

# Motivate

# Inform

# Act

A common initiative: acting together for the future of the Blue Planet

## “CARING FOR THE BLUE PLANET, YOU CAN MAKE A DIFFERENCE”

### MOTIVATE

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The world oceans provide food and energy. They play a vital role in regulating the climate, air and water quality. They also generate economic and leisure activities... And yet, all too often, the sea suffers from Man's excesses. Pollution, resources exploited to extinction, the loss of biodiversity compromise the fragile balance of the marine ecosystem, and thus the future of the generations to come.

**Mankind must now face a two-fold challenge:**  
**to preserve and manage, fairly and sustainably,**  
**the inestimable riches of the sea.**

If we are to achieve this, political and economic decision-makers must be involved; we must educate the widest possible public and prompt all parties to action because **'you can make a difference'**.

This challenge prompted **120 professionals** representing **600 organisations** in contact with **200 million people in five continents** to meet for the second time in November 2002 at NAUSICAA, the National Sea Centre at Boulogne-sur-mer, France, in order to *"Act Together for the Future of the Blue Planet"*. The unprecedented mobilisation of public-focused organisations, Aquariums, Museums, Science Centres, Research Institutes, Environmental and Development NGO's, resulted in an **Action Plan to inform and educate the public**. The plan has been sponsored by the UNESCO Intergovernmental Oceanographic Commission (IOC) and by the Global Forum for Oceans, Coasts and Islands which was set up at the World Summit on Sustainable Development held in Johannesburg in August 2002.

**The success of this approach depends on our ability to:**

- **MOTIVATE** as many organisations and citizens as possible,
- **INFORM** the visitors to our centres and, over and beyond all this,
- **ACT** to protect the resource and offer a viable future for the generations to come.

This document features some of the citizen messages to be circulated and highlights some common tools to undertake concrete actions. Any organisation concerned by the future of the seas can take part in this initiative. Backed by media and international campaigns, they will be able to touch an even wider range of public...

The organisations that are already committed to a concerted public awareness program are counting on your support and membership to make this ambition come true.

*"So many people come to visit us,  
and we reach so many,  
that it is our responsibility today  
to take determined actions  
to inspire a change in the way  
we treat our planet".*

**Philippe VALLETTE**  
General Manager of NAUSICAA,  
Centre National de La Mer,  
Boulogne-sur-Mer, France,  
President of the Steering Committee  
of the 2nd International Meeting



Given the major threats affecting the future of our oceans,  
our planet and its inhabitants

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## INFORMATION THEMES CITIZEN ACTIONS

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The participants propose to all the organisations concerned to relay the various information and messages to their public - a better understanding of these phenomena will ensure greater awareness of citizens and their commitment to daily actions and to the suggested lobbying campaigns.

### SUSTAINABLE MANAGEMENT OF OCEAN RESOURCES

#### FISHING STOCKS ARE DYING OUT:

Since the end of the 1980's, fish hauls have remained unchanged despite the use of the latest technology. Two-thirds of commercially fished species are over-exploited, and yet current production will have to be doubled by 2050 to meet future requirements.

#### Directions for action:

- to **maintain** and **restore** stocks
- to **improve** the management of the fishing industry **without harming** the environment
- to **police** the industry: **observe** standards and **fight** against illegal fishing.

*"The resource is precious, fragile and rare".* Consumers, fishermen, scientists and retailers can all help ensure better management of the resource with tailored decisions.

### PRESERVING MARINE BIODIVERSITY

#### BIODIVERSITY IS UNDER THREAT:

Millions of living species evolve in a marine environment; they are concentrated mainly along coastlines and suffer from polluting and destructive human activity. Half of mangrove regions have already disappeared. 27% of coral reefs have been destroyed; 14% are threatened.

#### Directions for action:

- to **circulate** a code of personal conduct to be adopted in all areas concerned by the ocean
- to **support** programs to observe, monitor and plan fragile areas
- to **conduct an inventory** of best practices for managing marine areas.

*"Greater knowledge for better preservation".* Everyone can obtain information on the threats affecting the balance of marine environments and thereby learn how to maintain them.

### CUT DOWN GREENHOUSE GAS OUTPUT

#### POLLUTION AFFECTS THE ATMOSPHERE AND OCEANS

The world oceans have a vital role in regulating the climate and absorbing carbon dioxide. All kinds of pollution are affecting the balance of the marine ecosystem. The major increase in greenhouse gases released into the atmosphere is causing a rise in surface water temperature and sea level.

#### Directions for action:

- to **cut down** greenhouse gas emissions, mainly in industrialised countries
- to **develop** research programs in order to better understand meteorological phenomena
- to **have** the Kyoto protocol **ratified** and **applied**.

*"Energy, waste, travel – you can make a difference".* Simple daily actions can be taken by everyone such as avoiding useless packaging, sorting waste, saving energy, choosing public transportation and taking part in actions to promote the environment.

### CUT DOWN WATER WASTE AND POLLUTION

#### WATER, FROM HILLTOPS TO THE OCEANS, A RESOURCE IN DANGER:

Over one billion human beings do not have access to drinking water. Diseases resulting from poor water quality are the cause of over two million deaths per year, mainly children. All too often, agricultural, urban and industrial expansion results in over-exploitation of water resources.

#### Directions for action:

- to **ensure** that everyone has access to good quality water
- to **avoid** water wastage and pollution
- to **implement** water resource surveillance programmes.

*"Preserve water, from the hilltops to the ocean"*

- a message to be broadcast to :
- citizens (as a simple action to save water),
  - contracting authorities ("High Environmental Quality" standards),
  - governments (universal access to water and sanitation, actions against pollution).

### PROMOTING RESPONSIBLE TOURISM

#### TOURISM AFFECTS THE ENVIRONMENT AND WAYS OF LIFE:

In 2000, one in ten human beings went on holiday, i.e. 600 million individuals. Forecasts estimate a rise to nearly 1.5 billion by 2020! Tourism imposes ways of living that are incompatible with the social and cultural reality of host countries. Furthermore, the consequences for the environment are often harmful.

#### Directions for action:

- to **inform** tourists about the consequences of their behaviour
- to **promote** the creation of tourist facilities that preserve the environment and the rights of local inhabitants
- to **ensure** the application of the sustainable tourism charter, codes of conduct, etc.

*"Different holidays are possible"* provided that priority is given to the genuine knowledge of local environment and culture.

For a program of concerted actions

## A WORLDWIDE NETWORK CREATES COMMON TOOLS

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Since the 2<sup>nd</sup> International Meeting in November 2002, participants have been working on first joint actions; others will follow...

### TO INFORM THE WIDEST POSSIBLE AUDIENCE

#### A COMMON DISPLAY ABOUT THE OCEAN

The "common display" is intended to address the broadest possible audience about Mankind and Oceans. It will feature joint messages for the network as well as specific information on the country or region where "the common display" is shown. It will convey clear messages and will be attractive and easy to use as well as long-lasting.

A prototype will be tested starting from June 2003. Any interested organisation will be able to tailor and reproduce the "common display" for use in public venues such as museums, schools and shopping centres...etc.

A working group in charge of designing the module is led by **Helen LOCKHART (Two Oceans Aquarium – South Africa)**.

### FOR CONCRETE ACTION

#### ACTIONS TO PRESERVE THE SEAS

The Network will select projects intended to preserve species and the marine environment. Information on these projects will be circulated worldwide to encourage public involvement in concrete action and to raise funds where required.

After the *Prestige* shipwreck, a petition was launched worldwide, the signatures of which will be sent to the International Maritime Organisation.

A working group responsible for identifying projects is led by **Leonard SONNENSCHNEIN (St Louis Children's Aquarium - USA)**.

### TO GET EVERY CITIZEN INVOLVED

#### THE "CITIZEN OF THE SEA" PASSPORT

This passport will be issued to any interested person to become an 'ambassador of the sea'. It will provide information on actions, which the passport holder can undertake along with the information on Network projects. The passport will feature the results of actions carried out by each 'citizen of the sea'.

The ambassadors who disseminate Network information, propose new members and take part in information campaigns may be awarded the title of 'Ambassador of the Year'.

A working group is led by **Ram BOOJH (Centre of Environment Education – India)** and **François SARANO (Longitude 181 - France)**.

### TO CELEBRATE THE OCEANS

#### THE WORLD OCEAN DAY

8<sup>th</sup> June was suggested in 1992 as the 'World Ocean Day'. The participants to the 2<sup>nd</sup> International Meeting will actively celebrate this day and will act to obtain official UN recognition. This annual event will enable as many of the public as possible to become aware of the vital importance of the ocean and the need to preserve this ecosystem that is indispensable for life.

Various activities will be put forward during the event including awards for the best sea preservation projects, exhibitions of children's art, walks and sea tours, festivals and concerts, etc. The World Ocean Day will be sponsored by public figures who are famous for their commitment to the sea.

A working group is led by **Sylvette PEPLAWSKI (WWF - UK)** and **Manuel CIRA (NAUSICAA - France)**.

For more information about current projects and to join a working group, please contact:  
[meeting@nausicaa.fr](mailto:meeting@nausicaa.fr)

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## Join us!

You can join this international initiative :

- offer your expertise
- relay proposed actions
- use available tools

-For all information on current activities,  
please visit our website [www.internationalmeeting.com](http://www.internationalmeeting.com)

-To contact us return the attached reply form  
or write directly to [meeting@nausicaa.fr](mailto:meeting@nausicaa.fr)



## 1999...2002, TWO INTERNATIONAL MEETINGS FOR ACTION

With support from the Unesco Intergovernmental Oceanographic Commission

International conferences and world summit meetings on the ocean issue have not slowed down the deterioration of the marine ecosystem. At the same time as these negotiations, which must continue, everyone's involvement is more necessary than ever before. This is why directors of aquaria, museums and ONG's have taken the initiative in implementing a dynamic analysis and action program.

*"The process is complex, as we are bringing together participants with different cultural sensibilities from all over the world - scientists, educators, museum/aquarium curators and executives of numerous associations. But they are all of the same mind and are all keen to inform as many people as possible. Thanks to this diversity, we have concluded a concrete action plan which can be adapted and implemented in each country".*

**Philippe VALLETTE**

President of the Steering Committee of the 2<sup>nd</sup> International Meeting

Results from both meetings, 1999 and 2002, are available via the internet site  
[www.internationalmeeting.com](http://www.internationalmeeting.com)

## SPONSORSHIP

**NETWORK ACTION IS SUPPORTED BY THE FOLLOWING,  
AMONG OTHERS:**

- **Patricio BERNAL**, Assistant Director-General of UNESCO, Executive Secretary of the Intergovernmental Oceanographic Commission: *"We must ensure a concept of citizenship with the oceans"*.
- **Jean-Michel COUSTEAU**, Ocean Futures Society President: *"Protect Ocean and you protect yourself"*.

## ORGANISERS

Acquario di Genova / Bahamas Reef Environmental Foundation / Chester Zoo / Cinémarine / ECSITE, European Network of Science Museums / European Union of Aquarium Curators / Festival Mondial de l'Image Sous-Marine d'Antibes / Institut Océanographique / Longitude 181 / NAUSICAA Développement / Aquarium of Pacific / Nordsomuseet / Oceanario de Lisboa / Reef HQ / The Ocean Project / Two Oceans Aquarium / Union Française des Conservateurs d'Aquariums / Vancouver Aquarium / WWF France.

This document is the continuation of the International Meeting held in November 2002 by NAUSICAA, Centre National de la Mer in Boulogne-sur-Mer, France with the UNESCO Intergovernmental Oceanographic Commission as a contribution to the "Oceans and Coasts" program at the World Summit on Sustainable Development in Johannesburg in 2002.

Support was also generously provided by Urban Community of Boulogne Côte d'Opale, Council of the Pas-de-Calais Department, Council of the Nord-Pas-de-Calais Region, ERDF/European Union, the French Ministry of Ecology and Sustainable Development, City of Boulogne-sur-Mer.

