

Outreach to the Public

The Global Ocean Forum recognizes the importance of increasing public awareness of the issues affecting oceans, coasts, and islands to advance the global oceans agenda. Since 2002, the Global Ocean Forum has enjoyed a close collaboration with Nausicaá (Centre National de la Mer, France), also the organizer of World Ocean Network (WON) (the network of museums, aquaria, and ocean learning centers around the world). The WON and Nausicaá have developed a long-range plan (to 2015) with a framework for public information activities in support of Global Ocean Forum goals and objectives (see figure on page 63). Safeguarding the potential of the world's ocean is an immense collective and individual challenge for all citizens of the Blue Planet. The oceans sustain livelihoods of all inhabitants of the Earth. It is only natural that all citizens, and not only decisionmakers, should be involved in stewardship and governance of the oceans. The role of the general public is two-fold: To participate actively in policy-making and to adapt their everyday behavior towards a sustainable way of life. Without a strong public awareness of human connectedness with the marine environment and a strong sense of common maritime identity, no policy will succeed.

Outreach to the Public through Museums and Aquaria

Through WON and Nausicaá and with funding from the GEF through UNEP, the Global Ocean Forum has prepared and disseminated a package of public information materials highlighting global oceans issues and demonstrating how individual citizens can make a difference in achieving sustainable development of oceans. The ocean information package aims to foster behavior changes and to encourage consumer habits that are more respectful of the ocean.

The Global Ocean Forum Working Group on Public Education and Outreach, organized in 2007 with the leadership of WON, has developed a Policy Brief, which was presented and discussed at the 4th Global Oceans Conference in Hanoi, Vietnam. The Policy Brief focused discussion on the challenges of and need for: 1) Internalizing ocean education initiatives at the individual level; 2) Meaningful impacts to be demonstrated to the public on this level for internalization to occur; 3) Educators, policy-makers, and the media to also internalize ocean education if they are to promote these initiatives in education curricula, at international meetings, in setting policy agendas, and teaching the public through example; and 4) Raising the financial and human capacity resources it will require to implement the public education efforts outlined by the working group.

With funding from GEF through UNDP and the Lighthouse

Foundation, an Oceans and Climate Information Package, was also prepared by the World Ocean Network and Nausicaá in 2009. The Info Pack, which gathers information on the ocean and circulates it online along with activity ideas and educational campaign tools, provides: 1) information and data about the ocean on themes such as climate change, living resources, ocean governance, coastal management and pollution; 2) communication techniques for professionals who wish to raise public awareness on ocean related questions. The Ocean Info Pack is an interactive tool that is continually updated through participant contributions.

Ocean Info Pack website (in English, French and Spanish): <http://oceaninfopack.worldoceannetwork.org>.

The role that aquaria, science centres, natural science museums, and zoos can play makes them an important asset. Visited by more than 200 million people every year, our institutions are situated at a crossroads where several worlds converge: The world of politics, scientists and professionals, the world of mass media, and general public institutions. We are ideally placed to explain the complexities of maritime issues, inform the public about sustainable policies, make new laws more easily accepted, involve people in their implementation, and find out what the general public really thinks and needs.

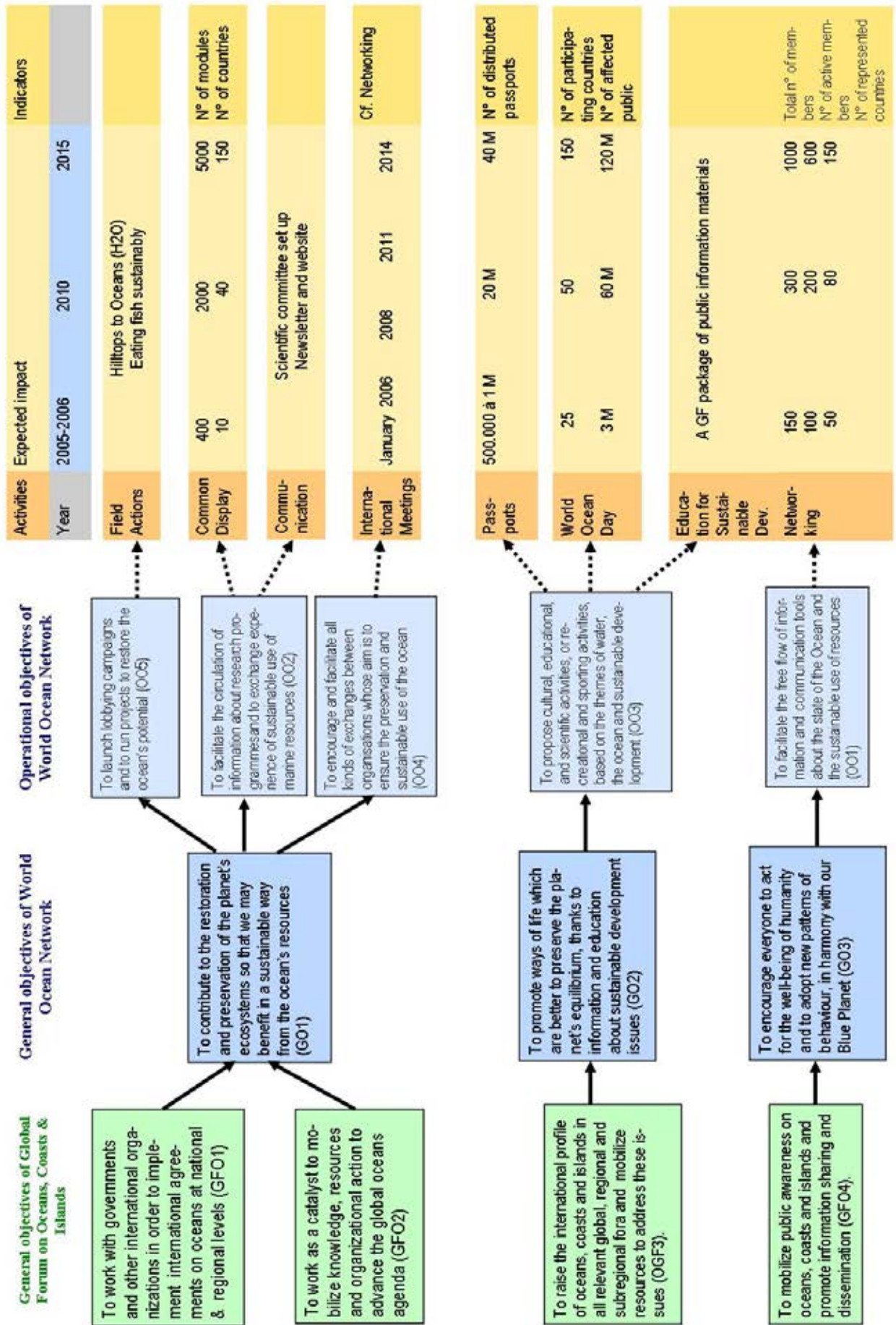
- Philippe Vallette, General Manager, Nausicaá (Centre National de la Mer, France), and Co-Chair, World Ocean Network, June 24, 2007, New York

Public Outreach Communications Strategy

The main focus of this strategy is the crafting and communication of messages extracted from the output of the Global Ocean Forum Working Groups, including the Policy Briefs prepared for Global Oceans Conferences, in order to effectively provide information to the Global Ocean Forum constituency through various appropriate media so they can mobilize in carrying out initiatives to achieve the WSSD targets on oceans and coasts. This involves the development and implementation of an overall communications strategy based on the recommendations by the Working Group on Public Education and Outreach contained in the Policy Brief on Public Education and Outreach as well as communications strategy specifically designed for the and oceans-related Global Oceans Conferences.

The Global Ocean Forum constituency includes Global Ocean Forum collaborators and Global Ocean Conference participants and associates, government leaders and decision-makers, media, World Ocean Network members and future members, general distribution/access to/by international ocean agencies, other NGOs, and ocean-related groups, foundations and other donor organizations, teach-

WORLD OCEAN NETWORK Long term mission : *to contribute to our children's future on the Blue Planet by mobilising the general public*





ers and students at college and secondary levels, private ocean-related organizations, science centers and museums, and the general public. Most of the Global Ocean Forum collaborators, Global Oceans Conference participants, participants of WON public education and outreach activities, including the youth and teachers, and to some extent, the media and the public, are being targeted as information multipliers for other audiences in the oceans community through WON and WOO initiatives. An overall communications strategy for the Global Ocean Forum will ensure an expanded, targeted effort with content and theme effectively aligned with the Global Forum's goal of advancing the global oceans agenda.

In 2009-2010, this work has been especially devoted to oceans and climate to coincide with the Global Forum's efforts associated with the UNFCCC 15th Conference of the Parties, December 7-18, 2009, Copenhagen and the 5th Global Oceans Conference, May 3-7, 2010, UNESCO, Paris.

Communications Strategy for Oceans Day, Copenhagen 2009

Oceans Day at Copenhagen was intended to bring together all segments of the global oceans community (governments, UN agencies, NGOs, scientific groups, industry, media, the public) to call attention to the need for a greater emphasis on issues related to oceans, coasts, and small island developing States in the ongoing and continuing UNFCCC climate change negotiations. A media and outreach strategy was formulated to ensure the widest possible dissemination of information regarding Oceans Day and the Global Ocean Forum on Oceans, Coasts, and Islands to both the media and the general public. This was achieved through the following:

- Promotional video for Oceans Day in Copenhagen: <http://www.youtube.com/watch?v=zpXxTPmLKR4>
- Press release disseminated via PR Newswire to all major media outlets in the US and international outlets with domestic bureaus, including all environmental trade publications; also distributed to targeted media via the media coordinator

- A Media Packet was formed for dissemination to interested and attending media. The Packet included all relevant materials to Oceans Day and included new Fact Sheets produced by the Global Ocean Forum
- A New Media Outreach Initiative was put into motion: 1) A Facebook Oceans Day page and a Twitter account @OceansDay2009 were initiated; Blogging on Oceans Day.
- Media outlets present at Oceans Day to cover the event: Associated Press, Reuters News Agency, Der Spiegel Magazine, Climate Change TV, Vanity Fair Magazine, Le Développement Durable TV, Le Point Magazine, Found Object Films, Solomon Star Newspaper, and Sea Change Radio. Interviews were facilitated with key representatives of Oceans Day.
- Oceans Day, in its entirety, was live streamed to the nearby WWF Arctic Tent and posted on-line across the globe to ensure the widest-possible audience
- Resulting media coverage: At least 16 samples identified, including from BBC News, Boston Herald, etc.

Communications Strategy for the Fifth Global Conference

The key aims and objectives for the communications strategy for the 5th Global Oceans Conference 2010 was to promote the Global Ocean Forum and the Global Conference's initiatives and outcomes through media and public outreach. This was achieved through: 1) A Media and Outreach Committee tasked to oversee the communications strategy for the 5th Global Oceans Conference; 2) a Media Advisory announcing the Conference in English and in French; 3) an announcement about the Conference sent to several listserves, including Climate-L, Oceans-L and Water-L; 4) a media packet distributed to the press at the Conference; 5) a press conference held at the Conference; 6) individual interviews with members of the media; and 7) New media strategies including the use of UNESCO's Facebook and Twitter.

Exhibits

The Global Ocean Forum has also organized exhibits to promote the oceans agenda during the UNFCCC Climate Change Talks in Bonn (June 2009), in Barcelona (November 2009), and during the UNFCCC COP 15 in Copenhagen (December 2009), COP 16 in Cancun (December 2010), COP 17 in Durban (December 2011) in collaboration with WON.

Websites

In collaboration with WON and the World Ocean Observatory, the Global Ocean Forum has used the Internet for public education and to promote oceans events through the development of public outreach websites. The follow-

ing special websites and YouTube channels were created specifically to inform audiences across the world about the context and work of the Global Ocean Forum using rich media:

**4th Global Oceans Conference
Public Outreach Website:**

<http://www.thew2o.net/goc2008/index.html>

**4th Global Oceans Conference
YouTube Channel:**

<http://www.youtube.com/globaloceans2008>

Oceans Day in Copenhagen:

<http://www.oceansday.org/c-index.html>

Oceans=Climate website:

<http://www.oceanclimate.org/>

Oceans Day in Cancun:

<http://www.oceansday.org/>

**5th Global Oceans Conference Public
Outreach Website:**

<http://www.goc2010.org/>

Blog

<http://globaloceanforum.org>

Twitter

<http://twitter.com/GlobalOceans>

