

The 4th International Meeting of World Ocean Network Workshop Summaries

EXECUTIVE SUMMARY

The 4th International Meeting of the World Ocean Network was held over three days, from 9th to 12th May 2010. It was preceded by the inaugural session of the « World Ocean Academy » during which a wide range of experts gave presentations on five themes related to the Global Ocean.

In addition, the work of the plenary sessions enabled board members to define the positioning and objectives of the Network. The plenaries also provided an opportunity for members of the Network to present exemplary initiatives at various geographic scales or projects to mobilise and educate the general public.

Work on strategy development was undertaken principally within Meeting's eight workshops:

Workshop 1 « + impact for greater network visibility » delegates emphasised communication and the mobilisation of ocean ambassadors

Workshop 2 « Actions underway, actions to develop » was an opportunity to evaluate actions already undertaken (for example, World Ocean Day) and to make proposals for increasing their impact

Workshop 3 « Actions for young people » brought together delegates representing a wide range of organisations involved in outreach to young people (including the Youth Parliament, educational outreach and competitions...)

Workshop 4 « Actions for adults » considered what specific approaches could be adopted to reach an adult public, including one-off actions (for example, ocean forums) or campaigns aimed at consumers (on the theme of sustainable seafood consumption for example)

Workshop 5 « Actions for organisations » during this workshop delegates developed a project idea involving a platform for sharing information on existing ocean conservation projects and also refined the World Ocean Academy concept

Workshop 6 « Marine Protected Areas » 4 sessions were devoted to this theme in order to have sufficient time to appraise existing communication

plans on marine protected areas and to prepare the ground for an ambitious communication strategy by the Network

Workshop 7 « a wider Network for a more active network » looked at the Network's internal communication, regional coordination, and the issue of resources

A workshop focused on organisational arrangements made recommendations for a new operational structure for the Network.

A number of regional workshops were also organised to enable delegates to identify common projects for their region and to determine what arrangements to put in place to ensure effective coordination at regional level.

This document presents the main ideas discussed and recommendations that emerged from the workshops structured following three target groups: young people, adults, organisations.

For each action, there are different levels of implication:

Actions that all present or future members of the WON can carry out: refers to actions that the WON proposes to organisations active in the field of ocean related public education and outreach;

WON involvement/support needed in the short-term : refers to what needs to be done to facilitate WON members' own projects and give the Network greater visibility;

Possible WON involvement/support: relates to projects that could be carried out if the finance is found for them.

Lastly, it presents delegates' proposals in respect of communication.

Additional information is available on the Meeting's [blog](#), in particular the [daily newsletter](#) and the [video reports](#).



ACTIONS TARGETING YOUNG PEOPLE

The broad picture :

Young people are an important audience for members of the network, who undertake a very large number of actions targeting them. Members, working with their many partners, reach tens of millions of young people every year.

It is important to reach all young people, even those living far from the sea. Their understanding of the issues and their involvement in concrete actions is a source of hope for the future.

Young people offer a way to reach parents (via educational actions, competitions...). Politicians and business and industry may also sit up and take notice of young people (e.g. publish/distribute the output of Youth Parliaments for example). Exchange between groups of young people from different countries also enriches debate and draws attention to new realities.

Youth Parliaments

Actions that all present or future members of the WON can carry out

Organise Youth Parliaments following an approach developed by the WON.

An action resource file will specify the key elements, in particular:

- objectives;
- themes to study;
- their links with questions being dealt with at the international level;
- criteria for selecting young people;
- partnerships to build;
- presentation of output;
- communication aimed at local public bodies and members of the WON;

- organising possible follow-up activities and event evaluation.

If organising a Youth Parliament over several days is not feasible, then a Youth Forum can be organised over a shorter period of time (over a day for example).



1st Youth Parliament for French overseas territories — La Réunion, 2009
© Kelonia

WON involvement/support needed in the short-term

Create a section on the WON internet site to provide:

- information for organising a Youth Parliament;
- information about previously held Parliaments and links to blogs and Internet sites where information about the output of the original Parliaments can be found.

Possible WON involvement/support

- Support the organisation of Parliaments at regional and international levels (face-to-face meetings and long-distance communication);
- Put in place regional coordinators to facilitate communication between young Parliamentarians and organise an international Parliament.

Educational actions

Actions that all present or future members of the WON can carry out

Organise multiple educational activities, throughout the year, targeting groups of young people, whether near or far from the sea. The aim is to inspire all WON members as well as any relevant education/outreach organisation whose public is mainly young people. Action resource files presenting projects which have already been undertaken successfully will be produced.

To achieve these aims, opportunities for collaboration will be sought with schools, organisations involved in supporting/outreach to young people, sports clubs, research organisations, famous people (from the world of sailing, for example), etc. Parents can be involved in

particular activities (workshops for children and their parents).

- Develop a special young person's WOD programme;
- Design printed educational material;
- Make good use of the Passport of the Citizen of the Ocean;
- Share policy action experience (upload to the WON internet site).



WON involvement/support needed in the short-term

- Publicise the existence of educational documents for young people across the WON network (via the internet site for example).
- Foster the exchange of good practice (via the WON internet site).



ProDelphinus Lima—Peru, 2010



French Guyana, 2008

Possible WON involvement/support

- Work for a wider inclusion of ocean related questions in school syllabuses.
- Study the potential for creating online games on the themes of the ocean.



Nausicaá, 2009—copyright C.BACHIMONT-NAUSICAA (5)

Organising competitions

Actions that all present or future members of the WON can carry out

Organise competitions. Competitions offer an awareness raising tool. They provide an opportunity for talented young people, permit them to meet their peers and provide a vector for messages (to parents, to politicians...). They may take many forms:

- painting, drawing, photos, poems, slogans, songs, quizzes,
- posters used later to promote an action, an event, creative art using recycled materials,
- sports activities with a connection to messages being conveyed,
- choice of books (for literary award) or films (for youth award).

To achieve these aims, opportunities for collaboration will be sought with educational and other relevant youth oriented organisations;

- Participate in an international competition to select the WOD poster;
- Diffuse information about competitions organised by Network partners (to be uploaded and published via the WON internet site).
- Write the lyrics, in different languages, for the hymn of the ocean, (once the music has been composed).

WON involvement/support needed in the short-term

- Prepare competition resource file in order to publicise possible competition ideas and encourage members to use competitions as a form of policy activity;
- Organise a competition in connection with an international event (a conference, for example) to better publicise the awarded works;
- Present details of previously held competitions via the WON internet site.

Possible WON involvement/support

Organise a world competition, with the support of, in particular, those members of the Network who already have experience in this area (for example, the Festival of Underwater Images), to design the 2011 World Oceans Day poster, which should be related to the year's theme.

Exchange between groups of young people

Actions that all present or future members of the WON can carry out

- Put in place a mechanism for groups of young people from different countries who are running educational projects related to the ocean to communicate with each other;
- Participate in live exchanges (via internet); at important events (WOD for example).

WON involvement/support needed in the short-term

Draft an action resource file on the different forms of exchange between groups of young people.

Possible WON involvement/support

Pilot a permanent exchange tool for groups of young people.



ACTIONS TARGETING ADULTS

The broad picture :

Communication targeting adults must reach several social groups: the general public, decision makers, business and industry... Differentiated approaches are essential. In addition, the following rules can be adopted in respect of crafting message form and content:

- Progressively make scientific language more accessible for all;
- Avoid scaremongering and opt for a constructive

approach; Present the benefits of each project and ensure that the public can see the relevance for them;

- Highlight all the different facettes of the question dealt with (the systems approach): economic, social, ecological, cultural;
- Members of the WON implement a large number of communication projects aimed at the public, decision makers and business and industry. We must capitalize on this experience, by compiling a

Ocean Forums

Actions that all present or future members of the WON can carry out

Organise an Ocean Forum in order to foster exchange between experts (ensuring different stakeholder groups are represented on any given theme) and the general public. Certain events, such as World Oceans Day, can provide an appropriate backdrop for organising a Forum.



Larimar—Algeria, 2010

WON involvement/support needed in the short-term

- Provide a list of potential speakers or the names of organisations able to assist with the choice of speakers;
- Draft an action resource file specifying the objectives, the implementation and practical aspects of organising an Ocean Forum.

Possible WON involvement/support

- Capitalise on the experience of Ocean Forums organised by members of the WON;
- Diffuse the output from these Ocean Forums (via internet in particular).

Sustainable consumption of seafood products campaigns

Actions that all present or future members of the WON can carry out

- Diffuse information about the lists of fish to buy/eat when they (lists) are available (only in certain regions of the world).

- Encourage restaurateurs (of the regions concerned) and fishmongers in order to involve them in current campaigns.

WON involvement/support needed in the short-term



- Suggest actions such as information workshops;
- competitions between well-known chefs;
- Relay the communication undertaken by members running sustainable seafood consumption campaigns;
- Compile a list of tools designed by different campaign organisers.

Possible WON involvement/support

- Set up an internet forum to collect consumers' views; and use other communication channels (Iphone for example);
- Develop training toolkits for restaurant personnel;
- Carry out a comparative evaluation of current campaigns;
- Foster the design and implementation of this type of campaign in the different regions of the world (in developing countries in particular), without neglecting relevant local parameters: economic constraints, resource depletion or absence of satisfactory lists of fish to consume.



ACTIONS TARGETING ORGANISATIONS

The broad picture :

- The World Ocean Network reaches the general public mainly through its members and partners... However, it provides them with support by supplying tools, by promoting a number of events and activities and by facilitating/fostering communication;
- On several occasions members of the Network have expressed the need for better communication between themselves: to better share their experience, to communicate more effectively externally and to increase the impact of their actions.

World Oceans Day (WOD)

Actions that all present or future members of the WON can carry out

- Organise a programme of activities for WOD;
- Encourage the constitution of local WOD coordination teams to better coordinate local actions, involve a greater number of partners (teachers, for example) and increase the impact of the day;
- Organise an event during WOD involving the presence of all the partners;
- Take the issue of Marine Protected Areas into account in the planning of activities for WOD;
- Reach a wider public : reach publics located away from the coast (the issue of sustainable seafood consumption could be a way of reaching a wider public);
- Use tools designed by the WON (i.e. the Passport of the Citizen of the Ocean) or by its members;
- Display the logo on WOD documents in order to reinforce the sense of membership in the WON.
- Diffuse members' WOD experience (send to the WON secretariat for uploading to the internet site);
- Conduct actions throughout the year (repeat, phased rather than one-off etc). WOD could be a start or end point for a year-long project.

WON involvement/support needed in the short-term

- Identify a theme with the potential of inspiring the entire Network for the 2011 WOD. Some proposals: exploration (related to the 50th anniversary of the first man in space), islands...;
- Promote the Marine Protected Areas through a dedicated communication strategy;
- Announce the new theme as soon as possible to attract even more partners to participate in WOD; foster the creation of regional WOD coordination teams;
- Strengthen the visibility of WOD on the internet; create a WOD international photo album (if possible with preselection, by country or by regional delegation);
- Compile a more exhaustive list of actions undertaken in order to better capitalise on what is being done, and in particular on the most innovative actions, with the aim of reaching publics located further from the ocean.

Possible WON involvement/support

- Organise international video-conferences on/for WOD;
- Evaluate the impact of WOD.



CRROM, 2007



Cap Rouge Day

Actions that all present or future members of the WON can carry out

- Organization and promotion of *Cap Rouge Day*, a common initiative in honor of Captain Cousteau's 100th anniversary: each year on June 11, wear and have the public at large wear a red cap in memory of Jacques Yves Cousteau, probably the single most influential ocean personality during the last 100 years bringing the marine environment to the attention of a broad, world wide public;
- Cap Rouge Day is an initiative of the Lighthouse Foundation, the World Ocean Observatory and the World Ocean Network;
- Creation of the website www.caprougeday.org where everyone can post a photo to show that he cares for the Oceans and about the future;
- 2010 Cap Rouge Day coordination was held by the Lighthouse Foundation.

The tools

Actions that all present or future members of the WON can carry out

- Circulate information about existing tools to other members of the network;
- Design tools which are flexible, modular and which can be adapted to different publics;
- Create electronic versions of certain tools (the World Ocean Education Toolkit for example).

WON involvement/support needed in the short-term

Produce a range of tools designed and/or used by members of the WON, to be included in the Ocean Info Pack.



Possible WON involvement/support

- Implement a project with several strands: design of an international toolkit which brings together tools, translations of certain tools, provides a means for users to exchange and establishes rules to manage the project in a transparent way;
- Adapt the « Citizen of the Ocean » passport to specific themes, for example: marine biodiversity, Marine Protected Areas...;
- Encourage members of the Network to promote the MPAs, for example, through exhibitions...

The World Ocean Academy

Actions that all present or future members of the WON can carry out

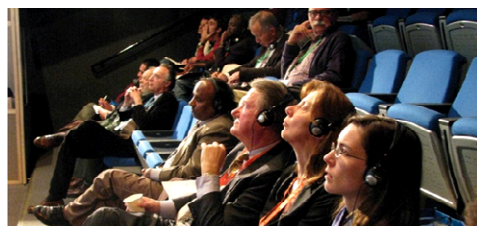
- Organise an Ocean Academy;
- Diffusion of the speeches/presentations made by specialists at the different Academies.

WON involvement/support needed in the short-term

Design/draft action resource file to enable each member to organise an Ocean Academy. A range of ideas will be proposed to improve the impact of the Academy: creation of a permanent/ad hoc internet forum, to facilitate exchange between specialists and the general public, questions for specialists to be sent in advance of the academy, ensure balance between presentation and question time, ensure provision of interpretation/translation facilities.

Possible WON involvement/support

- Academies should lead to the publication of documents (articles, books and other material);
- Organise a small number of high quality academies rather than many. They should be able to be broadcast via the internet.



1st World Ocean Academy—Nausicaá, 2010



The platform of initiatives for the Ocean

Actions that all present or future members of the WON can carry out

- Compile a list of excellent educational / communication projects targeting the general public;
- Draft action resource file and communicate to the WON.

WON involvement/support needed in the short-term

- Set up a database of these actions;
- Make this database available online via the WON internet site and publicise it as widely as possible;
- Take into account good practice communication in relation to MPAs and the theme of marine biodiversity.

Possible WON involvement/support

- Study the feasibility of creating an « observatory of positive actions for the ocean; »
- Determine the scope of such an observatory, from as follows: an exchange platform for awareness raising and educational projects; an exchange platform for scientific observation; an exchange platform for initiatives and projects in the field of conservation and the sustainable management and stewardship of the ocean's resources.

The local coordination teams

Actions that all present or future members of the WON can carry out

- Map existing regional organisational assets (organisations, networks, not-for-profit) and their resources (for example, their technological/operational capabilities);
- Set up a local coordinating team (at the scale of a small region) if it is felt that more coordination is required to effectively implement actions.
- Conduct joint actions (for example for World Oceans Day).

WON involvement/support needed in the short-term

- Foster the creation of national coordination teams;
- Design a project resource file specifying: the objectives of national coordination teams (in terms of circulating information, sharing and transferring projects...); the strategy to adopt (in terms of communication, opportunities for synergies...) and the types of public education/outreach action(s) to carry out.

Possible WON involvement/support

Study the role and organisational position of local coordination teams in the WON.



Marine Protected Areas and communication

Actions that all present or future members of the WON can carry out

- Dissemination of a key message: MPA are an integral part of the effort to improve the protection of the oceans;
- Use of the Passport of the « Citizen of the Ocean » and participation in World Oceans Day to promote Marine Protected Areas;
- Identification of good practices on MPA communication and their dissemination to WON members.

WON involvement/support needed in the short-term

- Dissemination of information about the basics of MPA;
- Establishment of a small group of spokespersons for the MPA within the Network;
- Promotion of MPA towards WON members and aquariums;
- Creation of a « MPA » section on the « Ocean Info Pack » website.
- Adaptation of the Passport of the « Citizen of the Ocean » by adding a section about MPA and a blank space to be stamped in certain MPA;
- Transmission of information on communication tools to existing websites, such as www.protectplanetocan.org

Possible WON involvement/support

- Creation of an exchange platform of good practices;
- Organization of thematic sessions on MPA communication on the occasion of international events and meetings devoted to marine environment by 2013;
- Participation in conferences organized by the French MPA Agency: in 2011 in Martinique (the 2nd International Conference on Marine Mammal Protected Areas) and in 2013 in Marseille (the 3rd International Marine Protected Areas Congress);
- Establishment of an information and exchange system on the MPA during these conferences in order to reach a wide audience.

COMMUNICATION

The broad picture :

- The Network must improve its internal and external communication. To do this it could produce and publish its newsletter on a more regular basis, improve its internet site and encourage its members to make reference to the Network in a more systematic way;
- The question of the Network adopting an emblem, the lighthouse, is up for discussion. It is also envisaged to draw on the collaboration of Ocean Ambassadors to convey messages and to better communicate on the actions of the Network.

The WON's general communication principles

Actions that all present or future members of the WON can carry out

- Systematic reference to membership of the WON in educational actions undertaken by members/partners;
- Use of the WON logo on communication documents.



WON involvement/support needed in the short-term

- Make the results of scientific research more accessible working, for example, with the COI of UNESCO and the projects financed by the European Union's DG Research.
- Develop collaborative working/projects with other networks.



Possible WON involvement/support

- Study possible mobile phone applications.
- Create a small group of spokespersons for MPAs within the WON.
- Organise workshops on the theme of MPA communication during international conferences (for example at events organised by the AAMP, in 2011 in Martinique and in 2013 in Marseille).
- Envisage the creation of communication support materials such as press releases, audio bulletins and image banks to enable every member of the WON to work with the media.

The Internet site

Actions that all present or future members of the WON can carry out

- Promotion via the existing site;
- Transmit information, in particular « good practices » to be uploaded and published on the

WON internet site;

- Insert links from members' sites to the WON site.

WON involvement/support needed in the short-term

- Make the site more attractive;
- Increase awareness of the WON internet site, and specifically of the Ocean Info Pack;
- Insert links to sites which deal with similar issues to those of WON such as: www.theoceanproject.org, www.thew2o.net, www.protectplanetoocean.org

Possible WON involvement/support

- Identify synergies with organisations that manage internet sites specialised in the ocean in order to better organise and enrich the information available via the internet;
- Create a dedicated toolkit for Marine Protected Areas in the Ocean Info Pack.

The lighthouse

Actions that all present or future members of the WON can carry out

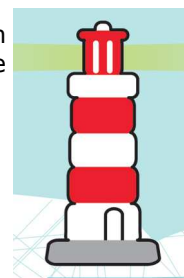
Use the lighthouse to publicise activities and the network.

WON involvement/support needed in the short-term

- Refine the lighthouse design and consider uses;
- Produce style, production and user guides for the lighthouse (w.r.t. form, sustainable materials, possibles uses, updating the information displayed...);
- Conduct a local pilot project to test.

Possible WON involvement/support

Use communication specialists for an effective use of the lighthouse and the emblem of the WON network.



Ocean Ambassadors

Actions that all present or future members of the WON can carry out

- Support ambassadors, citizens of the ocean, holders of the passport, who have contributed to organised actions and activities. It is important to motivate ambassadors so that they spread the message among their family, friends and acquaintances;
- Seek support from well-known personalities with a view to according them the status of star ambassador. Their good reputation allows them to get messages across and contribute to the profile of the World Ocean Network.
- Compile a list of ambassadors.



Marcel et son Orchestre—Nausicaá, 2009

WON involvement/support needed in the short-term

- Encourage: the distribution of the passport, introduce stamp system for passports, obtaining the status of ambassador;
- Create communication materials for use by Ocean Ambassadors.

Possible WON involvement/support

- Encourage: the distribution of the passport, introduce stamp system for passports, obtaining the status of ambassador;
- Create communication materials for use by Ocean Ambassadors.

HOW THE NETWORK OPERATES

The broad picture

The Network is seeking to put new operational arrangements in place. These will be based around, in

particular, regional delegations, the creation of which in different regions of the world is encouraged.

Regional delegations

Actions that all present or future members of the WON can carry out

- Feasibility study into the creation of regional delegations in different regions of the world;
- Preparation of an action plan for each delegation.

WON involvement/support needed in the short-term

- Actively foster the creation of regional delegations;
- Develop a project resource file which specifies the objectives of a regional delegations.

Possible WON involvement/support

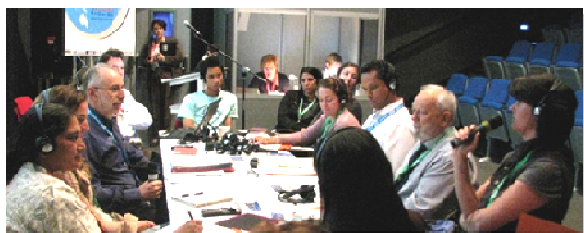
Identify resources to support delegations' operations.



Organization

During the workshop members of the Network considered Network operations and membership conditions. The ideas they generated will be

communicated to the Board of Directors, which will make proposals.



4th International Meeting of WON—Nausicaá, 2010



World Ocean Network Latin American Delegation—Nausicaá, 2010

The different workshops underlined participants' shared strengths and objectives:

- Provide information to raise public awareness ever more widely and at the global scale,
- Mobilise this public to encourage them to take action,
- Take action to defend the oceans and for a better management of its resources.

Bearing in mind the underlined shared strengths the Board will be proposed for adoption the clearest possible definition of:

Our mission, our long-term vision, our values, our scope of operation/actions.

These will be defined in a clear and concise document, which will set out in detail the Network's identity, mission and actions for its members; and communicate the Network's identity externally, in a clear and detailed way, to institutions, the media, to the Network's patrons and so on.

The purpose of this work is that the World Ocean Network:

- More effectively meets its members' expectations, puts in place the organisational arrangements it needs to succeed in its future missions;
- Is able to increase the scale and impact of its actions both at the Network level and by supporting the actions undertaken by its members.

The workshops identified the following key points in relation to the Network's future organisational structure:

- Clarify the status of Network members: member, full voting members, associate and participating members, with a clear and adapted schedule of membership rates,
- Create working groups, composed of a limited number of Network members to deal with the 5 fundamental tasks facing the Network:

International: the working group will identify the fields of lobbying on an international level and it will propose modes of cooperation with international institutions.

Communication: the working group will elaborate proposals for the most efficient communications to exchange information among members and to raise the profile and increase the visibility of the Network.

Projects to connect centres/members working in the same area, to facilitate the sharing of experience and to compile a list of all their constructive and consensus-based initiatives with the aim of sharing best practices and providing assistance to projects.

Operations: organisation, budgets, finance, administration of the Network, ...

Networking: reinforce and further develop Network linkages, develop regional delegations, strengthen the Network, intensify exchanges, organise in-network training, etc.

The executive secretariat is provided by Nausicaá. As the Network expands specific organisational relationships will be established.

The timetable for further work programme is as follows:

At the end of the Meeting:

- Constitution of working groups;

September:

- Launch of the working groups activities: projects, communication, operations, networking and regional delegations;
- Establish the "content" of our identity;

End of the year:

- Finalise new organisational chart;
- Produce a strategy setting out our short, medium and long-term objectives;
- Prepare an action plan and a budget for 2011.



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Support and partners

Nausicaá and the World Ocean Network would like to express their gratitude to everyone who has provided support for the organization of the 4th International Meeting.

This year's Meeting has been organized in the frame of the International Year of Biodiversity under the aegis of international organizations:

- It was officially part of the 50th anniversary celebrations of UNESCO's Intergovernmental Oceanographic Commission.
- The Meeting enjoyed the support of the Global Forum on Oceans, Coasts and Islands, which has been publicly represented by the World Ocean Network since 2002.

The Meeting enjoyed the patronage of the Ministère de l'Alimentation, de l'Agriculture et de la Pêche (Food, Agriculture and Fisheries Ministry), the support of the Ministère des Affaires Etrangères et Européennes (French Ministry of Foreign and European Affairs) and of the Direction Régionale de l'Environnement, de l'Aménagement et du Logement Nord - Pas-de-Calais. (Nord - Pas-de-Calais Regional Services for environment, territory planning and accommodation).



The 4th International Meeting Acting together for the future of the Blue Planet is co-financed by the European Union.
Europe is supporting Nord Pas-de-Calais through the European Regional Development Fund.

The 4th International Meeting has been organized with the financial support of:



And the association « Et pourquoi pas ? »

www.4thinternationalmeetingwon.com

