



CONEXÃO
OCEANO
COMUNICAR. ENGAJAR. PROTEGER.

This report provides information debated during the Ocean Connection event held by the Boticário Group Foundation for Nature Protection, UNESCO Brazil, the Intergovernmental Oceanographic Commission (IOC) of UNESCO, and the Museum of Tomorrow.

Let's dive in together!



Fundação
GrupoBoticário

“We invite you to dive into the endless blue that covers 70% of our planet. A world with much to know and discover. Oceans are connections. They connect continents, cultures, people, lives. All of us have some sort of connection to the seas, whether for leisure, well-being, work, food. This perception changes from region to region and from experience to experience. However, this does not mean we are truly close to the oceans. Knowing is the first step to become closer. Creating a network of people committed with communicating, understanding, involving and engaging society with the cause of the oceans is essential for all of us.”

Malu Nunes, CEO of the Boticário Group Foundation for Nature Protection

“The ocean is a source of life and holds invaluable riches. Here, at the cornerstone of the United Nations Decade of Ocean Science for Sustainable Development (2021-2030), we must mobilize the international scientific community and all society regarding the issues and challenges that jeopardize the world as we know it, including global warming, the acidification of the seas and the loss of marine biodiversity. We need to forge an ocean culture and fuel the curiosity of children and teens on what oceans mean for us. This is an invitation for everyone to engage with this movement.”

Fábio Soares Eon, coordinator of the Natural Sciences Program by UNESCO Brazil



“We are water. Oceans are life and we depend on them completely. Our job is awakening people’s interest on tomorrow. We need to connect people today for the future to improve. Our values are sustainability and coexistence, and that is not possible without communication and engagement.”

Henrique Oliveira, Museum of Tomorrow director



Museu do Amanhã



Cooperação
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a Ciência e a Cultura

“Communication plays an indispensable role in preserving the health of the oceans, and in improving the conditions for sustainable development of oceans, seas, and coastal areas. The media plays a major role in raising awareness and sensitivity in the population toward the cause of ocean preservation, since the impacts on the seas are felt by everyone.”

Frederico Antonio Saraiva Nogueira, vice-president of the Intergovernmental Oceanographic Commission (IOC) of UNESCO for Latin America and the Caribbean



Organização
das Nações Unidas
para a Educação,
a Ciência e a Cultura



Comissão
Oceanográfica
Intergovernamental



2021
2030

Década das Nações Unidas
da Ciência Oceânica para o
Desenvolvimento Sustentável

Oceans for everyone

The riches of the ocean are present in different aspects of society's daily life and are directly related to all Sustainable Development Goals (SDG).



100%

of people are connected to the oceans in some way or another

They occupy over

70%

of the planet's surface



Contact with the sea offers health benefits.



They benefit traditional communities and contribute with reducing poverty and increasing quality of life



Ocean culture shapes cultural aspects including knowledge, respect, art, and customs



They regulate the climate

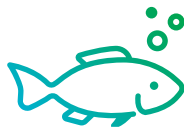


The movement of tides and waves, and the differences in temperature and salinity can be exploited as sources of renewable energy



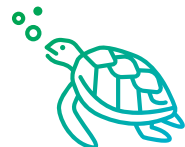
19%

of the Brazilian GDP comes from the ocean



54%

of the oxygen we breathe comes from seaweeds



Fish and seafood are the main protein source for

25%

 of the world population

They are the basis for important economic chains

But...
We only know

5% of the ocean



Only 4%

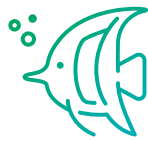
of the resources used in research
go to ocean science



At least 50%
of sewage in 81% of Brazilian
municipalities end up in the ocean



Illegal fishing, which
compromises fish stocks
and marine fauna, reflects
consumer choices



BRL 9,5
trillion
is the global economy
loss caused by plastic
pollution



90% of the world's
coral reefs may die before 2050,
if nothing changes

Only 3 people have ever
been to the deepest point
of the ocean

We believe that 1 million
marine species are yet
to be discovered



During the Ocean
Connection, this video
was released as an
awareness tool regarding
the importance of the
seas and of mobilizing
people for the
ocean cause.

[Click to watch the video](#)

A decade for the ocean

In this context and faced with the importance of the seas for the planet, the UN has declared the period from 2021 to 2030 as the Decade of Ocean Science for Sustainable Development to encourage the preservation of the seas and the management of natural resources in coastal areas. This way, it aims to contribute globally with the implementation of the Sustainable Development Goals (SDG).

[LEARN MORE](#)

Visit www.oceandecade.org or the “The ocean we need for the future we want” document



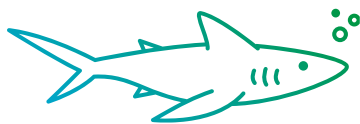
All Together

Academia, government, businesses, industry, civil society, communicators... The Decade will require them all to be involved and create ideas, solutions, partnerships and applications. Now is the best time to effectively preserve marine life in Brazil and across the world.



Communication Challenge

Besides problems such as excessive fishing, sea acidification, climate changes, and pollution, communication has been listed as a major challenge for the real engagement of society toward the cause of the oceans. An essential resource for the movement, which should be prioritized in the coming years.



Thus, the first step in Brazil has been the **Ocean Connection** event, which aimed at stronger communication to raise awareness and engage society and awaken a feeling of belonging toward the topic. The event was hosted by the Boticário Group Foundation, UNESCO Brazil, the Intergovernmental Oceanographic Commission (IOC) of UNESCO, and the Museum of Tomorrow.



A review of communication in Brazil

Communication is considered one of the key tools to engage the global community regarding the importance of the seas. It needs to be based on data to be able to support the tide.



70% of Brazilians have Internet access

87% of them get informed through online channels

77% receive news on cells/smartphones *(five years ago, this number was 23%)*

49% only access the Internet on their cellphones



9h29min is the average time Brazilians spend on the **Internet** *(2nd highest globally, behind the Philippines)*



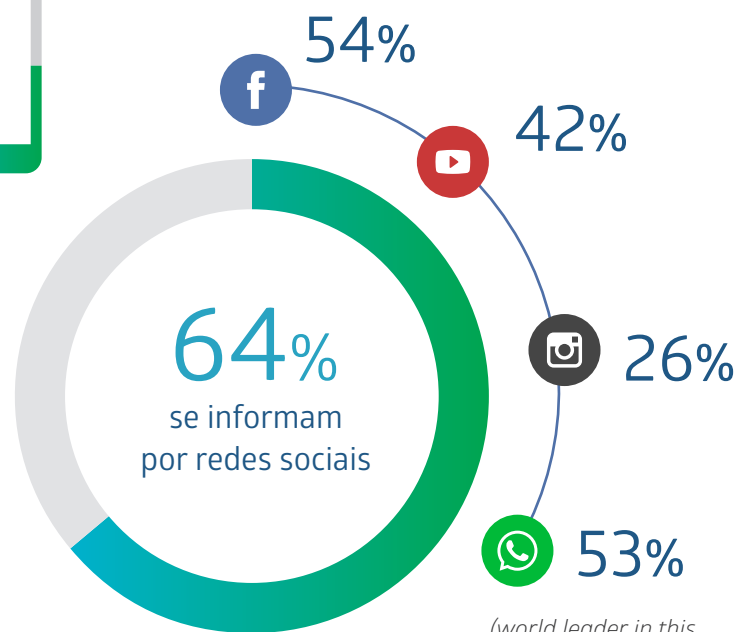
58% share news over social media and/or e-mail



93% watch TV regularly
73% get informed through the TV



9h17min is the average time Brazilians spend watching **TV**

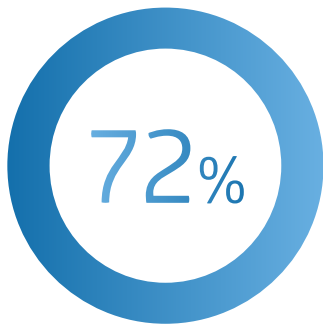


(world leader in this use of the application; global average is 16%)

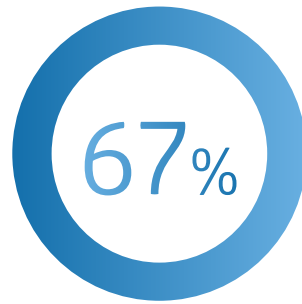


27% of Brazilians get informed via printed media

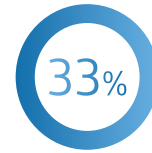
Level of Trust on Information



trust magazines



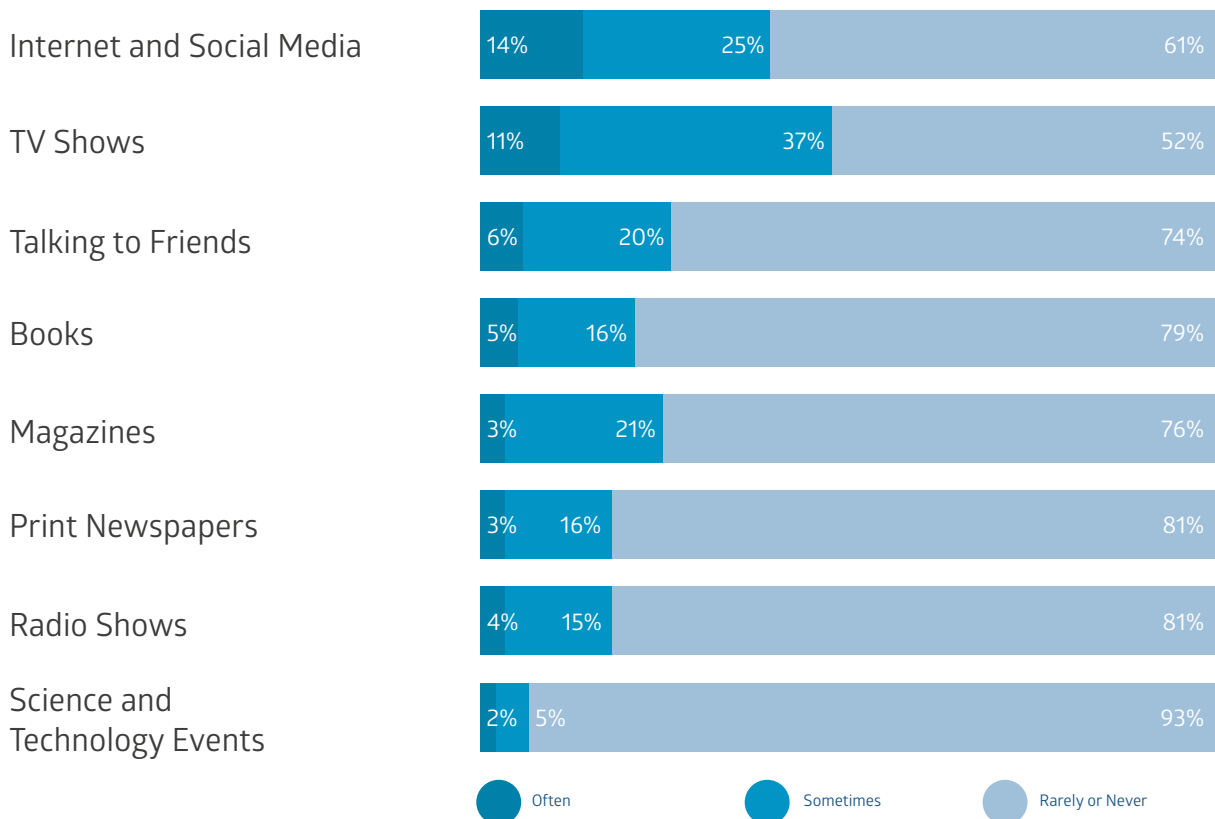
trust newspapers



trust social media



Consumption of Information on Science and Technology



Source: Public Perception from T&C in Brazil 2019 (CGEE)

Sources: Digital News Report (Reuters Institute), Global Digital 2019 (We Are Social e Hootsuite), TIC Residences (Cetic), Kantar IBOPE Media, Dimension-2018 (Kantar), Public Perception from T&C in Brazil 2019 (CGEE)

The First Stroke



**OCEAN
CONNECTION**
COMMUNICATE. ENGAGE. PROTECT.

September 3rd, 2019, 9AM-5:30PM
Museum of Tomorrow | Rio de Janeiro (Brazil)

Hosted by



350 attendees

communicators, journalists, influencers, press assistants, academicians, NGO researchers and representatives, public agencies, private sector and society



Actor Mateus Solano and Boticário Group Foundation CEO Malu Nunes talked at the last session of the event.

203 thousand people reached

by live transmission on social media, generating

When entering the event hall, attendees were invited to take pictures using #ConexãoOceano to drive engagement in social media.



23 thousand minutes of viewed transmission and **193** shares

208 mentions of the event in the media **77** of those in highly relevant outlets

The audience took every inch of the Museum of Tomorrow main event hall.



TV host Maria Paula Fidalgo and Captain Vilfredo Schurmann were some of the speakers at the Ocean Connection.



Goals

- Debate and create strategies on how to communicate about the oceans to different audiences.
- Present concepts and information related to ocean science to create interest and keep the topic on the interdisciplinary agenda.
- Engage communicators and other relevant players.
- Show audiences the transversality of oceans, showing how they relate to people's daily lives.
- Collect information and perceptions on the topic from the audience via digital platforms.



Event Assumptions

- Approach transversal topics
- Gender equality across program
- Different formats and approaches, encouraging audience participation
- Interaction among attendees
- Avoidance of disposable materials



Speakers

- We selected and invited inspiring people from different areas of society and known for the causes they defend. Guests who could not attend had the choice of sending video messages to be broadcast during the event.

Program

Diving into the Oceans | Inside the Topic



Baseline talk by expert to provide context on the reality of oceans in a Brazilian and global scenario.



“The ocean has not only forged life and sumptuous sceneries on our planet. Its horizons have also guided the development of universal history and the culture of coastal peoples. More importantly, it has been a source of oxygen, water, and food, for us as well as our ancestors. May it continue to do so for future generations.”

Frederico Brandini, professor at the Biological Oceanography Department of the USP Oceanographic Institute

Talk Tide | Round-table talk



Chat among relevant people from different areas that are closely related to the oceans.



"The sea is our great mother. The womb that generated life on Earth. By attacking the mother, we threaten all of her children."

Sônia Bridi, journalist focused on environmental coverage



"Water is the essential matrix of life and its wisdom teaches us how to articulate differences. Its flexibility welcomes all, with no discrimination. Let us be water, so that life may flow exuberantly across the blue planet."

Maria Paula Fidalgo, TV host and Ambassador of Peace



"When people create a loving relationship with the ocean, any action that might compromise its preservation becomes impossible."

Isabel Swan, professional sailor and Olympic athlete



"For 35 years, the sea has been our home, our place of business and leisure. But our oceans are suffocating! We must revert this scenario! Let us be the Voice of the Oceans."

Vilfredo Schurmann, businessman and captain of the Schurmann Family expeditions



"The oceans have always been a source of inspiration in my life, I have always enjoyed surfing, riding waves, fishing, and rowing long distances. When I go to the beach and see the sand and the sea filled with waste, I feel deeply sad! We must preserve our oceans. Aloha!"

Rico de Souza, surfer and businessman

Getting to Know the Ocean Decade



Experts explain what the Ocean Decade is and the next steps for the UN movement.



"The best from the seas."

Alexander Turra, professor and UNESCO Chair for Ocean Sustainability, Oceanographic Institute and Advanced Studies Institute, University of São Paulo



"When I need to reconnect with myself, I go to the beach and look at the ocean. The ocean has always been a source of inspiration for me, and through my work on Ocean Literacy, I help people discover their own connection to the ocean, so that they can understand how to protect it for this and future generations."

Francesca Santoro, Ocean Literacy Program expert at the Intergovernmental Oceanographic Commission (IOC) of UNESCO

Conversation Wave



Communicators share experiences and perspectives on how the ocean can be communicated to engage society.



“Oceans are the lungs of the world. Our breathing depends on them. Oceans give us balance, give us leisure, give us life, give us beauty and joy. It is time to start repaying such gifts we get for free.”

Paulina Chamorro, journalist, co-founder of the Women’s League for Oceans, and collaborator of National Geographic Brazil



“For over 40 years, I have strived to preserve Brazilian biodiversity, forests, and coastal ecosystems, pointing to the gigantic environmental services that the seas and oceans provide to humanity.”

Paula Saldanha, writer, journalist, TV host, illustrator, and environmentalist



“In communication toward oceans, we understand the huge importance of educating by charming, showing not only the negative aspects, but also pointing out the positive sides.”

Emanuel Alencar, Museum of Tomorrow editor of Content and Sustainability



“Our mission is provoking active solidarity in society through empathy, closeness, meeting eyes.”

Maria Paula Fernandes, founding director of A Drop in the Ocean NGO

Ocean Talks | Communication Cases



Successful initiatives are presented by their creators.



CASE _ Connecting oceans, female scientists, and society: A Chat with Neptune

“Just like in the oceans, all our actions and attitudes are connected: we must know in order to preserve. There can be no knowledge without research. To research, we need encouragement and recognition. Encouragement and recognition only exist where there is communication to disseminate knowledge.”

Jana Del Favero, Ph.D. in Oceanography and editor of A Chat with Neptune blog.



CASE _ Scientific disclosure and communication with society: everyone’s role in the sustainable future we want

“It’s time for us to turn our faces to the Ocean and begin repaying the gift it has given us: our existence.”

Ricardo Gomes, director of Urban Sea Institute



CASE _ How to use social networks to bring people and oceans closer together?

“Protecting the oceans begins on land.”

Mariana Thévenin, master’s in Physical Oceanography and founder of the Ocean for Laymen project



CASE _ There are no fish in the sea

“Diving into the pulsating life of oceans, and protecting it from environmental aggressions, translates a true connection with infinity.”

Rosani da Cunha Gomes, Justice Attorney for the State of Rio de Janeiro

Tide of Ideas



Communication experts review data collected on a survey with the audience and highlight points for ocean communication.



“Each life the ocean shelters depends on an aware, mobilized, and engaged society for its protection. Communication is the key to that.”

Melissa Barbosa, Institutional Communication coordinator at the Boticário Group Foundation



“The ocean is the source of my best childhood memories, it helped me grow. Before it was my job, it had long been my passion.”

Vinicius Lindoso, Communications officer at the UNESCO Intergovernmental Oceanographic Commission



“When I look at the sea, I see more than the environment and marine life, I see an opportunity to build a better future.”

Ronaldo Christofolletti, professor at UNIFESP and head of the CNPq project to develop a Brazilian Communication Strategy for the Ocean Decade

Call to action



Celebrity chat to motivate and encourage the audience to maintain the oceanic cause on their everyday agendas and communications.



“Oceans are connections. They connect continents, cultures, people – they connect lives. That is why it is essential for me, for you, for all of us to preserve this heritage.”

Malu Nunes, CEO of the Boticário Group Foundation



“We must change our attitudes now to ensure our tomorrow. We must engage in the fight to preserve and respect the oceans, the birthplace of all life.”

Mateus Solano, actor, advocate for the Clean Seas campaign and the implementation of the UN SDGs

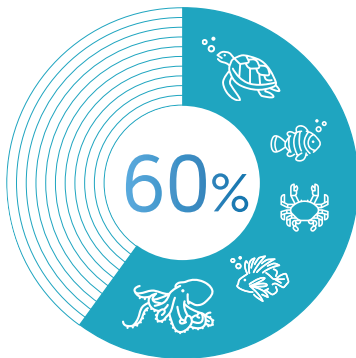


Photo: Haroldo Palo Jr.

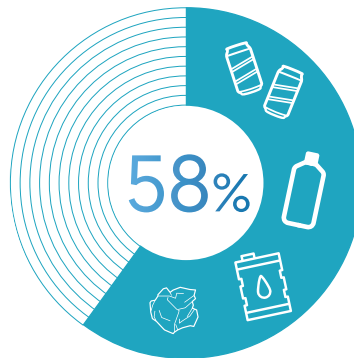
Perspective from the Attendees

See below what the Ocean Connection attendees replied – on a digital platform – to the questions posed during the event.

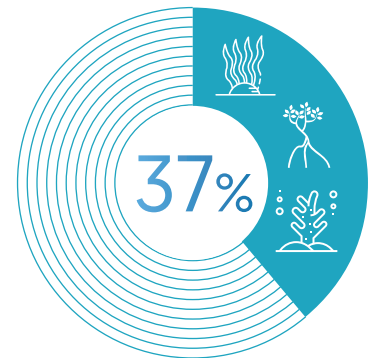
Key ocean-related challenges



Ensure the preservation of marine biodiversity

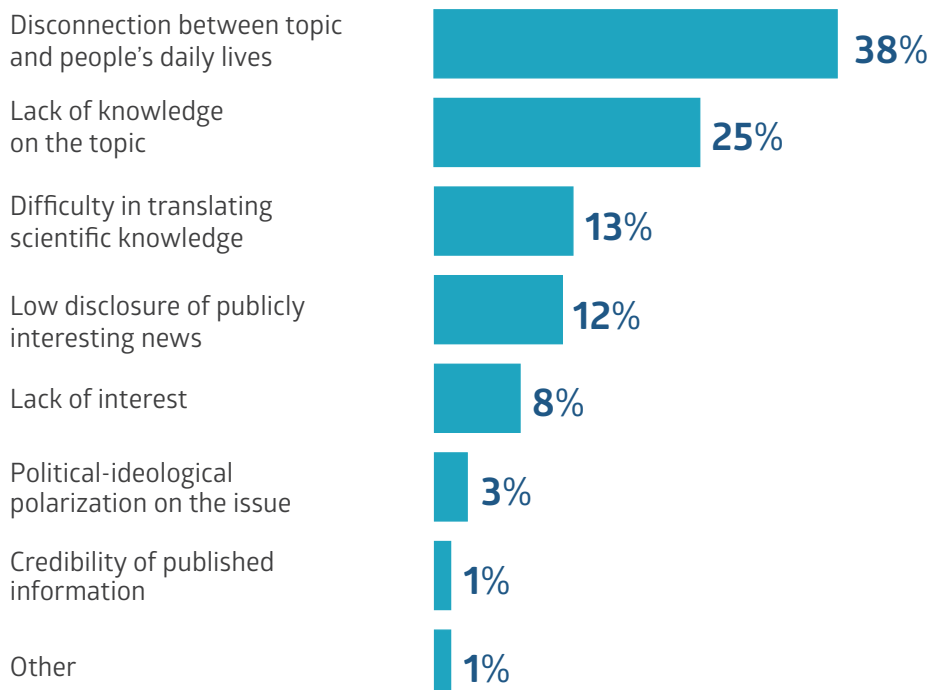


Minimize the impact of marine contamination / pollution



Preserve environments of great ecological importance (coral reefs, mangroves and islands)

Key obstacles to ensure greater engagement from society





Topics that need to be associated in ocean communication

climate change

61%

education

45%

health

42%

economy

33%

tourism and food

18%

innovation

13%

16%

employment and income
sport and leisure



security

3%

8%

politics
social equality
infrastructure

1%

gender equality
agriculture



The ocean we need for the future we want

The slogan used by the UN for the Ocean Decade was the message with which most attendees at the event identified and supported as the most consistent option for the process of making society aware of the ocean cause.

Recommendations

Based on what was presented in the panels and the replies from Ocean Connection attendees, a series of recommendations was designed to contribute with the communication about the ocean and to engage society toward the cause. Check them out:

1.

Free access to quality information, in simple language and related with daily life ensures the topic is understood by a wider audience.

- Stories from the seas are charming and present those who live and survive from the ocean. People relate and identify to stories about others.
- Empathy is created from the connection people already have to the sea, and it becomes essential for the message to be properly understood.
- The ocean's transversality allows it to relate to topics in several areas: economy, health, sports, city life, agriculture, science, and others.

2.

Format and content must be adapted for each media outlet to reach different audiences. Good content directed at the right people can result in greater engagement.

- Mainstream media remains a strong source of information in Brazil, and new media sources have been gaining strength, allowing for a more assertive and wide-reaching communication.
- Besides traditional media, communication can happen in daily life, such as chat groups, or be collectively built (educommunication).
- Different players – such as religious, cultural, political figures, among others – can undertake the role of communicating to attract new profiles and audiences to the cause.

3

Content about the oceans should be more present in school curricula, opening doors to raise awareness in children and teens.

- Knowledge is the first step for people to truly become closer to the topic and talk about it.
- Ocean Culture can contribute for people to take charge of the topic through structured knowledge.

4

Integrating different areas of research and communication.

- Engagement and training for scientists to become information protagonists, translating technical information into more accessible language.
- Bringing communicators and researchers closer to create understanding of different relations between the ocean and the topics that leverage news.
- Integrate researchers from different areas to identify connections among their ocean studies.

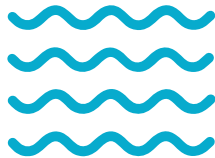
5

Create a network of people committed with communicating and engaging society toward the ocean cause.

- Leveraging different areas (academia, communicators, private sector, government, services, and civil society in general) to act in integration for communication..
- Gather, share experiences, and strengthen messages.
- Establish an action plan for the coming years, in synergy with the Ocean Decade communication plan.

How to become an “Ocean Influencer” without hassle

Get informed about the ocean



Suggestions: oceanoparaleigos, Chat with Neptune, ioc.unesco.org, Boticário Group Foundation, oEco, CoralVivo, Women’s League for the Ocean, Ocean Voices, UN Environment...

Share your findings with family and acquaintances.



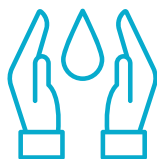
Take a stand on social media and use good hashtags.

ConexãoOceano

Connect the ocean to your daily life, sharing what you have done to save it.



Support initiatives and campaigns to help the ocean, such as the creation of marine protected areas, protection of species, conscientious consumption, sustainable tourism, waste reduction, etc.



Keep an eye on candidate proposals and share information.

Vote on candidates that are friends of the environment and demand action.





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