



4TH GLOBAL CONFERENCE ON OCEANS, COASTS, AND ISLANDS

Working Group on Public Education/Outreach/Media



DEVELOPING A STRATEGY FOR PUBLIC EDUCATION/OUTREACH/MEDIA



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Global Forum on Oceans, Coasts, and Islands--Strategic Oceans Planning to 2016

The Global forum on Oceans, Coasts, and Islands has undertaken a strategic planning effort for the period 2006-2016 to develop policy recommendations for specific next steps needed to advance the global oceans agenda aimed at governments, UN agencies, NGOs, industry, and scientific groups. To this effect, Working Groups have been organized around 12 major topic areas related to the global oceans commitments made at the 2002 World Summit on Sustainable Development and to emerging issues facing the global oceans community.

The Working Groups have been organized and coordinated by the Global Forum Secretariat, under the direction of Dr. Biliana Cicin-Sain, Co-Chair and Head of Secretariat, Global Forum on Oceans, Coasts, and Islands, and involving the following staff from the Gerard J. Mangone Center for Marine Policy, University of Delaware: Miriam Balgos, Kateryna Wowk, Caitlin Snyder, Shelby Hockenberry, and Kathleen McCole.

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Global Forum on Oceans, Coasts, and Islands
Working Group on Public Education/Outreach/Media

Policy Brief:
**Developing a Strategy for Public Education/
Outreach/Media**

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Foreword

DEVELOPING A STRATEGY FOR PUBLIC EDUCATION/OUTREACH/MEDIA

Leading policy experts and politicians will often conclude a speech related to sustainable development noting that only when the public-at-large becomes aware of the issues, changes behaviour at individual, household, and community levels, and pushes political leaders to adopt sustainable development policies and practices, that true change will take place. That is often as far as they go.

Not so with the World Ocean Network (WON), the world's association of aquaria, zoos, natural history museums, science and education centers. First mobilized during the International Year of the Ocean in 1998 and then organized formally in 2002, the World Ocean Network has worked incessantly and effectively to inform and educate the public-at-large on ocean issues and on appropriate individual and community behaviour to safeguard the oceans through educational activities and mass communication media.

The World Ocean Network and the Global Forum on Oceans, Coasts, and Islands have worked together since the World Summit on Sustainable Development in 2002 in a symbiotic relationship whereby the Global Forum has produced policy messages about global oceans goals and their effective implementation and the WON has translated and widely disseminated these messages to publics around the world, always emphasizing the centrality of changes in individual behaviour as a major path to change.

All of us at the Global Forum are also delighted to be working with two well-known communications organizations on sustainable development: the World Ocean Observatory and the Earth Negotiations Bulletin to ensure wide dissemination of the conference deliberations and results. World Ocean Observatory will be carrying out interviews with conference participants leading various issue areas and will be preparing detailed reports to be disseminated on the Internet. The Earth Negotiations Bulletin (ENB) will be preparing a daily report and a summary report of the conference to be disseminated to more than 45,000 international and national leaders in sustainable development through ENB's mailing lists, including the Oceans-L, a mailing list for news and announcements related to oceans policy issues.

The World Ocean Network and partners have put forward an ambitious set of goals for 2015: to gather together 600 active organizations able to mobilize up to 1000 participating organizations in 120 to 150 countries reaching an audience of 300 million people a year. As well, they have called for national governments to include oceans in education materials by 2015. Reaching such a large number of people and encouraging governments to include oceans in their educational curricula at all levels will make a significant difference in ensuring sustainable development of oceans and we hope that all Global Forum partners will actively participate in this effort and mobilize, as well, to procure the funding that will be required to achieve these goals.

Discussion of Public Education/Outreach/Media at the Global Conference

1. Members of the Working Group on Public Education/Outreach/Media are expected to participate in the deliberations of the other Global Forum Working Groups to gain understanding of the major recommendations proposed by each group and also to facilitate deliberations by each Working Group on the most appropriate strategies for reaching the public on the particular issue.

2. The Working Group on Education/Outreach/Media is expected to work closely with the Working Group on Capacity Development, since the capacity group has identified needs in all forms of capacity development necessary to support ecosystem-based integrated ocean and coastal management in the face of climate change.

The Policy Brief developed by the Capacity Group has laid out important needs for the development of capacity in ocean and coastal management on the part of national and sub-national authorities, universities, communities, and the public.

In future work, the Global Forum is expected to focus especially on two aspects of capacity development and public outreach: 1) reaching current ocean leaders around the world; and 2) working with universities, training institutes, and national leaders to mold the next generation of ocean leaders. The Public Education/Outreach/Media group could especially focus on the complementary needs of: reaching the media, local communities, and the public-at-large on the important ocean issues. The World Ocean Network's proposal to organize the World Ocean International Academy in 2009, aimed at bringing together the media, leaders of ocean aquaria and museums, and global oceans experts is a good step in this direction.

3. The Working Group on Education/Outreach/Media should develop very specific next steps that will be required to implement the goal of having all national governments incorporate materials on ocean issues in their educational curricula at all levels.

The Global Forum Secretariat acknowledges, with sincere thanks, the pivotal role played by Philippe Vallette and Manuel Cira of the World Ocean Network and of Peter Neill of the World Ocean Observatory in the public outreach work of the Global Forum. Sincere thanks are due to Jens Ambsdorf of the Lighthouse Foundation for the Foundation's financial support of the public outreach work of the Global Forum.

Biliana Cicin-Sain
Global Forum on Oceans, Coasts, and
Islands

Policy Brief: Developing a Strategy for Public Education/ Outreach/Media

I. INTERNATIONAL CONTEXT

Overview

At the *Earth Summit in 1992*, Agenda 21 stressed that education is crucial for the promotion of sustainable development and for the improvement of the ability of populations to solve environment and development problems. Chapter 36 calls for: “Reorienting education towards sustainable development; Increasing public awareness; Promoting training.”

The Earth Summit also led to designating 1998 as the first International Year of the Ocean.

IOC/UNESCO was the leading UN agency for the organisation of the **International Year of the Ocean**. In 1999, the IOC General Assembly “agreed that, to a large degree, the first objective of the International Year of the Ocean -increasing awareness - was achieved successfully and asked that the relationships established with mass media and non-governmental organisations be sustained, [it] emphasized that the IOC should promote initiatives in the field of education by establishing partnerships with [...] other organizations with expertise in this area [considering] the importance of both environmental education and public awareness of marine affairs [and] requested [its Chairman and Executive Secretariat], to explore ways of persuading the United Nations to declare an International Ocean Day [...]”

The *2002 World Summit on Sustainable Development* in Johannesburg broadened the conception of sustainable development and confirmed the education objectives of the Millennium Development Goals and the Dakar Framework of action toward education for all. Regarding public information and education, the WSSD Plan of Implementation recommends, among other items, to:

121. Integrate sustainable development into education systems at all levels of education in order to promote education as a key agent for change.

123. Provide all community members with a wide range of formal and non-formal continuing educational opportunities [...]

124. Support the use of education to promote sustainable development, including through

urgent actions at all levels to [...]Recommend to the United Nations General Assembly that it consider adopting a decade of education for sustainable development, starting in 2005.

The **Decade of Education for Sustainable Development** (DESD) was officially adopted by the 57th UN General Assembly in December 2002 for the period 2005-2014 with UNESCO designated as the leading UN agency. Following the lines of its initial promoters, the Decade of Education for Sustainable Development is designed to:

- 1) Learn about and deepen awareness of environment issues and problems
- 2) Reflect on our modes of living, shifting these toward sustainability
- 3) Empower people to take concrete actions to resolve the environmental challenges they face

10 years after the International Year of the Ocean, it is time that all ocean related stakeholders fully endorse these objectives, supporting agencies and relevant actors to foster ocean awareness and promote sustainable use of the ocean worldwide.

II. CURRENT SITUATION

General status

Since the 1998 International Year of the Ocean, on the initial request of IOC/UNESCO, a group of aquariums, zoos, natural history museums, and educational centres started a new initiative to bring together organisations in a position to raise public awareness on ocean matters worldwide and to promote sustainable use of the ocean to the public at-large through education and all available mass communication media.

“Caring for the Blue Planet, you can make a difference. Think of the significant difference 6 billion of us can make” is the slogan that was defined as a common message to inspire behaviour change (1st International Meeting of aquariums, zoos, natural history museums, science centres, etc. *“New behaviour toward the ocean: an objective for the future”* 1999)

This movement gained momentum at the *5th International Aquarium Congress* held in Monaco in 2000. Other important meetings and a European-

led initiative through the OCEANICS project, with funding from the European Union DG Research have also contributed greatly to this cause.

Since **2002** and the WSSD, outreach activities through the Global Forum on Oceans, Coasts and Islands have been implemented to generate public mobilisation in support of international ocean governance and focus attention at major ocean related international decisions on implementation.

A set of common goals and actions was defined in 2002 at the *2nd International Meeting “Acting together for the Future of the Blue Planet.”*

Diverse organisations and networks worldwide, such as The Ocean Project and the European Union of Aquarium Curators, endorsed this action plan which spurred the media to either promote or take part in some of these actions.

Another landmark event in 2002 was the creation of the World Ocean Network (WON), which was established as an international alliance of organisations cooperating to foster sustainable use of the ocean through the promotion of stewardship to the “World Ocean.” The World Ocean Network has had a coordinating secretariat and a common logo since 2003, and was formalized as an international association three years later. In **2003**, active participation in the *2nd Global Conference on Oceans, Coasts and Islands* enabled professionals from the education and communication fields to share their objectives and efforts with a broader array of ocean stakeholders.

The effort to expand the network of organisations actively promoting sustainable use of the ocean

toward the general public was further continued through professional meetings, such as the *6th International Aquarium Congress* held in 2004 in Monterey, California, and international conferences, such as *Learning to Change our World* organised by the Swedish government as part of the DESD planning process, and the first official DESD event “*Education for a Sustainable Future*” *Conference* in Ahmadabad, India.

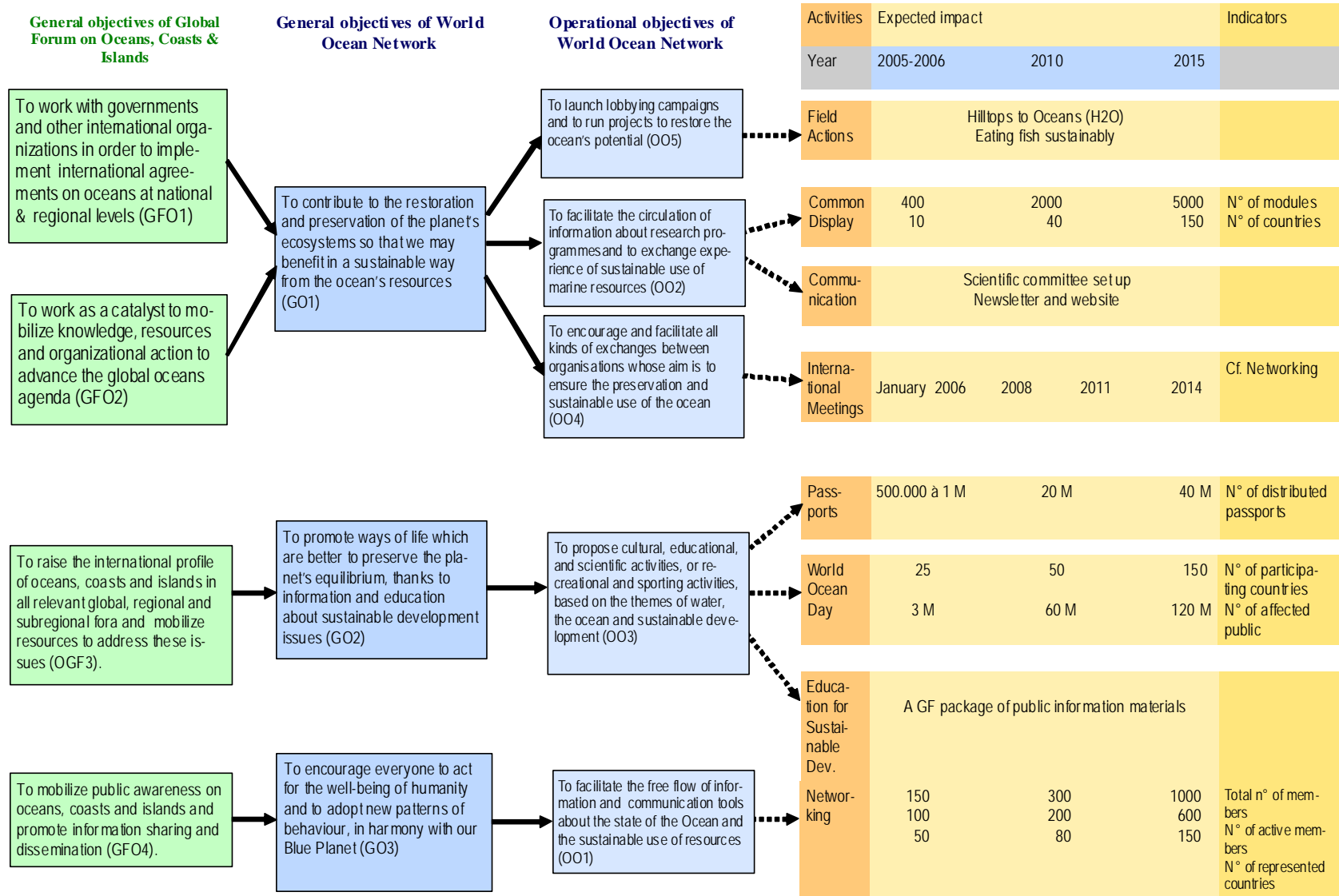
From **2005** on, regional meetings on ocean information and education have been organised, the first of which were held in India and Europe.

Regional coordination branches were also established to implement regional action plans along the lines of the action plan defined in 2002.

This effort was acknowledged as a UNEP/GPA partnership initiative at the *2nd Intergovernmental Review of the Global Programme of Action for the Protection of the Marine Environment from Land-Based Activities* in 2006, Beijing, China.

Strategic goals and a related list of actions (see figure below), some of which have been implemented since 2002, were presented to stakeholders at the *3rd Global Conference on Oceans, Coasts and Islands* in early **2006**. They were further enriched during the following *3rd International Meeting “Acting together for the Future of the Blue Planet.”* The list of actions includes some activities that are specific to the education and museum field and others that are of interest to all ocean actors: all of these activities, however, aim at mobilising the public at-large.

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



Priority goals and related actions

Following the lines of its initial promoters, the Decade of Education for Sustainable Development is designed to:

- 1) Learn and deepen awareness of environment issues and problems
- 2) Reflect on our modes of living, renewing these toward sustainability
- 3) Empower people to take concrete actions to resolve the challenges they face

1) Learn and deepen awareness of environment issues and problems

- a. Action Summary: Promoting the concept of the “World Ocean” demonstrates that one ocean exists as the life support system on Earth and that everyone needs to care for it. By mobilising thousands of professionals, the objective is to reach millions of people throughout the world with this message.

Objectives and Steps

*In order to provide education and museum professionals as well as ocean enthusiasts and professionals from the maritime world with the appropriate information to reach their audience, an **Ocean Info Pack** has been developed use within the Global Forum program of action by Nausicaa-Centre National de la Mer and the World Ocean Network. The Ocean Info Pack includes major facts and figures about the World Ocean and suggestions of activities and tools to reach the public.*

*In order to rally hundreds of science mediators, nature specialists, and media and demonstrate the importance of communicating ocean matters to the public, using the WON tools in the context of the GF effort, many meetings and **workshops** have been organised by WON participants and partners at local, regional, and national level during the past few years, bringing the number of WON participating organisations and networks from less than 50 in 1999 to over 300 today, with the ability of mobilising hundreds more for specific events. Further presentations and workshops will be convened in 2008-2009 and the World Ocean International Academy will organise the first session for educators as well as media in 2009. The WON objective for 2015 is to gather 600 active organisations, able to mobilise up to 1000 participating organisations in 120 to 150 countries, reaching an audience of 300 million per year.*

- b. Action Summary: A joint **information display** will be exhibited in public places to alert new

publics to the importance of ocean issues. The display provides information on various subjects and suggests taking action by adopting new behaviours.

Objectives and Steps

An information display in the form of a lighthouse was first designed in 2004 and further tested in several countries. Existing prototypes now have to be adapted and disseminated by partners in public facilities, such as airports, port areas, shopping centres, etc.

The WON objective for 2015 is to install thousands around the world.

- c. Action Summary: Including **ocean matters in education curricula** is of utmost importance to reach the future “users of the sea.”

Objectives and Steps

The first step is to informally mobilise education professionals to systematically include ocean examples in various studies – geography and other sciences, as well as economics or fine arts and literature. This can be done by providing information and tools from the Ocean Information Pack (see above) and by offering special programmes through all informal education organisations and facilities, such as environment education bodies, aquariums, museums, etc. In parallel, support from the DESD secretariat will be sought, as well as commitment of all concerned international organisations.

The WON objective for 2010 is to ensure official endorsement from the DESD secretariat and to gather all concerned international organisations in a joint effort to push national governments to include ocean matters in education curricula by 2015.

- d. Action Summary: One of the first actions any stakeholder can take to promote sustainable use of the ocean is to celebrate **World Ocean Day on June 8** annually. Further promotion of World Ocean Day will facilitate celebration of this day in more countries and help obtain official designation of the World Ocean Day as an official UN International Day.

Objectives and Steps

The celebration of the World Ocean Day has been strongly promoted by the World Ocean Network jointly with other partners, such as The Ocean Project. From less than 10 countries involved in 2002, there are now organisations promoting activities in more than 50 countries. The next step is to rally more participants,

especially among new stakeholders, so that state agencies, research institutes, corporate businesses, etc. also celebrate or support World Ocean Day. This push will allow raising the profile of World Ocean Day in support of the official designation of World Ocean Day as an International Day. Expected audience of the World Ocean Day in 2015 is 140 million people, thanks to activities organised in 150 countries.

2) Reflect on our modes of living, renewing these toward sustainability

- e. Action Summary: Since 2004, the **Citizenship of the “World Ocean”** has been symbolised by the Passport of the Citizen of the Ocean, the emblem of a community of citizens who care for the ocean, with each citizen having their own responsibilities and rights. In becoming a Citizen of the Ocean, the passport holder demonstrates individual determination to act for the benefit of the marine environment. The individual agrees to reflect on their way of life, to adopt a new behaviour toward the ocean, and to carry out a number of actions that help preserve and protect the ocean or simply to spread knowledge about its role and importance to our planet and humanity.

Objectives and Steps

500, 000 copies of the Passport of the Citizen of the Ocean have been printed in two versions adapted to adults (in 8 languages) and children (in 4 languages) – including English, French, Portuguese and Spanish. Ocean educators and professionals worldwide make use of it in diverse educational programmes adapted locally to promote the Citizenship of the Ocean. Translations and prototypes are already available in 10 additional languages, among which Chinese, Japanese, Hindi, and Tamil are included with the hope of being printed and distributed in the near future. Apart from expanding the distribution, an effort has been started to help the Citizens of the Ocean share their experiences and take further actions on important matters; the most active Citizens of the Ocean will be acknowledged as Ambassadors of the Ocean.

The WON objective is to mobilise millions of Citizens of the Ocean in 120 countries by 2015.

- f. Action Summary: To encourage and empower individuals and local, regional, and international **information initiatives** have been started, **promoting concrete sustainable actions**, at the individual and community levels, such adopting behaviour and consumption habits that show

more respect for planetary and oceanic resources and supporting related petitions.

Objectives and Steps

*To encourage **individual actions**:*

- *In 2003, a series of actions to avoid marine pollution was proposed to the public. A list of “Ten little things to make a difference for our ocean planet” was adapted, expanded, and distributed at the UNEP/GPA IGR2 Meeting in 2006.*
- *From 2003 to 2007, regional workshops were organised to work with marine educators, aquariums and museums, media, and other stakeholders on fostering sustainable seafood consumption with the aim of raising awareness on the fragile state of the ocean ecosystems and inspiring consumer responsibility. A new initiative will be launched in Europe in 2009 to promote positive consumer attitudes by learning to choose the right fish - the right species at the right season and the right place.*
- *Since 2007, WON has also partnered with IGLO, the ASTC Initiative on Global Warming, to better educate citizens about the impact of human actions on climate and about environmental and energy related choices they will need to make now and in the future.*
- *Another campaign theme is planned to promote the designation of Marine Protected Areas to the public.*

*To encourage **community actions**:*

- *After the Prestige shipwreck in 2002, a protest petition against the risk of environmental damage caused by oil pollution gathered 69,598 signatures. (Following the Prestige disaster, the European Union has banned single-hull oil tankers from its ports and the International Maritime Organisation adopted measures to phase-out single-hull tankers).*
- *The Polynesian government answered the petition against shark finning in French Polynesia, which obtained about 40,000 signatures. As a result, sharks are now under protection in French Polynesia.*
- *Marches for the Ocean have been organised in various countries, from Kenya and Mauritania to US and France.*

To broaden the impact of these campaigns, actions have been taken to involve prominent public figures and introduce new high-profile initiatives, such as: holding Sustainable Seafood

celebrations and displays; composing a March for the Ocean; composing an anthem for the Ocean; launching a “Nobel Prize” for the Ocean. A solidarity fund will support the actions of World Ocean Network participants and partners.

3) Empower people to take concrete actions to resolve the challenges they face

- g. **Action Summary: Public debates** equip individuals with the understanding, skills, and knowledge that enable them to perform this role effectively. They are an opportunity to involve the general public in decision making processes. Bringing together scientists with concerned stakeholders and the public, they bridge the gap between knowledge and everyday life, and they facilitate discussion about both existing problems and ways of life.

Objectives and Steps

Ocean Debates started in 2002, for instance, at the World Underwater Film Festival, as well as in many local celebrations for World Ocean Day. Among other themes, “From Hilltops to Oceans” debates organised in 2003 allowed for the discussion of the impact of our everyday life on the oceans through pollution. The public debates also include policy issues, such as the discussion of the European Integrated Maritime policy in the framework of the Blue Planet Forum in Brussels in 2007. In 2007-2008,

other discussions have started about maritime transport and safety issues that link with our way of life and consumption.

The WON objective for 2015 is the organisation of stakeholder debates and public debates by all WON participants around the world and in partnership with all Global Forum working group themes.

- h. **Action Summary: Youth Parliaments for the Ocean** are aimed at enhancing the involvement of young people in ocean stewardship and governance. As future consumers, decision makers, managers, and users of marine resources, young people can play a significant role in securing their future and that of generations to come. Their involvement is critical to determining whether existing efforts in ocean management will be continued over time.

Objectives and Steps

The first meetings of the Youth Parliament for the Ocean were held in 2007 in Malta at PIM XXXII at the international level and in Brussels at the regional European level.

The WON objective is to organise: regular regional youth forums; youth consultations in conjunction with international ocean conferences; and to make the International Youth Parliament for the Ocean a yearly event.

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