Marine Biodiversity
Conservation Center
AQUARIUM BOKA

AdriBioPro2019

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Book of Abstracts



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Aquarium Boka public outreach

Abstract
The Aquarium Boka is designed as unit of the Center for Adriatic Biodiversity Conservation within the Institute of Marine Biology of the University of Montenegro. Its establishment is enabled by the grant provided by The Royal Norwegian Embassy in Belgrade for implementation of the project "Marine Biodiversity Conservation Center "Boka Aquarium" – MonteAqua" (http://www.aquariumboka.ucg.ac.me). Considering the concept of the Aquarium Boka as first Montenegrin public aquarium and conservation advocacy center, several activities were performed since start up of setting up the Aquarium in December 2017.

Two methodologies were tailored for the Aquarium to enable efficient public outreach: Stakeholder analysis and Public opinion assessment. Stakeholder analysis resulted in the list of important stakeholders which were invited on four workshops, organized from May to November 2018. All workshop participants were invited on MonteAqua e-platform, based on 9mCollab platform (https://9mcollab.com/), which is organization, collaboration and knowledge management tool for integration of new communication and conclusion making models with a goal to accelerate efficiency and knowledge base for organizations and teams. As of 31 May 2018, MonteAqua 9mCollab platform had 107 users, out of which 58 were active. They were discussing on 96 topics, creating 16 conclusions. E-platform as main public outreach tool is continuously growing. In March 2019 it had 210 users, 115 active, distributed in 50 groups, discussing on 117 topics, and creating 24 approved conclusions.

Platform enabled pilot assessment of public opinion on Adriatic biodiversity among platform members. Results indicates that respondents have well-developed awareness and knowledge about the importance of biodiversity. However, as 93% of the respondents are highly educated, living in the city, the future activities of the Aquarium should be dedicated to the promotion of importance, protection and vulnerability of biodiversity in rural areas and among the less educated population.

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