



sea for  
SOCIETY • EU  
TOWARDS A BLUE SOCIETY

# CONTESTS

## Overview

This information sheet is for educators and other relevant stakeholders interested in organising a contest or competition in the context of Sea for Society, or other projects raising awareness on marine ecosystem services. Competitions can be a way to involve schools in producing a concrete tool to stimulate sustainable behaviour in line with the principles of the Blue Society that underline Sea for Society's mobilisation phase.



## Objectives

- To involve a broad audience in personal action, taking into account the importance of the Ocean for human life
- To launch a collective action involving a broad audience at the European level
- To disseminate Blue Society principles to a broader audience

The first part of the activity involves each partner's country at national level; the second part will involve all the participants at a European level.

## At a glance

**Duration:** 4 months,

**Organisation time:** 2 months preparation, 4 months implementation, 4 months follow-up (January - October 2015)

**Target group:** Young people aged 8-18, teachers (as indirect multipliers).

## Organisation

### 1. Definition of the theme, the rules and procedures

Fix the objectives, decide the type of contest to be implemented, fix the date and the name of the contest, identify interested partners, contact schools, put the jury together.

### 2. Definition of the final work to submit

Design the contest in detail and decide on the prizes which must be related to the target audience

### 3. Participants' involvement and promotion

Promote the contest in an adequate manner through the right channels (website, newsletter, Facebook and other social networks, create a video) so that it can reach the maximum potential users. Take account of any relevant legislation

### 4. Implementation

### 5. Winners identified at national and European level

The contest can take place on a number of levels: in a classroom; throughout a school; between schools; at national scale and at European scale.

## CONTESTS

### Tips

- The contests could take place on-site or online.
- The results should be announced online or during special events.
- We could organize contests on the best parade, the best Blue Society challenge, a photographic contest, etc.
- The final work can be differentiated by level of education:
  - Primary and secondary level must produce a product that invite peers to behave in favor of marine resources;
  - the final works can be submitted on paper (drawings, posters, newspaper articles ... made with any tool or technique) or multimedia (videos, commercials, songs, powerpoint, social media page, etc).
- Official authorization must be sought where necessary
- The jury could also serve as ambassadors for the project
- Prizes should be adapted to suit the age group
- Accommodation and catering should be budgeted if necessary

### Communication

The following communication tools should be implemented in order to disseminate the contest, as well as the usual dissemination channels of the institution:

- Social media
- Leaflets
- Short video

### Links

World Ocean Network photo competition

<http://www.worldoceannetwork.org/sample-page/active-3/celebrate-world-oceans-day/2014-annual-world-oceans-day-photo-contest/>

National Ocean Sciences Bowl, US

<http://nosb.org/>

Ocean Awareness Student Contest

<http://www.fromthebowseat.org/contest.php>