



Lights, camera, ocean! International partners engaging youth in ocean messaging

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Among aquarium audiences, different subgroups learn in different ways and require different educational approaches. Today's youth are more socially conscious than previous generations and, according to research done by The Ocean Project, they consider the conservation of the ocean to be a high priority. Young people can help their parents and other adults make good environmental decisions that benefit the ocean. Using social media to connect with youth, the Cabrillo Marine, Nausicaa and Waikiki Aquariums collaborated in sponsoring the *Youth on Board* video contest.

With the help of the World Ocean Network, youth participants were encouraged to create a one-minute video featuring inspiring impressions of positive local ocean initiatives. Videos fulfilling the contest rules were uploaded on YouTube for international viewing. Each partner aquarium reviewed videos submitted to them and chose a winner, and these were announced on World Ocean Day 2012. Protecting and sustaining the oceans requires ingenuity, cooperation and hard work. Ultimately today's youth will inherit these challenges. Projects such as *Youth on Board* empower young people with hope and prepare them to take on these challenges. This project has potential to include more youth and international aquarium partners in the future.