

GRILLE DE RESTITUTION

TITRE DE L'ATELIER : Journée Mondiale de l'océan.

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Nom du relecteur :

Nombre de participants à l'atelier : 21 personnes

Langues de travail : bilingual French-English

Presentation of the action :

Information is available at the WON office on what was organized in 2003, 2004 and 2005. A file has been given to workshops participants about the event in 2004 and 2005. In 2002, only 3 bodies were organizing the event. Since it has developed and the aim is to bring it to a much larger public.

The spirit of the world ocean day is a **joint celebration of the ocean** on one very special day.

People must understand that ocean is celebrated everywhere on the same day.

The **size of the event** can be **adapted** to the size of the organizer: from a small association to a big organisation, at each scale.

The aim is to mobilize many organizers in many countries to give the participants the feeling it is a **global initiative and concern**.

For most of us Ocean Day is still not very well known. Thanks to network action we can have more power to reach the media and then a larger public. We need to **share joint communication to reach the media**.

We have to improve joint communication from feed-back and information from the organizers.

We need to assess **how our actions work** and **how many citizens** are concerned (how many passports we distribute).

Objectives of the action :

See declaration of support for Ocean day. WORLD OCEAN DAY is a means each year...

- To **celebrate the world's ocean** and its rich diversity of life
- To **highlight global ocean awareness**, education, and actions programme to promote a healthy and productive ocean

- To remind nations, governments, businesses and individuals of their responsibility to protect the world living ocean and conserve its resources for present and future generations.

Results :

Canada : Using WOD to attract ordinary people to the ocean edge and encourage them to take part in actions. Watch the unseen below the surface. No performance but more discovery of the sea.

Lithuania : Let the children tell what they wish to do for the ocean on ocean day postcards. Also show moving pictures/films (on Prestige disaster) for families and debate. Relay to media on the activities (like films, field action...). Mobilize local managers and local authorities (through passport distribution).

The World Ocean Network office with the **European partners** of OCEANICS project - the European platform of the WON - have organized a bunch of communication tools (posters, leaflets, press release...) to be shared by all organizers.

Added value of the action (within the network) :

WON can gather information on what is done every year everywhere for June 8 to organise promotion of the WOD throughout the year. 2 issues of a global network :

- **Use best ideas** of activities implemented by the network's members
- Simply **collect information** and figures worldwide on organisation of the event

We can develop all sorts of actions to raise citizenship and protect the ocean. Thanks to the WON, we should have a joint organisation of the OD but keep the local specificities - tell the message we wish, adapted to local situation.

Difficultés rencontrées lors de la mise en œuvre de la JMO :
WOD is still not recognized as official day by UNO and a first action would be to make the public take part to the official recognition. There is a **UN moratorium** saying there should not be any more official day.

Solutions envisageables :
So, first, on diplomatic circles we need to **lift the moratorium** and then push a **joint date** forward. A **declaration of support** is already proposed to the public. We shall encourage the NGOs and local authorities to sign the declaration of support : each WON member should use his/her contact and network for lobbying towards governments.

<p>OD still very confidential : lack of communication and media relay at national/international level.</p> <p>There are a lot of other existing official events (sustainability day, environment day september 5, world water day march 22...). No matter which other World days are organised, each has its specificity.</p> <p>Seasons should be adapted for ocean celebration all over the world (June 8 is winter in southern hemisphere for instance).</p> <p>Topics of concern are very different from a place to another.</p> <p>Problems to gather information on participants' activities and programme.</p> <p>Problems to mobilize people living inland. Also It is important to remind people living inland that they have a role to play</p>	<p>To prepare media stunt 3 months ahead of the event. Show the results of actions on OD.</p> <p>We should keep the World Ocean Day dedicated to the ocean and link it with the other events - even with different messages.</p> <p>Ocean issues can go on throughout the year... as long as the individual actions are linked to each other through A Ocean Day website even if activities are not on the same day.</p> <p>The network should give a frame for messages and topics to deal with, and each organizer could implement relevant local action.</p> <p>Organizers should mobilize before and after the event to give the information to be shared by WON. A form can be filled in on the website. Each "regional coordinator" could also transfer information from the WON to the local organizers. Local/national coordinators can be relays on field.</p> <p>Focus on crucial issues such as rivers (from hilltops to ocean, evrything goes to the sea), tourism, seafood...</p>
<p>Recommendations : how to increase World Ocean Day' impact ?</p> <p><u>Proposal for themes for Ocean Day 2006 :</u> Regarding themes to approach during Ocean day, do you think a theme is necessary ? Do we have a special topic or can we deal with any subject ? Last year, the topics were "from hilltops to Ocean ,everything goes to the ocean" on land-based pollution & sustainable seafood consumption.</p>	

We share only one ocean for everybody... and we have although different concern for different topics. So we shall focus on **ONE UNIQUE OCEAN** through different themes for action. This is a **specific theme shared by everyone, relayed by the passport through Citizens of the ocean.**

However a joint subject is still a necessity to strengthen communication. If we have different topics, a summary of results is very difficult (example of the Week of Science).

Regarding topics' choice, it was then decided to keep in the **frame of the topics mentioned in the PASSPORT** : this couple of issues are **the same throughout the world** (biodiversity, living resources exploitation...) and should **be exploited locally**. WON can be a gathering body on information on these topics to feede the Ocean day organizers.

Proposal for ways to increase the number of participating bodies... and have more participants :

Most people organize OD on the previous or following week-end. We could **extend the World Ocean Day to the World Ocean week.**

It is important that **each OD organizer relays** communication on OD organisation through their local media and local/regional networks.

Communication to implement to ease the information exchanges:

Use the World Ocean Network **website** to pass information: produce a **form** where each Ocean day organizer can share his/her programme to the WON which relays to the other members.

Use the **regional networks** to disseminate information.

Other proposals :

An additional objective of World Ocean day : to highlight **the role and concern of the coastal communities.**

How people living near and from the sea (fishermen, harbour staff, tourism...) manage ocean resources, to focus on **personal interdependence of men with the sea...** like it is described in the passport (a small group should work on this).

Proposal for **local activities** for Ocean Day 2006

Trash collection could work in Russia and Caspian sea. Beware about World coastal clean-up day in September: we shall not do the same thing twice but link the 2 events.

The ocean day programme should be more **open to local cultural organisations**, arts, children museums...

Link the event to a **local event**

Proposal for **global activities** for Ocean day 2006

One idea would be to release a "**State of the Ocean**" **card report**: that would mobilize the media and be a yearly appointment and assessment of what is left to be done.

Sending **greeting cards** of OCEAN DAY is another idea that could be sold in our venues to have them printed (with year agenda).

If we keep ocean DAY, we ought to keep a joint action: to **edit a book "one day with the ocean"** with pictures. These pictures could be a **photo contest** worldwide with very high quality pictures, not only pretty and happy but moving images (for calendar...).

We wish to have **keynote words and objects** (tools) to share for the World ocean network and world ocean day.

We ought to give to people **figures about how the sea is threatened** and the need for urgent action.
What message should be given?

Proposal for joint communication :

To give ocean day visibility, we have to **think globally and act locally**.

A way to create interest towards media, is to create an anticipation to raise media interest and bring content. It would be good to organise an **international contest involving students and their parents** with results unveiled on June 8.

We should give an **ultimate deadline for communicating information** on the programme... for instance mid march, to organize communication towards the media for June 8.

There are already many things going on : there is a **huge work of inventory** on what is going on. Each representative of the network in his/her area can assess and report who is doing what to the WON office.

Intentions of the participants for 2006

Beach clean-up in Canada (Coastal zone management)

In France (Cité de la Mer Cherbourg) link OD to a Youth litterature fair/forum.

Conclusion: We say we could have different dates, different topics, be **flexible** on topics and actions... so **beware not to destroy the unity of the event**. This event has to be well defined and have a secured frame to keep its strength.