

Our approach was rooted in the understanding that impact is a non-linear, long-term process toward transformation. The team organized **Theory of Change sessions** with pilot teams to reflect on their impact pathways and scaling strategies to turn drops into ripples and waves. Considering the need for adaptive and context-sensitive approaches, the Library of Indicators provided a structured catalogue that pilot teams could use in a flexible and dynamic way to assess their impact over time.

Additionally, our work considered and connected with other concepts used in the project such as the **'Ocean Ambassadors' and 'Sea Forums'** as actors who took part in co-designing, implementing and evaluating the work of the pilots (Seravalli, Light & Emilson 2023; Zumbrink et al. 2024). We considered the perspectives of these actors to be essential to assess the impact of the pilots.

- Ocean Ambassadors focused mainly on building bottom-up engagement for the ocean among citizens and grassroots actors, which helped disseminate the work of pilot teams.
- Sea Forums provided a collaborative platform for planning, evaluating and sustaining activities by building institutional commitment and mobilizing resources and knowledge across disciplines and organizations.

The following impact analysis follows the structure of the Library of Indicators (fig. 7) and focuses on criteria and indicators that were co-selected by the impact assessment team and the Malmö pilot team. The analysis uses data collected by the pilot team and BoS work packages, which organized participatory sessions with pilots (detailed in annex) and shared research results in project reports and academic publications⁷. We collected and triangulated useful information during the sessions on **context analysis, theory of change** (fig. 8), **deep-dives** into aesthetics, sustainability, inclusion and local grounding; as well as an **in-person evaluation** in Malmö, during which 18 participants (project partners, Ocean ambassadors, Sea Forum, Speaker for the Living)⁸ shared valuable insights.

The impact analysis also discusses the potential of the Malmö pilot to generate long-term impact in the section “Toward waves? Hypotheses”. Considering the three-year duration of the BoS project, we focused on pilots’ ability to develop ‘**seeds for long-term impact**’ (waves). We understand seeds as elements that constitute a strong foundation for waves to unfold. Bennett et al. 2016 defined “seeds of a good Anthropocene” as ways of doing and thinking that are materialized in initiatives or prototypes, are not currently dominant or prominent, and that begin to have transformative impacts as they spread. We were also guided by the concept of ‘**small wins**’ that captures how relatively small changes, in the sense that they initially arise at the micro– or local level, can generate “deep” effects that alter routines, values, frames and logics (Argyris and Schon 1996, in Termeer and Dewulf 2019). Termeer and Dewulf (2019) stress the importance of using dedicated propelling mechanisms to ensure that small wins (or seeds) turn into transformative change (or waves). Our analytical framework and methodology for impact assessment are further detailed in upcoming publications.

7 See <https://cordis.europa.eu/project/id/101079995/results>

8 See Acknowledgments.

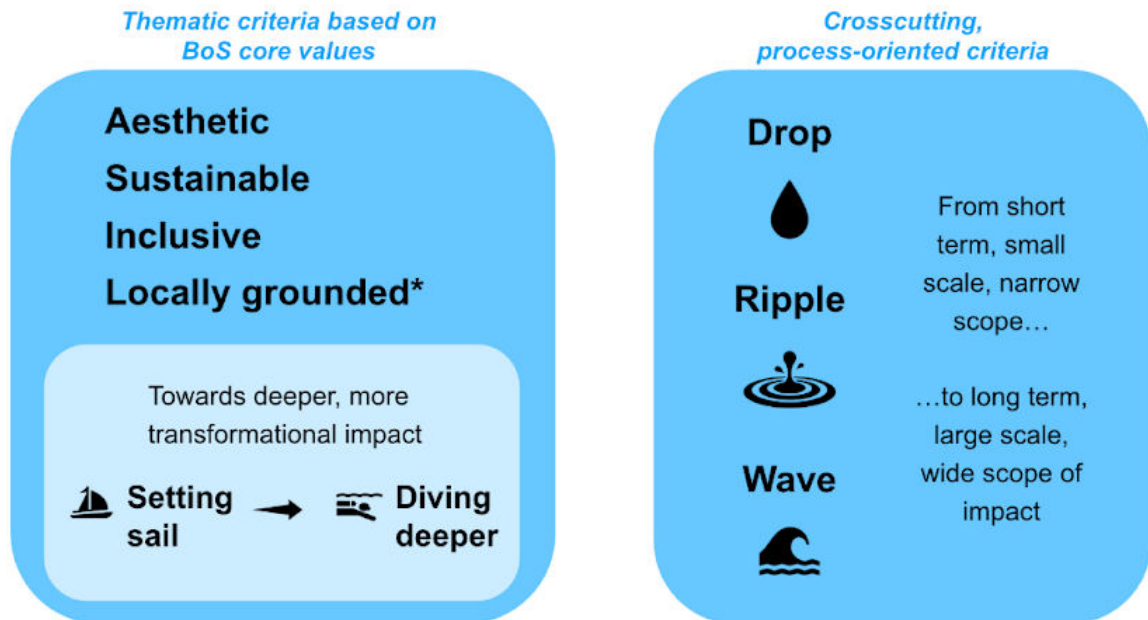















Fig. 7: Snapshot of the Library of Indicators' structure⁹, CC-BY-4.0

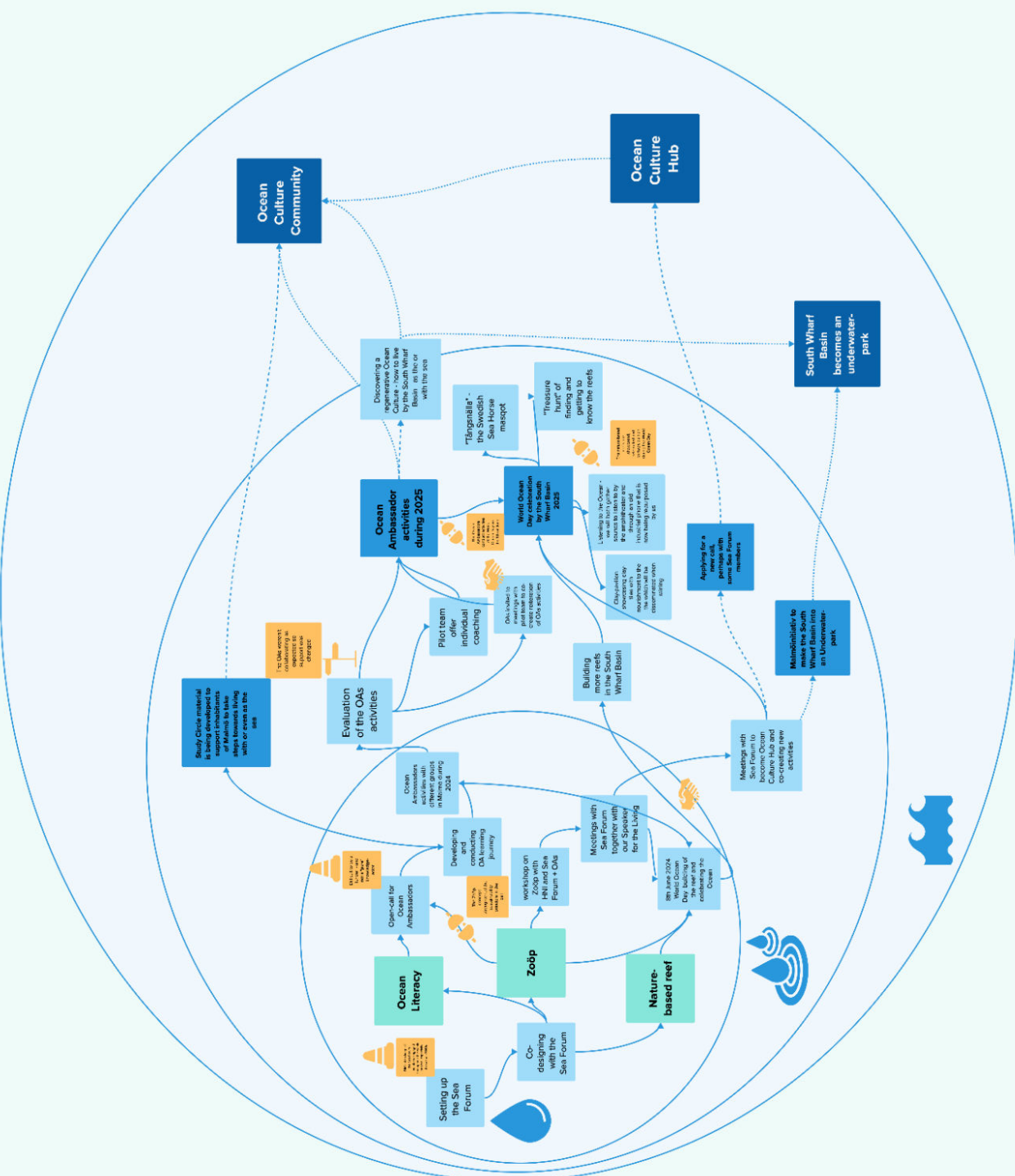
Fig. 8 : Theory of Change mapping for the Malmö pilot, as of 12 March 2025.¹⁰ CC-BY-4.0

⁹ Local grounding, or "locally grounded" was added as a fourth core value by the BoS project. It is a crosscutting value, meaning that it applies across the three themes of Aesthetics, Sustainability and Inclusion.

¹⁰ This infographic was co-developed with the pilot team, using Mural. The information was collected on 12/03/2025. The pilot activities and long-term plans have evolved since. This figure should be seen as a step in the reflection and evaluation process, rather than a definite Theory of Change of the Malmö pilot.

LEGEND

-  DROP, Year 1, 2 and 3 of project
-  RIPPLE, Year 2 & 3 of project
-  WAVE, Beyond the 3 years of the project
-  Key activities / steps in your process
-  Pathways (already happened or sure to happen)
-  Expected future pathways (to be confirmed)
-  Missing piece was added
-  Priorities were (re)balanced
-  Major turning point
-  Major obstacle
-  Key connection between activities / drops
-  Key (new) collaboration
-  Explanation for icon



Part 1

Process toward impact: drop, ripple, wave

This section discusses the process towards impact of the Malmö pilot and its two drops. It summarizes the **key outcomes** of the drops, assesses their ripple effects and formulates **hypotheses about their long-term impact** based on available evidence. The impact categories (Drop, Ripple, Wave), criteria and indicators used for this analysis come from the Bauhaus of the Seas Sails Library of Indicators. The text below is a summary of the more detailed analysis that was conducted per criterion and indicator by the impact assessment team in collaboration with the Malmö pilot team.

1.1 Drops



The criteria we analyzed focused on the extent to which the pilot:

- engaged and connected relevant local actors;
- imagined, developed and tested solutions.

For each criteria, we used detailed indicators to guide the analysis.

Key insights from developing & testing the drops

Ocean Literacy

The drop developed a **method for ocean ambassador-led Ocean literacy activities** in a diverse coastal city like Malmö. It consisted of an Open Call (titled “The Ocean Needs You!”) to recruit Ocean Ambassadors aligned with the four core values of the project (Aesthetics, Regeneration, Inclusion and Locally Grounded), training and matchmaking sessions to build a group with a shared vision and conceptual framework, creative oceans literacy activities with diverse publics across the city and during World Oceans Day (2024 and 2025), and evaluation exercises.

Five teams of Ocean Ambassadors (14 in total) with artistic profiles¹¹ received **training, matchmaking and financial support** to develop and perform public Ocean Literacy activities. Ocean Ambassadors welcomed the flexibility of the financial support. Facilitation from Malmö University built a shared understanding of the project core values, built trust within the group, and connected Ocean Ambassadors with the Marine Education Center.

The Marine Education Center, with its local connections, credibility and long-term expertise in marine biology and Ocean Literacy, provided strong knowledge and pedagogical support to the Ocean Ambassadors. This was largely facilitated by the Speaker for the Living and pilot team member Michael Palmgren. The collaboration with the University and Marine Education Center also **increased the credibility and visibility** of the Ocean Ambassadors, positioning them as frontrunners of regenerative ocean cultures in Malmö.

The matchmaking sessions enabled the formation of **Land Art Skåne**, a collective of three artists who joined forces to develop Ocean Literacy activities in 2024-2025.

The Ocean Ambassadors reached some 890 of citizens from different parts and social groups in Malmö, **raising their awareness of marine life and climate challenges**. This filled a gap in the city where creative Ocean Literacy activities were largely missing (Marine Education Center was already active in Ocean Literacy but without the artistic element), despite a strong interest from artists and citizens.

11 More info on each team at <<https://socialinnovation.se/si/bauhaus-of-the-seas-sails/>> and <<https://en.smkc.se/bauhaus-of-the-seas-sails>>.

The Ocean Ambassadors themselves report **improvements to their Ocean Literacy, citizen engagement tools, artistic practice, and reflective skills**. They have learned about Malmö's history, local species and socio-economic challenges, and gained tools to evaluate their work. They have been artistically inspired by their participants, for example in making music, films, and sound installations. Overall they describe their Ocean Ambassadors' journey as "very rewarding" while stressing that building participatory engagement with citizens took time and should continue.



Fig. 11: Creators Club for the Sea, Ocean Ambassador Ellen Bjerborn, Summer 2024. (Source: Ellen Bjerborn, 2024.) CC BY-NC-ND 4.0

Nature-based Reef

The drop developed a **method for the social activation of urban nature-based solutions**, as part of the regeneration of former port and industrial areas, connecting a physical space (the South Wharf Basin) with public Ocean Literacy activities. The method consisted of setting up a Sea Forum with key actors for basin regeneration and activation (municipality, urban planners, architects, NGOs, etc.), building trusted relationships, co-creating public activities and installations with the Sea Forum, and organizing World Oceans Day at the basin.

STRANDFYND

MUSIK- OCH DANSPERFORMANCE LIVE
MED REBELL GITARR OCH LISA HOLSTRÖM

DATUM: LÖRDAG 8 JUNI
TID: 13.15 – 14.00
PLATS: FÄRJETERMINALEN
I MALMÖ
HANS MICHELSENSGATAN 6A

FRAMTRÄDANDE SAMT LJUD- OCH VIDEOKONST
UTOMHUS (UNDER TAK) I URBAN INDUSTRIMILJÖ

FRI ENTRÉ
VÄLKOMNA!

Logos at the bottom: REBELL GITARRKVARTETT, Bauhaus of the Seas Sails, MALMÖ UNIVERSITET, MÖTESPLATS SOCIAL INNOVATION, MARINT KUNSKAPS CENTER, Medfinansieras av Europeiska unionen

Fig. 12: Poster, World Oceans Day, 8th June 2024. (Source: Strandfynd,¹² 2024). CC BY-NC-ND 4.0

12 The Strandfynd Team consists of: Hannes Wikström, Henning Gren, Jonathan Bernhardsson, Emil Miranda Holmgren from the Rebell Gitarrkvartett (Rebel Guitar Quartet) and dancers/choreographers Lisa Holström & Petra Nilsson. See more at: <https://www.rebellgitarr.com/live/strandfynd-beach-findings>; <https://www.instagram.com/rebellgitarr/>

The two World Oceans Days were attended by some 600 citizens as well as ocean ambassadors, coast guards, NGOs (e.g., diving association) and city policymakers. They made the basins (South Wharf, former Ferry Terminal) and the efforts to regenerate marine life more visible for the population of Malmö. **Citizens took part in the creation of a nature-based reef** (by adding rocks in the basin) in 2024, in addition to the eight reefs created during the reshallowing of the basin by the municipality. This was combined with storytelling and creative participatory activities facilitated by the Ocean Ambassadors (Ocean Literacy drop). The events positioned citizens as active participants in the regeneration of marine life in Malmö and made this underwater life more visible and tangible for them.

The Municipality took part in World Oceans Day 2024 and inaugurated the South Wharf Basin as Malmö's first "underwater park" which **sparked curiosity around this new public space** in the city. Students also played an important role in supporting the organization of World Oceans Day, co-developing installations at the Basin, and participating in activities.



Fig. 13: Malmö Oceans Day Pilot Kick-off Event, 8th June 2024 (Source: Lowe Palmgren, 2024). CC BY-NC-ND 4.0

Sea Forum members report a **shift towards more ecocentric perspectives** thanks to the Zoöp workshop and the collaboration with the Speaker for the Living Michael Palmgren from the Marine Education Center. They have gained a better understanding of the needs of marine life and implications for urban planning (for example, how floating installations might create shade that would be detrimental for life in the basin). They also report a shift in perception when it comes to urban planning for climate resilience, from “keeping water away from buildings” to rethinking collectively how we can live with changing water levels, building closer and more mutualistic relationships with marine life. As such, they now **see water challenges as an opportunity**, not just a threat.

The pilot **provided 44 students opportunities to participate in basin regeneration and Ocean Literacy efforts**. It gave wide public visibility to the work of four student groups. In the context of the interaction design master course Design for social innovation / Design for Eco-Social Futures, building on previous educational collaboration with the Marine Education Center, students developed 13 projects that led to three master-thesis projects and one ongoing Phd-thesis project. Four projects were commissioned by the pilot-team to be shown at the World Oceans Day 2025. Two projects were developed as installations, including one sound installation, and one electronic underwater binocular under development as of October 2025. One project led to a collaboration with Seaforum member White Arkitekter.

1.2 Ripples



The criteria we analyzed considered whether:

- **relevant actors took part;**
- **the pilot monitored and replicated solutions to aid learning.**

Main ripples generated by the pilot:

Ocean Literacy

The drop method was refined in 2025, based on learning from the **midterm evaluation survey** conducted with the Ocean Ambassadors in October 2024. Malmö University moved from “training” to “learning” meetings, reflecting a desire to work more horizontally with Ocean Ambassadors and turn the group into a strong community.

Four teams of Ocean Ambassadors received **follow-up funding** (half of the original sum) to expand their activities in 2025. They used this funding to organize additional activities (including at World Oceans Day 2025)¹³, improve their artistic and participatory practices based on learning from 2024, engage some 380 new citizens, deepen existing relationships (e.g. Flod 57 engagement with the Rosengård library and inhabitants), and increase communication and dissemination efforts.

Ellen Bjerborn created a book, drawing on her experience facilitating the Creators' Club (Skaparklubben) in 2024, to **disseminate accessible knowledge and creative exercises to understand marine life**, such as a herring visualization and a “parliament of species”. As of August 2025, 170 books were distributed to citizens and at public spaces (cultural centers, Marine Education Center). The book is in Swedish with an online English version. Other Ocean Ambassadors are disseminating their Ocean Literacy work through brochures, digital and physical flyers, personal outreach and short films. Overall the pilot team and ocean ambassadors **scaled up their communication and dissemination efforts in 2025**. A webpage featuring all Ocean Ambassadors was added to the Marine Education Center's website¹⁴ and 400 postcards were distributed to spread the Ocean Literacy activities.

The Ocean Ambassadors and Marine Education Center increased their collaboration in 2025. Ocean Ambassadors had access to the Marine Education Center's venue (Flod 57, Strandfynd by Rebell gitarrkvartett), digital booking system for schools (Strandfynd) and scientific and pedagogical knowledge on marine life (Ellen Bjerborn). Ocean Ambassadors see the Marine Education Center as a long-term partner and a physical point where participants in their activities can go to continue learning about marine life.

¹³ <https://bauhaus-seas.eu/malmo-world-ocean-day-underwater-park/>

¹⁴ <https://en.smkc.se/bauhaus-of-the-seas-sails>



Fig. 14: *Under i Öresund/Wonders in the Öresund*, a book created by Ellen Bjerborn. The book contains the information and creative exercises facilitated in the Creators Club meet-ups. It focuses on five species, the herring, bladder wrack, eelgrass, the European eel and the blue mussel, which are linked to locations in the city of Malmö and its history. (Source: Ellen Bjerborn, 2025). CC BY-NC-ND 4.0

Some Ocean Ambassadors took ownership of the Ocean Literacy work by applying for external funding. Eileen Laurie (Land Art Skåne) secured funding from the region Skåne to conduct **10 additional workshops**, further disseminating the work across Malmö and building a network of actors interested in Ocean Literacy. Among other efforts, Flod 57 and Land Art Skåne have submitted a funding application together.

Sound artist John Cowhie and Land Art Skåne's Lucy Cathcart Frödén developed a **long-term installation at the basin**, in the context of World Oceans Day 2025 and alongside other participatory activities. The "sound walk" is located at the South Wharf Basin amphitheater. It provides wide accessibility to listening exercises and underwater sounds that raise public awareness of marine life and sound pollution.

The Ocean Ambassadors group was consolidated by learning from each other and collaborating during World Oceans Day 2025. For example, Flod 57 participants took part in the activities of other Ocean Ambassadors on World Oceans Day. During the final evaluation with Ocean Ambassadors, several expressed a desire to reach more diverse groups in Malmö and draw inspiration from the proactive outreach of Flod 57 in Rosengård. The group seems to have developed relationships of mutual care, a shared understanding of Ocean Literacy activities and their value, and a strong desire to continue working together.

A sample of the new Ocean Literacy study circle that is under development with Sea Forum partner Studieförbundet was shown at World Oceans Day 2025. It transfers the learning from the Ocean Ambassadors journey and training sessions into accessible educational materials.

Nature-based Reef

In the ripple phase, the relationship with some Sea Forum members deepened and they played a **more active role in co-designing and co-delivering activities** at World Oceans Day 2025.¹⁵ This was a way for the pilot team to test a collaboration with the City of Malmö (among others) and build trust, as a basis for future collaboration around other similar areas of the city such as the former Ferry Terminal (New Harbor area).

Four types of **public installations**, financed by the project, were developed in the context of World Oceans Day 2025 to raise public awareness of ecosystem regeneration in the basin: two sound installations (Havsreflektioner/Ocean reflections¹⁶), four signs informing about the ecosystem, six buoys with QR-codes leading to 3D-films

¹⁵ Active Sea Forum members were: White Arkitekter, City of Malmö's Street and Buildings Department, and Environmental Department; Allas lika värde; SLU, World Maritime University.

¹⁶ The two sound installations part of Havsreflektioner/Ocean reflections are "Sensing the Sea" developed by Land Art Skåne artist Lucy Cathcart Frödén and "Below/Above" developed by sound artist (and former student) John Cowhie.

of the reefs below the surface, and five underwater binoculars with accompanying booklets containing information about species in the basin. An electronic Underwater Binocular showing the past, present and future underwater environment of the South Wharf Basin was under development as of October 2025.¹⁷ The installations gave visibility to the work of former students and Ocean Ambassadors. According to current plans, the sound installations, signs, and buoys should stay long-term. The pilot team is in discussion with the municipality regarding other installations.

The Ocean Ambassadors (Ocean Literacy drop) played a key role in the **social activation of the basin** during World Oceans Day 2025, bringing participants from different parts of the city (e.g. Flod 57 and Rosengård) and developing sound installations and participatory activities for citizens. The program included sensory performances with dance, music, theater, collaborative listening sessions, storytelling and crafting with basin materials, as well as the launch of the Creators' Book and the new Ocean Literacy.¹⁸ The last session consulted citizens on what the future underwater park of the South Wharf Basin could look like. The goal was to collect ideas and anchor the basin as a public space for environmental stewardship in Malmö.



Fig. 15: World Ocean Day 2025, South Wharf, Malmö, June 2025. CC BY-NC-ND 4.0 Source: Michael Palmgren, 2025.)

¹⁷ This was developed with the contribution of former student Josefine Klintberg.

¹⁸ <https://bauhaus-seas.eu/malmo-world-ocean-day-underwater-park/>

Based on the final evaluation with Ocean Ambassadors, the organization of World Oceans Day improved in 2025 and provided increased accessibility to the basin. Overall some 200 participants joined World Oceans Day 2025.

The collaboration on regenerating marine life in the basin has resulted in the adoption of a **Zoöp Memorandum of Understanding** by the Sea Forum (Malmö University, Marine Education Center, White Arkitekter, World Maritime University, Swedish University of Agriculture, Association Allas lika värde (everyone's equal worth), Studieförbundet). This formalizes the role of the Speaker for the Living, giving him an added layer of legitimacy in its dialogue and advocacy efforts with institutions.

Malmö University and the Marine Education Center have formalized their partnership. Together, they form the **Research Group Regenerative Ocean Cultures** which provides an institutional basis for future work on regenerative ocean culture in Malmö. They have applied to several grants (European and national) to continue the work, in partnership with the Malmö Municipality's Environmental Department. The Sea Forum will remain as an advisory group of the Research Group Regenerative Ocean Cultures, with possibilities for members to join the group upon more formal long-term commitment.

1.3 Toward waves? Hypotheses



The criteria we analyzed considered whether:

- **relevant actors took over and sustained efforts;**
- **solutions were disseminated widely.**

Hypotheses about potential waves from the pilot in the coming years

Ocean Literacy

The pilot has developed a **strong vision for regenerative ocean cultures in Malmö**, supported by two complementary solutions (Ocean Literacy and nature-based reef) that bring together social, cultural and spatial elements. The Ocean Literacy drop has made positive strides toward the development of an Ocean Culture Community that cares for marine life in Malmö. Several seeds were planted in support of this long-term change.

- The Ocean Ambassadors have become a **consolidated group** with a shared conceptual framework, relationships of mutual care, learning and collaboration, as well as ideas and projects for future collaborations. Members identify as Ocean Ambassadors and express a strong willingness to continue (and expand) the work.
- Within this group, the artists and collectives have **developed their artistic and participatory methods**, combined different disciplines, and built relationships with key local actors (Marine Education Center, Rosengård library and inhabitants, newcomers in Malmö, etc.). Flod 57 and Land Art Skåne, in particular, aim to scale their work in Malmö and beyond and have already applied for external funding.
- The Ocean Ambassadors have shown an ability to adapt activities to **different areas in the city, including the basins**, which shows potential for scaling.
- Several Ocean Ambassadors express an intention to **work more with diverse disadvantaged** groups and learn from the experience of Flod 57 in Rosengård, regarded as a good practice. Their learning attitude is in line with the pilot team's plans to further embed Ocean Literacy work in neighborhood communities in the coming years.
- The **Marine Education Center** is a committed local partner that provides a venue, educational materials, pedagogical skills and scientific knowledge in support of long-term Ocean Literacy work.

- **Many elements were developed to further disseminate** of Ocean Literacy in Malmö, such as the webpage on the Marine Education Center's website, the 400 postcards of Ocean Literacy activities distributed by the pilot team, the 10 additional Land Art Skåne workshops funded by region Skåne and their brochure, the integration of Strandfynd learnings in the practice of music teachers, the book created by Ellen Bjerborn, the film developed by Flod 57 (to be shown in events, festivals, etc.) and the Study Circle on Ocean Literacy.
- The **concept of Ocean Ambassador** has been refined. In their final evaluation, the Ocean Ambassadors mainly mentioned soft skills (e.g., curiosity, willingness to learn, collaboration skills, creativity) as well as love for the ocean, as being key to being an Ocean Ambassador. This makes this role potentially accessible to a wide range of actors in Malmö.
- The Research Group Regenerative Ocean Cultures has submitted a **joint grant application** with Land Art Skåne and Flod 57, which could form the basis for a long-term Ocean Culture Community.

Nature-based Reef

This drop contributed to long-term city plans to regenerate old industrial basins into clean, public spaces that restore marine life. It filled a gap, and a need, to activate these basins by making them more visible to the public and giving them an educational function. Several foundations were set up in support of the long-term development of public underwater parks in Malmö.

- **Relationships and trust** were developed with key actors (via the Sea Forum) such as the Marine Education Center, municipality, large architecture firm (White Arkitekter), NGOs (environment, education), as well as local artists, the Ocean Ambassadors.
- Several Sea Forum members expressed a willingness to continue the collaboration and expand it to more basin areas (former Ferry Terminal at the New Harbor), as well as integrate learnings in their own organizations. They report a **shift in their mindset** (toward more interdependence and coexistence with water and marine life) that will likely outlast the project.
- The formal partnership between Malmö university and the Marine Education Center, as the **Research Group Regenerative Ocean Cultures**, forms the backbone of the work and ensures its continuity. Indeed, the Research Group Regenerative Ocean Cultures is co-organizing **World Oceans Day 2026** at Riberborgs beach in collaboration with Ocean Ambassadors, Sea Forum members and other local partners (Swedish Coast Guard, Swedish Youth Association for Environmental

Studies and Conservation, housing associations, etc.). The formal commitment to the Zoöp method, via a Memorandum of Understanding, further ensures a sustained integration of regenerative principles.

- **Grant applications** were submitted by the pilot team with the city's environmental department. Their interest in interdisciplinary projects, living labs, physical installations and Ocean Literacy work to activate basins, aligns with the pilot's experience and goals.
- The participatory approach of building a nature-based reef with citizens during World Oceans Day, in combination with artistic Ocean Literacy activities and installations, can serve as a **replicable model for the social activation** of blue nature restoration and adaptation measures in Malmö and beyond. The consolidation of the Ocean Ambassadors group and their Ocean Literacy practices is a key contributor to this model.
- The long-term ambition of the pilot team is for the South Wharf basin to become a **public underwater park**. Based on the final evaluation with the Sea Forum, continued development is needed to make the basin and its marine life visible to the public.

Part 2

Impact on the Four Themes of Bauhaus of the Seas Sails

This section discusses the impact of the Malmö pilot and its two drops on four key dimensions: Aesthetics, Sustainability, Inclusion and Local grounding. These dimensions are based on the New European Bauhaus and were recognized by BoS consortium partners as the **core values** driving the project's design, implementation and evaluation (Zumbrink, Seravalli, Emilsson and Light, 2024). As in the previous section, the impact categories, criteria and indicators used for the analysis come from the BoS Library of Indicators. The text below is a summary of the more detailed analysis that was conducted per criterion and indicator by the impact assessment team in collaboration with the Malmö pilot team.

2.1 Aesthetics



The criteria we analyzed considered whether the pilot had:

- enabled sensitization and learning;
 - inspired a commitment to change and action;
- widened, challenged, disrupted or transformed perspectives.

For each criteria, we used detailed indicators to guide the analysis.

Key achievements of the pilot

Ocean Literacy

The pilot team and Ocean Ambassadors developed and deployed a range of **creative Ocean literacy experiences** for citizens of Malmö.

- The multidisciplinary artistic profiles of the Ocean Ambassadors allowed them to combine different methods (sound, visuals, film, storytelling, dance, theater, crafts, meditation, etc.) to engage the **senses and creativity** of their participants, creating engaging immersive experiences. According to them, stimulating participants' imagination can strengthen reflective and associative thinking.
- Several ocean ambassadors had prior experience with and commitment to participatory and educational approaches that emphasize the **agency and learning** of participants. Another key element was the tangible, hands-on nature of activities which invited participants to interact actively with their environment and with each other (explore, listen, take pictures, swim, snorkel, dance, craft using local natural materials, etc.).
- According to the Ocean Ambassadors (some of whom had evaluation moments with their participants or received feedback emails from parents), their work sparked **curiosity, awe, and a desire to learn more** about the sea and marine life among participants. In the book created by Ellen Bjerborn, feedback from participants in the Creators' Club (2024) is featured and shows that they developed a fascination with marine species and local sites in Malmö, and a desire to continue exploring ("I was really intrigued by the mysterious eel"; "In my next life I want to be an eel"; "Fågelskådartornet (...) It's a place I will definitely want to explore more in the future").
- The Ocean Ambassadors noted that "if you love something, you will care for it". As such, they aimed to share their passion for the ocean with participants and supported them to **form their own personal/emotional connections to the ocean** through sharing personal stories and reflections, living new experiences, following their curiosity and listening to their creativity. These increased personal connections contribute to a more caring, empathetic relationship toward the sea and marine species.

- Ocean Ambassadors developed accessible activities that can be done by citizens without a facilitator, and disseminated them to reach a wider public through a book (Ellen Bjerborn), a brochure (Land Art Skåne) and a film (Flod 57). As of August 2025, 170 books had been distributed. The accessibility of activities allowed persons from marginalized groups to break barriers with the sea, for instance by dipping their feet in the water during an outing with Flod 57, or acquiring their first snorkelling set.
- Ocean Ambassadors stressed that collaborative and experiential ways of learning help participants to **better appropriate knowledge** about climate change and marine species. Ellen Bjerborn advocates for “slow learning” experiences where participants are given time and space to learn at their own pace without pressure, in contrast to conventional productivist approaches to learning. This resulted in increased knowledge about Malmö’s environment and marine species, but also to pleasing outdoors social experiences which contribute to participants’ wellbeing.
- Ocean Ambassadors reported having had recurring participants (especially Flod 57 and Creators’ Club, to an extent Land Art Skåne) who gained **increased confidence** in their ability to participate and learn. Strandfynd also stressed their intention to guide children into “another world” where they can step outside of their comfort zones and safely experiment with new feelings, behaviors and ways of understanding the sea.

The Ocean Ambassadors and pilot team themselves report an **increased understanding** about the ocean, marine species, participatory methods and the potential of aesthetics to enable learning. The Ocean Ambassadors also report improvements to their own artistic practices, a stronger conceptual understanding of their work and new tools to reflect and learn from each other thanks to the evaluative sessions facilitated by Malmö University.

Feedback from Ocean Ambassadors can help refine the Ocean Ambassador concept, highlighting the importance of **soft skills and commitment**. According to them, Ocean Ambassadors should combine a mix of skills (curiosity, creativity, openness, collaborative learning attitude, holistic perspective) and a passion for the ocean.

The pilot team, now the Research Group Regenerative Ocean Cultures, shows an **increased commitment** to developing and supporting artistic/creative Ocean Literacy experiences as a result of the project. As a result, they have supported the creation of a new study circle on Ocean Literacy with Sea Forum partner Studieförbundet, and developed a joint grant application with Ocean Ambassadors Land Art Skåne and Flod 57.



Fig. 17: Shazia Nas by the Sea. (Source: Yénika Castillo Muñoz - Flod 57, 2024-2025). CC BY-NC-ND 4.0

The Marine Education Center has increased their collaboration with Ocean Ambassadors throughout the project (providing a venue, advice, materials, etc.) and the Speaker for the Living is vocal about the positive impact of aesthetic approaches for its long-term Ocean Literacy goals.

Nature-based Reef

This drop connected the creative Ocean Literacy work to the physical space of the basin. At the two world World Oceans Days in 2024 and 2025, which attracted some 600 visitors, Ocean Ambassadors guided visitors through sensorial and participatory experiences that helped **make the underwater life in the basin more visible and familiar to the public.**

- In 2025, the pilot team and Sea Forum co-developed four new types of public installations in the context of World Oceans Day. These include **two sound installations** developed by sound artists John Cowhie and Land Art Skåne's Lucy Cathcart Frödén. They have been set up for the long-term at the South Wharf Basin for visitors to experience the underwater sounds of the basin.
- This mix of physical installations and creative ocean experiences has enabled **more awareness** of marine ecology, urban nature-based solutions like nature-based reefs, Ocean Literacy initiatives in Malmö, as well as diverse professions related to water such as firefighters, divers and coast guards. Some participants also welcomed the effort to reimagine Malmö's industrial history and heritage through a focus on ocean restoration and awareness.

The process of co-designing World Oceans Day and learning about creative Ocean Literacy approaches raised the awareness of Sea Forum members (institutions, NGOs) to the potential of aesthetic learning experiences. Several report a **shift in mindset** toward more ecocentric perspectives and a more positive approach to water-resilient urban planning. They have reframed current water challenges as an opportunity to better coexist with water and marine life rather than as solely a risk for human infrastructure. This shift in mindset translated into **formal commitment** with the signature of the Zoöp Memorandum of Understanding by several Sea Forum members in 2025.

Sea Forum members also report having gained new ideas and insights on how creative and hands-on Ocean Literacy experiences can make environmental education and citizen engagement more pedagogical and **engaging for diverse groups**. This was particularly highlighted, during the final evaluation, by Allas lika värde, an organi-

zation that works in disadvantaged neighborhoods such as Rosengård. This also resulted in the co-development of a **Study Circle about Ocean Literacy**, led by Malmö university in collaboration with Marine Education Center and Studieförbundet and presented at World Oceans Day 2025.

The City of Malmö seems to have taken inspiration from the pilot's approach for their open call for the regeneration of the Ferry Terminal in the New Harbour. The city's open call showcases a picture from World Oceans Day 2024 and uses similar language as in the Bauhaus of the Seas Sails open call for Ocean Ambassadors in Malmö.¹⁹



Fig. 18: *Crab. Land Art i Skåne: Making art in and with nature (Source: Eileen Laurie, Lucy Cathcart Frödén and Therese Carnemalm, 2025). CC BY-NC-ND 4.0*

¹⁹ <https://malmo.se/Aktuellt/Artiklar-Malmo-stad/2025-03-17-Skapa-publikt-sommarprogram-vid-Farjeterminalen-med-oss.html>

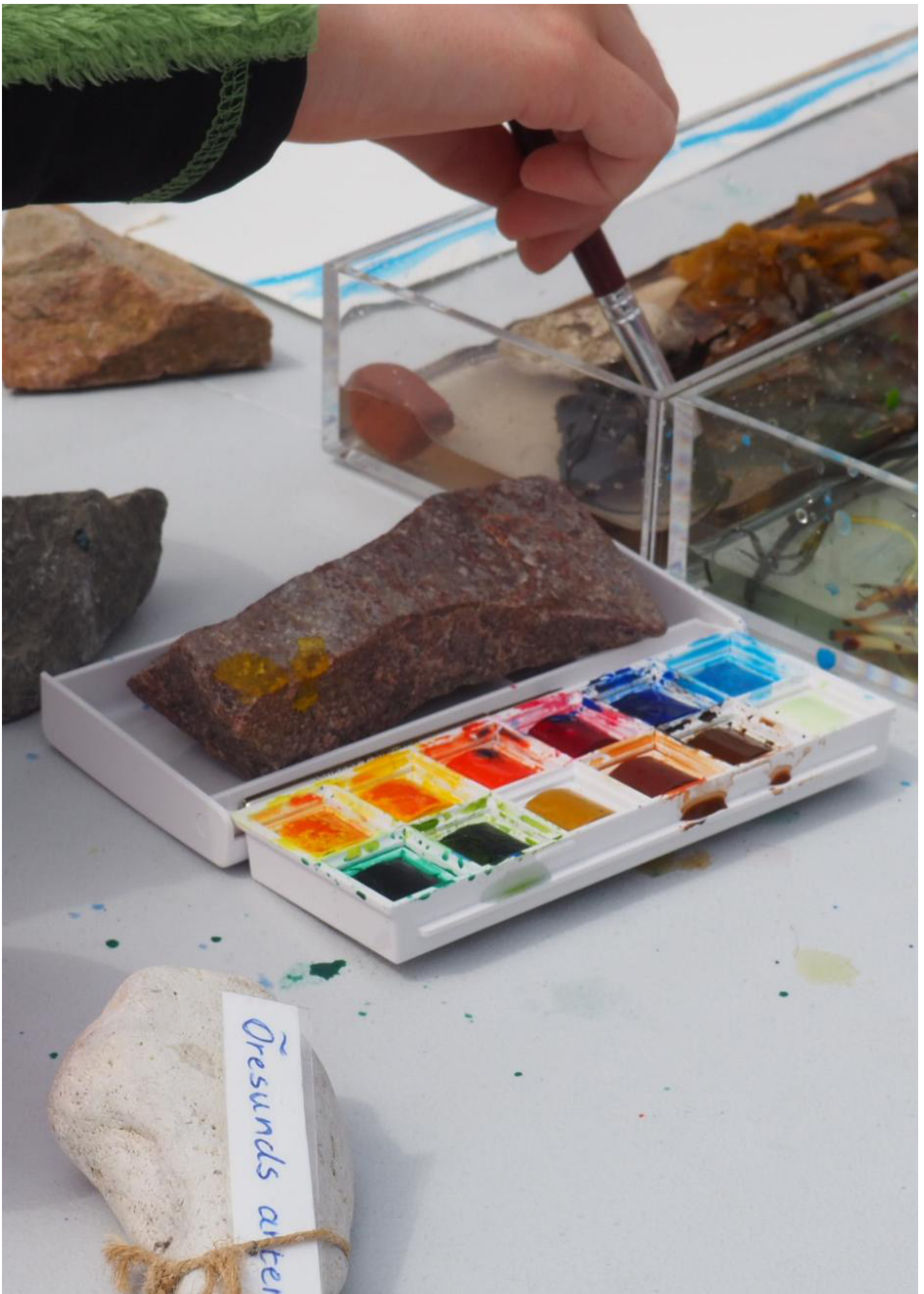


Fig. 19: Malmö Oceans Day Pilot Kick-off Event, 8th June 2024 (Source: Anna Seravalli, 2024). CC BY-NC-ND 4.0

2.2 Sustainability



The criteria we analyzed considered the extent to which the pilot:

- **embedded regenerative and climate-resilient approaches;**
- **inspired a commitment to change and action.**

Key achievements of the pilot:

Overall, **the pilot has embraced regenerative principles from the beginning** and pilot stakeholders have gradually learned more about marine life and regenerative ways of thinking and acting. The strong role of the Speaker for the Living in the pilot team, Sea Forum, and now the formalized Research Group Regenerative Ocean Cultures as a long-term basis for the work, was essential in prioritizing regeneration.

The Speaker for the Living is committed for the long-term, combines passion for the ocean, scientific knowledge, pedagogical skills, collaborative attitude and a wide network, and his role was further consolidated by the Zoöp process and the Speaker for the Living title.

The Zoöconomic Institute describes the Malmö pilot as being one of the most advanced on regenerative approaches within the Bauhaus of the project. Their Zoöp baseline workshop (18-19 April 2024) was attended by the **largest pilot group, some 30 people** including 3 Ocean Ambassadors, and they noted a positive group dynamic around empathizing with species.

Ocean Literacy

- The Marine Education Center and Speaker for the Living have provided **key support to Ocean Ambassadors** by sharing information about marine life, their digital system to access schools, their venue and other educational materials (e.g. species cards). This helped the Ocean Ambassadors appear more credible on Ocean Literacy, collect detailed facts that could spark curiosity and fascination of their participants, and guide their participants to the Marine Education Center venue as a physical anchor in the city that they can return to.
- The Ocean Ambassadors report that regenerative perspectives have permeated their work and that they have become better equipped to be Ocean Ambassadors by learning about concepts like the “more-than-human”. Concretely the financial support provided by the pilot team also enabled them to **acquire new materials** such as underwater hydrophones to develop their creative Ocean Literacy practices.

- The learning experiences created by the Ocean Ambassadors (e.g. visualization and roleplay of species) gave their participants **increased knowledge and empathy for the sea and marine life** in Malmö, as well as a desire to learn and explore the local environment further. According to Ocean Ambassadors, participants asked a lot of questions which challenged them to increase their own knowledge (e.g. Ellen Bjerborn and her participants learned about the herring, eel, eelgrass, mussels, oysters, bladderwrack).
- Land Art Skåne also reported learning a lot from some participants who knew a lot about certain species. Some Ocean Ambassadors had not worked on ocean issues before and report becoming much more sensitive to the topic.
- Ocean ambassadors reported that several of their participants attended each others' activities, which suggests an **increased commitment** to learning about marine life and interacting with it. Flod 57 reported evidence that some of their participants have returned to the sea after the group excursions and acquired their own snorkeling sets, fins and underwater camera. Flod 57 have given away nine snorkeling sets to encourage their participants to continue exploring the sea on their own terms.
- The pilot team and ocean ambassadors have explicitly expressed their intention to continue their Ocean Literacy engagement after Bauhaus of the Seas Sails. The formalized Research Group Regenerative Ocean Cultures formulated **regenerative actions as a priority for follow-up projects**.
- The creation of the group of Ocean Ambassadors, the participants they reached, and the formalization of the Research Group Regenerative Ocean Cultures, represent key steps toward the creation of a thriving **Ocean Culture Community in Malmö** enacting collective change, which is a long-term goal of the pilot.



Fig. 20: Workshop Naturum Listening to the sea. Land Art i Skåne: Making art in and with nature (Source: Eileen Laurie, Lucy Cathcart Frödén and Therese Carnemalm, 2024.) CC BY-NC-ND 4.0

Nature-based Reef

- The Sea Forum, including planners, civil servants, architects, researchers and civil society actors, shows a **high level of appropriation of regenerative principles** which has influenced mindsets and decisions made about the basin and World Oceans Day (e.g. sound installations, underwater binoculars, “reef hunt” allowing the public to engage with life in the basin). Members shifted from a human-centric to a regenerative perspective that considers how human interventions around the basin (e.g. floating structure, materials) could reduce negative impacts on, and nourish, life in the basin.
- Sea Forum member White Arkitekter co-developed, with a student group, the concept of a ‘Clay-pavilion’ by the basin whose tiles properties would be activated during rainfall to enter the basin and nourish life therein. She also aims to bring these ideas to the new Nature-Based-Solutions Team of **White Arkitekter**, one of the largest architecture firms in Sweden.
- The collaboration on regenerating marine life in the basin has resulted in the adoption of a **Zoöp Memorandum of Understanding by the Sea Forum** (Malmö University, Marine Education Center, White Arkitekter, World Maritime University, Swedish University of Agriculture, Association Allas lika värde (everyone’s equal worth), Studieförbundet). This formalizes the role of the Speaker for the Living, giving him an added layer of legitimacy in its dialogue and advocacy efforts with institutions. It can also form the basis of follow-up joint actions between Sea Forum members.
- The nature-based reefs co-created in the basin with citizens at World Oceans Day 2024 have further contributed to the **growing marine life in the basin while raising public awareness** on ecosystem regeneration.
- The Marine Education Centers, which monitors biodiversity in the basin since the municipality’s reshallowing efforts (conducted in 2022-2023 before Bauhaus of the Seas Sails)²⁰, has witnessed the growth of numerous species such as blue mussels, barnacles, fish, seaweed, algae, sea bristle worms, cockles, sand mussels, as well as the more recent development of eelgrass and beaked tasselweed, two vital seaweed species. This thriving marine life is essential to the long-term development of the South Wharf basin as Malmö’s first underwater park.

²⁰ <https://en.smkc.se/wharf-basin>

- In the final evaluation, Sea Forum members again reflected on how to balance social needs (making the basin an attractive public space, making the underwater life more visible and tangible for citizens) with the needs of marine life. After Bauhaus of the Seas Sails, they will remain as an **advisory group** to the Research Group Regenerative Ocean Cultures.
- **The City of Malmö** has also collaborated with the pilot team in a grant application for a new project that builds on the pilot work.



Fig. 21: Beach Findings Live World Ocean day 2025. Ocean Ambassadors Strandfynd (Beach Findings). (Source: Strandfynd, 2025). CC BY-NC-ND 4.0

2.3 Inclusion



The criteria we analyzed considered the extent to which the pilot:

- promoted accessibility and inclusion;
- connected with diverse groups;
- valued and integrated alternative forms of knowledge;
- advanced co-creation and democratic participation;
- addressed social needs, and promoted equity and justice.

Key Achievements of the pilot:

Ocean Literacy

The pilot sought to reach large groups of citizens from different parts of Malmö, including disadvantaged neighborhoods, and to make activities accessible through public, free-of-charge activities and events.

The public creative activities developed by the Ocean Ambassadors **reached some 890 inhabitants of Malmö**. This has made Ocean Literacy more accessible to a wide and diverse range of citizens, enabling different levels and types of engagements adapted for different groups. All Ocean Ambassadors involved in the ripple phase reported that their participants had little to no prior experience with activities focusing on ocean awareness. As such, the pilot created new opportunities for them.

- Ocean Ambassadors stress the importance of adapting to different participants' needs, abilities, backgrounds, languages and prior knowledge/experience with the sea, so as to create a **safe and inclusive learning environment** that fosters care and wellbeing.
- They also emphasized the value of creating a non-competitive, low pressure, caring environment (e.g. Land Art Skåne, Creators' Club) that gave participants space to learn at their own rhythm but also **connect socially, meet new people**, and express themselves freely. Several participants were newcomers in Malmö and discovering new people and places in the city was part of their motivations for joining the activities.
- Ocean Ambassadors have developed participatory learning experiences for different ages, including children (Strandfynd), adults (Creators' Club, Multispecies-Sauna), as well as families and mixed age groups, enabling **intergenerational exchange** (Land Art Skåne, Flod 57). A majority of women joined the activities for adults.

- The activities provided new opportunities for participants to exercise their agency and co-create their own relationship with the sea and marine life, by creating, dancing, taking pictures, sharing reflections, etc. This fostered **increased self-confidence and emotional connection with the sea** as well as a willingness to learn and explore further. Ocean Ambassadors aimed to build relationships of trust with participants and allow them to participate on their own terms.

Ocean Ambassadors also engaged **participants from different backgrounds, origins and parts of Malmö**, including migrant communities (e.g., Pakistan, Germany, Vietnam, Lebanon, Argentina). They sought to develop hands-on activities accessible to many and communicated with simple language. Flod 57 is recognized within the group as a reference for having successfully built relationships with disadvantaged groups living in Rosengård, who are impacted by urban segregation and socio-economic inequality.

- Flod 57 made dedicated outreach efforts by hiring an Arabic translator, forming a long-term relationship with the Rosengård Library (a community space well-known by inhabitants) and allowing participants to come with their whole family. This enabled mothers, who usually cannot join such activities due to their care-taking responsibilities, to participate with their children.
- They provided free materials such as snorkeling sets (9 were given away), fins, underwater cameras and wadding pants (for participants not comfortable in swimsuits) that **enabled all participants to explore the sea in different ways**, from dipping their feet and feeling the sea for the first time to swimming, diving and interacting with underwater life. The relationship of trust established with participants enabled them, for instance, to hold children who could not swim, as well as elderly people requiring support.
- The Flod 57 film screenings at Rosengård library provided a way to give back to the community, sparking feelings of pride among locals, and to raise the interest of new participants. Flod 57 aims to disseminate the film at various cultural events to **challenge prejudices about Rosengård inhabitants** and spread awareness about the diversity of human relationships with the sea.
- Flod 57 **challenged urban segregation patterns in Malmö by supporting the “rights to the city” of Rosengård inhabitants** who may lack resources (money, time) or knowledge (navigating the city, swimming skills) to build a relationship with the sea. They organized day trips with them to the sea, the Marine Education Center’s venue and the South Wharf basin. This sensitized participants to public transport routes to access these spaces, and allowed them to explore these spaces.

- In the long run, they aim to foster a sense of belonging to the city among marginalized communities, and to “reverse perspectives, where Malmö residents visit Rosengård to experience sea stories from local inhabitants”, in their own words.

Ocean Ambassadors, especially Land Art Skåne and Flod 57, invited participants from different backgrounds to speak in their own language (e.g. how do you say ocean in your own language?). They noted that this was empowering for participants who felt more confident and had the **opportunity to share their knowledge** with others. They aim to continue working in multilingual ways in the future to challenge linguistic hierarchies.

Several Ocean Ambassadors reported challenges to reach marginalized communities in Malmö and **increased their outreach efforts** throughout the project, learning from each others’ experiences. Strandfynd collaborated with the Marine Education Center in 2025 to connect with leisure programs and organize performances for children from diverse socio-economic backgrounds. Ellen Bjerborn’s book and Land Art Skåne’s brochure share digestible information and simple exercises that citizens can do to learn about and connect with marine life.

The pilot team noted that working in iterations, and having a ripple phase with follow-up funding, was effective to **learn how to engage different groups** and increase inclusion over time. The pilot team adapted their own way of engaging with the Ocean Ambassadors to build a more horizontal relationship, aiming to be seen as “mentors” rather than “fundors”, in their own words.

The Ocean Literacy work **amplified alternative forms of knowledge**, including more-than-human perspectives, the knowledge and skills of citizens including marginalized groups, as well as the knowledge gained from artistic, slow and experiential forms of learning.

flod 57

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Fig. 22: The illustration used by Flod 57 is a map that outlines the bus lines 5 and 7 as the imaginary river that connects Rosengård to the sea (Source: Yénika Castillo Muñoz, 2023-2025.) CC BY-NC-ND 4.0



Fig. 23: Multispecies Sauna. Project by the initiative Malmö Mobila Queer Bastu, Feral Malmö, and Drevet. During the Multispecies Sauna, participants were invited to take the perspective of an Öresund neighbour such as green crab, eelgrass or blue mussel. The team organised 2 pop-up sauna events in a neighbourhood of Malmö which is entirely built on reclaimed land. (Source: Henrik Hellström, 2024.) CC BY-NC-ND 4.0

Nature-based Reef

The drop enabled **broad public participation** through the World Oceans Day celebrations in 2024 and 2025 attended by some 600 inhabitants of Malmö including citizens, children, students, and local actors from different professions (artists, divers, firefighters, politicians).

The participatory nature of activities (building the nature-based reef, taking part in Ocean Literacy experiences) enabled them to become **agents of the basin's regeneration** while creating opportunities for social connection and dialogue. According to a pilot team member, the demonstrations of female divers at the basin provided an important role model for children, challenging conventional gender roles.

Through the Ocean Ambassadors' activities, inhabitants from different parts of Malmö including disadvantaged neighborhoods **discovered new public spaces** connected to water. Flod 57 travelled with their participants to World Oceans Day 2025 using public transport routes, to support their mobility skills, sense of belonging and their rights to the city in the long run. The current challenge, linked to urban segregation and socio-economic inequality, was highlighted by one participant's remark ("Is this Malmö?") when discovering the South Wharf Basin, as noted by Flod 57.

According to Sea Forum member Allas lika värde (everyone's equal worth), which works in disadvantaged neighborhoods of Malmö, the Ocean Literacy activities of the pilot provided new inspiration and insights on how to **engage marginalized youths in a pedagogical and stimulating way**. They aim to use these ideas to make the ocean more "fun" for young people, encouraging them to interact with water and challenge perceptions that water and algae are "dirty". This supports their long-term goal of encouraging young people to become environmental ambassadors and advocate for better collective futures. Another Sea Forum member, Studieförbundet, included an Ocean Literacy Study Circle in their lifelong learning initiatives.

The pilot **provided 44 students opportunities to participate in basin regeneration and Ocean Literacy efforts**. In the context of the interaction design master course Design for social innovation / Design for Eco-Social Futures, students developed 13 projects that led to three master-thesis projects and one ongoing Phd-thesis project. Four projects were commissioned by the pilot team to be shown at World Oceans Day 2025, including one sound installation and a collaboration with Seaforum member White Arkitekter. Students also attended World Oceans Day and Ocean Ambassadors' activities throughout the project, contributing to the dissemination of regenerative ocean cultures among young people in Malmö.

The Sea Forum connected organizations that do not usually meet. Planners, policymakers (e.g. Malmö leisure department responsible for youth meeting places), architects, NGOs and educational organizations developed their network and became a group with shared principles such as public participation and ecosystem regeneration. As such, the Sea Forum aimed both to **influence powerful actors in city planning** and to amplify the perspectives of groups (e.g., NGOs) that are usually underrepresented in these discussions. Although the pilot team noted that they did not involve members who could not be financially compensated for their participation by their organization, which made NGO participation more limited.

2.4 Local grounding (crosscutting value)



The criteria we analyzed considered the extent to which the pilot:

- engaged and connected local actors;
- aligned with local needs and priorities;
- valued and integrated local knowledge.

Key achievements of the pilot:

Ocean Literacy

The pilot developed the drop with the local context in mind, considering the **gap in support for creative Ocean Literacy activities in Malmö**. The Open Call helped fill this gap which turned out to be bigger than foreseen, as the pilot team received more applications than expected (they selected 5 teams out of 35 applications). To develop the pilot, they built on existing local initiatives such as the previous collaboration between Malmö University and the Marine Education Center, which brought their respective networks into the project.

The Ocean Ambassadors developed Ocean Literacy experiences that allowed Malmö inhabitants to discover new local spaces connected to water, or rediscover them with a different perspective. They brought their participants, including newcomers to Malmö, to different areas such as the beach, coast, parks, basins, natural reserves and encouraged them to interact with the species inhabiting these spaces. For instance, participants used natural materials for crafts and film projects (Land Art Skåne, Creators' Club, Flod 57). Several Ocean Ambassadors also brought their participants to the Marine Education Center's venue by the beach which serves as a long term anchoring point for Ocean Literacy in Malmö. As a result, citizens gained **increased knowledge of local spaces connected to water**, local challenges related to sustainability and climate change, and local marine species.

Ocean Ambassadors **recognized and valued local knowledge** (Malmö's inhabitants' diverse knowledge of their city, lives and environment) by developing participatory activities that invited citizens to share personal stories, reflections and co-create their relationship with the sea.

The pilot team emphasized that efforts to create a situated, regenerative ocean culture in Malmö should consider Malmö's reality as a multicultural city with the highest immigration rate in Sweden. As such, they consider local knowledge to **include the knowledge of Malmö inhabitants from different origins and cultures**. The Speaker for the Living formulated the goal of using the ocean as a "connector between culture and traditions", and the pilot encouraged Ocean Ambassadors to engage with diverse groups including marginalized communities.



Fig. 24: Workshop at Slottsparken. Land Art i Skåne: Making art in and with nature (Source: Eileen Laurie, Lucy Cathcart Frödén and Therese Carnemalm, 2025). CC BY-NC-ND 4.0

Flod 57 challenged urban segregation patterns in Malmö by supporting **the “rights to the city” of Rosengård inhabitants** who may lack resources (money, time) or knowledge (navigating the city, swimming skills) to build a relationship with the sea. They organized day trips with them to the sea, the Marine Education Center’s venue and the South Wharf basin. This sensitized participants to public transport routes to access these spaces, and allowed them to explore these new environments. In the long run, they aim to foster a sense of belonging to the city among marginalized communities, and to “reverse perspectives, where Malmö residents visit Rosengård to experience sea stories from local inhabitants”, in their own words.

The Flod 57 film screenings at Rosengård library, with whom the artists have built a relationship, provided a way to give back to the community, sparking feelings of pride among locals, and to raise the interest of new participants. Flod 57 aims to disseminate the film at various cultural events to challenge prejudices about Rosengård neighborhoods and inhabitants, and **spread awareness about the diversity of human relationships with the sea within the city.**

Nature-based Reef

The drop aligned with and built on municipal policies to regenerate former industrial basins (South Wharf, former Ferry Terminal) into new residential and commercial spaces, and to create sustainable urban spaces in accordance with the United Nations’ Agenda 2030.

Following municipal investments to reshallow the South Wharf basin, the pilot developed the **social activation and educational function of the basin** using the concepts of the co-created reef, Ocean Literacy and underwater park. This was done through a collaboration and schedule alignment with the City Department of Streets and Buildings, which became a member of the Sea Forum.

The drop revisited the local industrial history of Malmö and enhanced other cultural connections such as the longstanding coexistence with marine life and the possibility to care for marine species as neighbors. This provided a useful model for the city in the long term, which could **replicate the approach for its other basin regeneration projects** such as the Ferry Terminal at the New Harbor.

Several Sea Forum members and Ocean Ambassadors expressed the **need for a space** in Malmö where actors interested in regenerative ocean culture can gather and work together. The drop demonstrated that the South Wharf basin has potential to become such a focal point in the future, through the repetition of World Oceans Day each year and the continuation of Ocean Literacy activities and physical installations to improve connectedness between citizens and marine life.

The Sea Forum members have developed **new perspectives on Malmö's urban planning and connectedness to water** thanks to the project. They have become more supportive of nature-based and regenerative approaches that make space for water and address the needs of marine life alongside the needs of humans and their built environment. This is in line with a growing trend towards increased municipal and research investments into nature-based solutions and water-sensitive planning.

Part 3

Takeaways

This section summarizes the key factors (e.g., context, stakeholder situation, resources) that shaped the pilot's ability to create impact (3.1). These factors should be considered for replication and adaptation to other contexts. This section also provides potential avenues to improve and further develop the work of the Malmö pilot in the future (3.2).



Fig. 25: Malmö Sea Forum activities, South Wharf, Malmö, 21st June 23. CC BY-NC-ND-4.0 (Source: Michael Palmgren, 2023.)

3.1 Key factors that influenced pilot impact

This section summarizes the key factors – including context, stakeholder situation and resources - that shaped, enabled or hindered the pilot's ability to create impact. These factors played a role in the co-design and implementation of the pilot and its drops, but also have implications for its sustainability and long-term impact. Such factors should be considered when examining possibilities to replicate, or draw inspiration from the work of the pilot for other contexts. We identified two main types of factors, related to people and the setup of the project (box 3) and to stakeholder relationships and spatial inequalities in Malmö (box 4).



People and project setup

- The collaboration between **Malmö University and the Marine Education Centre**, which started before BoS, was instrumental in achieving impact and will continue sustaining the work in coming years.
- The Marine Education Center (and its Speaker for the Living) is an established, **well-connected local actor** that combines scientific knowledge, pedagogical skills, and a physical space by the beach. They provided a reliable source of information about marine life, a collaborative partner to organize ocean literacy activities and reach key local actors (city, schools), a long-term partner to engage in ocean literacy and nature-based solutions in Malmö.
- The pilot benefitted from a committed group of **Ocean Ambassadors** with a passion for the ocean and for engaging creatively with citizens. Ocean Ambassadors had different levels of experience in ocean literacy, educational initiatives, engaging with marginalized communities, and applying for grants.
- The pilot team had **limited time available** for co-creating a shared vision and program with OAs, providing continuous mentorship, and setting up strong internal mechanisms for administration and communications.
- The pilot team worked to build more horizontal relationships with the Ocean Ambassadors, especially in 2025. The team's disciplinary focus on **participatory design** in Malmö University has encouraged a deeper attention to improving collaborations and evaluating ways of working.

Box 3: *People and project setup*



Stakeholder relationships and socio-spatial inequalities in Malmö

- **NGOs and lifelong learning organizations** participated in the Sea Forum, although grassroots actors were overall difficult to engage on a regular basis without remuneration.
- **Institutional procedures** of the municipality and university as well as turnover in the municipality slowed down the work of the Sea Forum and World Ocean Day preparations, creating hurdles to set up permanent installations at the South Wharf Basin.
- The drop has aligned with the Malmö Municipality's ongoing plans to reshallow old port basins to regenerate marine life and provide new public spaces for Malmö citizens although the basins are managed by several municipal departments that **lack a coordinated approach**.
- Malmö is a 'superdiverse' city (Vertovec, 2007) where many nationalities cohabit and have different levels of interaction with the sea. **Marginalised groups face barriers to go to the sea** and the Ocean Ambassadors witnessed several cases of participants experiencing contact with the Öresund for the first time. This made the ocean literacy activities particularly relevant to fill this gap, although it also brought to the front the wider challenges of socio-inequality and the different "rights to the city" that minorities experience - on which the drop had limited impact within a three-year project.
- World Ocean Day 2024 and 2025 attracted citizens from different parts of Malmö to the basins and raised awareness of underwater life in the basin. This was facilitated by the engagement of Malmö's **dynamic student population**, and the outreach efforts of Ocean Ambassadors (especially Flod 57) who brought groups from disadvantaged neighborhoods to the basin by public transport.

- Overall, **the South Wharf basin remains little-known to citizens** who do not live or work in the area. Efforts to revive the basins as public underwater parks will require time and sustained efforts, such as more physical installations that make marine life visible and yearly World Ocean Day events, according to the drop team and its partners.
- Some Ocean Ambassadors noted that the work and financial situation for **freelancers** in Sweden is challenging and precarious, with incentives to overpromise in competitive processes like open calls.

Box 4: *Stakeholder relationships and socio-spatial inequalities in Malmö*

3.2 Areas for improvement and future development

This section provides potential avenues to improve and further develop the work of the Malmö pilot in the future. These suggestions and ideas are based on the in-depth analysis conducted above, and combine reflections from the Impact Assessment team, and from the pilot team and their partners. Overall the suggestions point to different ways that the pilot team could sustain and expand the Ocean Literacy (box 5) and Nature-based Reef drops (box 6), facilitate collaboration between diverse local actors (box 7), scale impact through dissemination and policy advocacy (box 8), as well as increase public feedback and impact monitoring (box 9).



Sustain and expand the Ocean Ambassadors program

- The Research Group Regenerative Ocean Cultures can **continue supporting the Ocean Ambassadors** to become a durable autonomous group. This support may include follow-up funding to expand activities, knowledge support, network-building and fundraising support. The Research Group Regenerative Ocean Cultures has submitted a joint grant application to continue collaborating with Land Art Skåne and Flod 57.
- **Embed co-creation in the early sessions with Ocean Ambassadors**, building on their existing knowledge and skills to matchmake and develop a program. Training sessions could become co-creation sessions that develop shared goals and centralized mechanisms for the group (e.g. administration, communication, frequency and format of meetings), alongside values discussions and teambuilding exercises. The Open Call could communicate explicitly about the importance of co-creation in the project and the required time investment for Ocean Ambassadors.
- Ocean Ambassadors suggested having a **full-time project manager with centralized communication functions**, to increase efficiency of internal processes (administration, communications among ambassadors) and reach a wider, more diverse audience.
- Ocean Ambassadors reported that competitive processes like open call, with self-determined budgets, create **unintended incentives to overpromise and underpay themselves**. Fixed budgets predetermined by the funder, along with a grant application process that leaves room for adapting deliverables, could help attenuate this problem.



Pursue the long-term development of the underwater park

- World Oceans Day could become a **yearly tradition** so that the regenerated basin(s), their marine life, and the Ocean Ambassadors, become increasingly known and valued. The presence of more NGOs and politicians as well as improved access to food and bathrooms would facilitate larger audiences.
- **Additional long-term installations** can be explored to consolidate the South Wharf basin as a public underwater park. Students, designers and the city of Malmö could co-design floating infrastructure or other installations that make marine life more tangible for basin visitors and increase connectivity between land and water. Sensorial installations (such as the sound installation already in place) show promise. Existing installations should be monitored to assess their impact.

Box 6: Pursue the long-term development of the underwater park



Facilitate collaboration between diverse local actors

- The Research Group Regenerative Ocean Cultures can collaborate with more **diverse profiles of Ocean Ambassadors** that bring complementary contributions to the four BoS core values, including environmental activists, different professions (e.g. architects, urban planners) and community-based organizations in marginalized neighborhoods. In the Open Call and follow-up interactions, the organizing team can communicate explicitly that diverse profiles are welcome, and that applicants are not expected to be specialised in all core values.
- Increasing the duration of the **matchmaking moments** (e.g. one-week community-building residency) could also help Ocean Ambassadors to identify complementarities, build group dynamics and support joint grant proposals.
- The Research Group Regenerative Ocean Cultures could involve **more civil society organizations in the Sea Forum** and co-create activities with them that align with their needs and goals, to ensure sustainable engagement. Part of the group's budget could go to providing tangible support to civil society partners actively involved in the Sea Forum. One avenue could be to provide civil society

Box 7: Facilitate collaboration between diverse local actors

partners in the Ocean Ambassadors group with representation in the Sea Forum.

- **Reinforcing connections between Ocean Ambassadors and the Sea Forum** could help build mutual understanding and future collaborations, linking community actors to institutional networks, visibility and resources.
- An increased involvement of Malmö's **cultural organizations**, via the Sea Forum, could help provide more continuity and support (e.g. in communication, fundraising) for both the Ocean Literacy and Nature-based Reef drops.
- **Students** are key basin users and potential Ocean Ambassadors whose roles could be reinforced in the future. They could be involved in diverse ways such as through dialogue with student associations, workshops, courses and internships.

Box 7: *Facilitate collaboration between diverse local actors*



Scale impact through communications, dissemination and policy advocacy

- The Bauhaus of the Seas Sails webpage on the Marine Education Center website could be developed further to showcase ocean literacy initiatives in Malmö, with links to **educational materials** about marine life (e.g. short videos, Ellen Bjerborn's book, Study Circle materials).
- **A newsletter** about the work of the Research Group Regenerative Ocean Cultures could help share updates and stay in regular contact with World Oceans Day participants and other interested actors in Malmö.
- The Research Group Regenerative Ocean Cultures could support the **translation of Ellen Bjerborn's book** to more spoken languages in Malmö, such as Arabic.
- The dissemination at different scales (city, country, EU) of the Malmö pilot as a model for regenerative ocean cultures and spatial activation could help mobilize additional funding for future development and (adapted) replication to other contexts.

Box 8: *Scale impact through communications, dissemination and policy advocacy*

- The Research Group Regenerative Ocean Cultures and Sea Forum could **join forces with local policy actors** (e.g. advocacy NGOs, think tanks, researchers) to advocate for a more coherent and coordinated roadmap by the City of Malmö to address water-related challenges (climate adaptation, nature restoration) across different municipal departments. This could start with a collective evaluation of the current strategy.

Box 8: *Scale impact through communications, dissemination and policy advocacy*



Increase public feedback and impact monitoring

- Collecting more detailed **ecological data** on how the nature-based reef built by Malmö citizens in the context of Bauhaus of the Seas Sails enhanced the already growing life in the basin would reinforce the evidence base to expand the drop to other basins.
- The Research Group Regenerative Ocean Cultures could monitor **changes in ecological awareness of basin visitors** over time, for instance through short surveys conducted each year at World Oceans Day. Such surveys could also be used to gather feedback and ideas on how the underwater park concept can continue to be developed, and what regenerative initiatives exist in other parts of Malmö that the Research Group Regenerative Ocean Cultures could connect with.
- Incorporating forms of **citizen consultation or participation** in the Research Group Regenerative Ocean Cultures could help better understand local needs and include community input and feedback in the design and development of the drops. Such consultations could inform Research Group Regenerative Ocean Cultures decisions, for instance about whether future ocean literacy activities should take place in specific urban areas (e.g. South Wharf Basin, Marine Education Center) or decentralized and spread across the city through consolidated ties with neighborhood organizations (e.g. Rosengård Library).

Box 9: *Increase public feedback and impact monitoring*

Annex



Fig. 26: South Wharf, Malmö, 21st June 2023 (Source: Malmö Sea Forum activities, Michael Palmgren, 2023.) CC BY-NC-ND 4.0.

Main data collection activities

This impact assessment used data collected via various activities in collaboration with, or led by, the Malmö pilot team. These include activities organized by the impact assessment work package (WP5) led by TU Delft as well as other work packages focusing on co-design (WP2 led by Malmö University), implementation (WP3 led by TBA21 Thyssen-Bornemisza Art Contemporary) and replication (WP4 led by Ca' Foscari University of Venice) within the BoS consortium. TU Delft took part in the activities organized by other work packages, as co-organizer or attendee.

Activities used to gather data and analytical insights:

- Midterm evaluation survey with the five groups of Ocean Ambassadors, October 2024 (led by the Malmö pilot team)
- Interviews with Ocean Ambassadors, June to December 2024 (led by the pilot team)
- Benchmarking session 'Water telling', online, 28 January 2025 (led by WP4)
- Benchmarking session 'Living on Water', online, 30 January 2025 (led by WP4)
- Session on pilot Sea Forums, online, 17 January 2025 (led by WP2)
- Benchmarking session on context, in-person, 13 February 2025 (led by WP4 and WP5)
- Theory of Change session, online, 12 March 2025 (led by WP5)
- Matrix activity, online, 09 May 2025 (led by WP4)
- Reflection session on aesthetics and impact, online, 09 May 2025 (led by WP5)
- Visit of the impact assessment team to Malmö, in-person, 20 March 2025
- Reflection session on sustainability and impact, online 06 May 2025 (the pilot team completed the activity a few days later, after World Oceans Day) (led by WP5)
- Zoöp discussion with WP5 and WP2, in-person 23 June 2025
- Ocean Ambassadors meeting in Rotterdam, in-person, 23-24 June 2025 (led by WP2)
- Reflection session on inclusion and impact, online 04 July 2025 (led by WP5 and WP2)

- Reflection session on local grounding and impact, online, 05 September 2025 (led by WP5 and WP2)
- Final evaluation survey with the four groups of Ocean Ambassadors involved in the ripple phase, August 2025 (led by the pilot team)
- Final evaluation with the Sea Forum and Ocean Ambassadors, in person, 16 September 2025 (led by WP5). The Sea Forum evaluation had 11 participants (6 Sea Forum, 4 Pilot team, 1 WP5 facilitator). The Ocean Ambassador Evaluation had 12 participants (7 Ocean Ambassadors, 3 Pilot team members, 1 PhD researcher, 1 WP5 facilitator).
- Seminar on Replication Proposals, online, 08 October 2025 (led by WP4)

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