

Caring for the Blue Planet, You Can Make a Difference

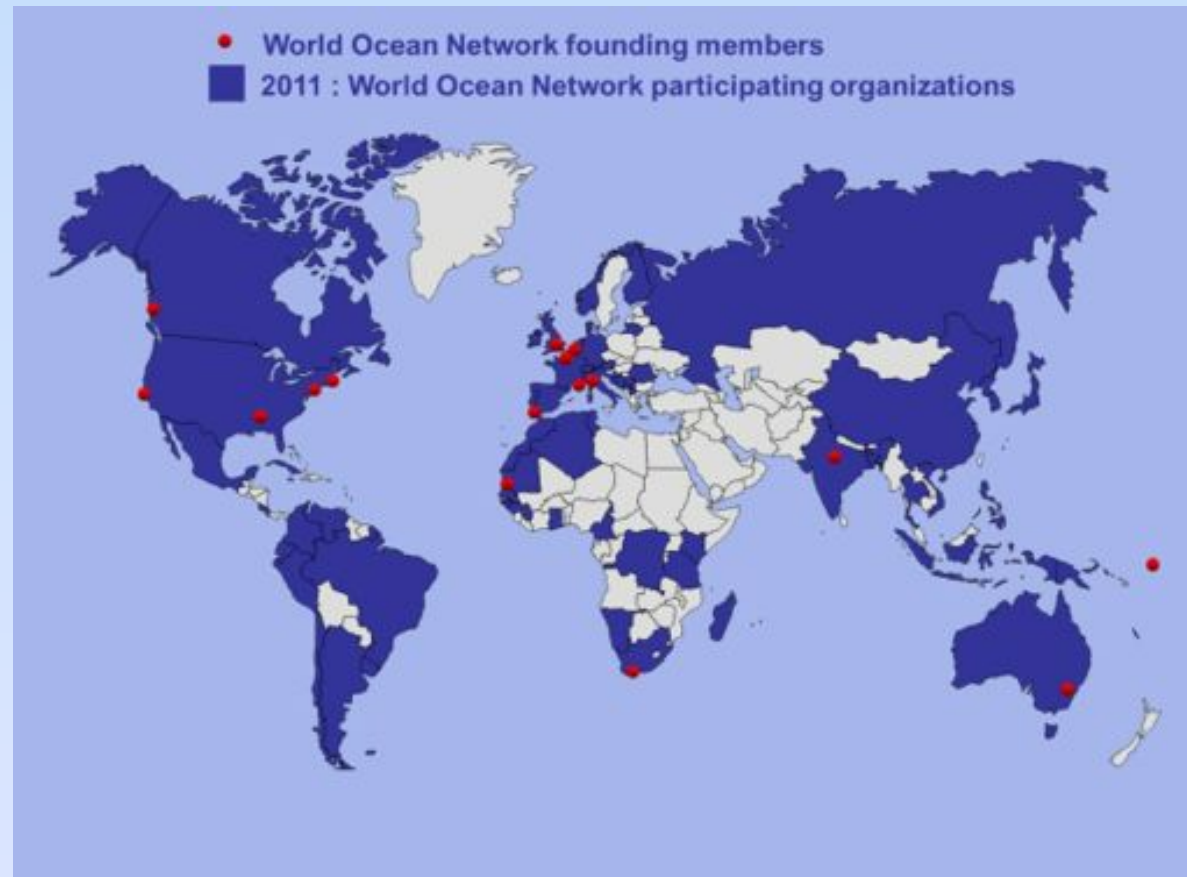


Philippe VALLETTE
Co-chair, World Ocean Network
General Manager, Nausicaá

Paul VAN DEN SANDE
Secretary, World Ocean Network
President, International Aquarium Forum

8th International Aquarium Congress
Cape Town, South Africa
13 September 2012

world ocean network



An international alliance of aquariums, museums, education centres, NGO's,... to promote sustainable use of the World Ocean

Our objectives

- To **raise** public awareness on a sustainable use of the ocean on a worldwide scale
- To **foster** more respectful behaviours towards the environment
- To **encourage** a more intelligent and sustainable use of the ocean towards a Blue Society



Our actions To foster Citizenship of the Ocean

Our vision of a Blue Society:

a society in a spirit of
sustainability, well-being and equity for
humankind living **in
harmony with the
world ocean**



Blue Society

Scope of action

**Foster research &
innovation**

**Mobilise
decisionmakers**

**Flagships
and
spokes
persons**

**Inform,
educate and build
capacity/
inspire individual
action**

**Communicate through
events**

Our actions

To foster Citizenship of the Ocean

Sharing best practices and successful initiatives towards Blue Society so as to **inspire our public** with good stories



Our actions To foster Citizenship of the Ocean

Call for Joint Action!

You can contribute by sending **positive stories**

info@worldoceannetwork.org

We'll dispatch them so that you can **share them with your public** for World Oceans Day next year

Our actions

To foster Citizenship of the Ocean

- Our participation in **international** governance conferences to **help advancing the ocean agenda**
- Our **UN** voluntary commitment



Our actions To foster Citizenship of the Ocean



A theme for 2013 and after: to show that **we are all "interconnected by the Ocean"**, and that we want to **preserve it for our Future**



Our actions

To foster Citizenship of the Ocean



The **last IAC** supported the request to the **UN** to officially designate June 8 as World Oceans Day.

Thanks to the efforts of many partners, including The Ocean Project, World Ocean Network and all of you,

June 8 has now officially become World Oceans Day.

Our actions

To foster Citizenship of the Ocean

- The **Passport of the Citizen of the Ocean**

New projects underway:

- Basel Zoo, Switzerland
- Meeresburger programme, Germany
- Chamber of Commerce, Rio de Janeiro, Brazil



Our actions

To inspire & empower the youth

- **Mainstreaming ocean education: our UN voluntary commitment**



Our actions

To inspire & empower the youth

- **Youth Parliaments for the Ocean:** in 10 European countries, 2013



Our actions

To inspire & empower the youth

- The **junior “Citizen of the Ocean” Passport**: a regional edition in the English Channel area, Europe



Our actions To empower the general public & consumers

We can all **encourage and amplify programmes** that will **inspire our public** to become **active in their everyday life.**

Here are some first examples...

Our actions To empower the general public & consumers

Sustainable seafood consumption

- **Mr. Goodfish** programme
- **Exchanging** on aquarium sustainable seafood programmes around the world



Our actions

To empower the general public & consumers

Marine Protected Area campaign

- MPA campaign project, with NOAA, French agency for MPA, WON



Our actions

To rally & mobilize professionals

- **Next International WON Meeting** in 2014
- **Next World Ocean Academy** in Europe in 2013
- Organisation of **WON regional and national groups** – in Latin America, in Europe, in France, etc.

Our actions To rally & mobilize professionals

Call for Joint Action!

- **Web conferencing** for IMPAC3 to share **MPA** best practice worldwide. Let's do it together!



Thank you

WORLD OCEAN NETWORK Office
c/o Nausicaa, Centre National de la Mer
Boulevard Sainte Beuve, BP 189
62203 Boulogne-sur-Mer
France

Tel. : + 33 3 21 30 99 93

Fax : + 33 3 21 30 93 94

www.worldoceannetwork.org
info@worldoceannetwork.org