



sea for
SOCIETY.eu
TOWARDS A BLUE SOCIETY

A user's guide of the mobilisation tools



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INTRODUCTION

Sea for Society is a European project which aim is to gather several target groups with different expectations of what we can do to implement a sustainable and fair management of the Ocean resources, and make them collaborate together to create a Blue Society.

The Sea for Society project has reached its mobilisation phase, after a period of consultations and conversation. The mobilisation will contribute to achieve the global objective of the project which is “*To enrich, to illustrate and to implement the concept of Blue Society*”. It is time now to involve as many people as possible in the Blue Society and act all together for a better future. In order to know more about the mobilisation phase, you can take a look at the mobilisation plan, available on BaseCamp.

This guide is a description of all the tools that can be used for the mobilisation. It was made for all the partners and stakeholders of the project, in order to help them in the understanding and the use of these tools.

There are two types of tools : some of them were created to reach people from our five target groups, which are citizens, youth, business sector, researchers and decision-makers, and other tools to involve more stakeholders in the Sea for Society project.

Thanks to this guide, it is possible for the partners and stakeholders to understand the added value of each tool. They can be used individually, but they can also be combined to reinforce their impact.

Your Ocean, your Future.



1) Types of tools

Communication Tools

- Blue Society website : www.bluesociety.org (page 5)
- Blue Society Facebook page : <https://www.facebook.com/TheBlueSociety> (page 6)
- Blue Society Twitter account
- Youtube (page 9)

- Partners' websites and social networks accounts

- Blue Society graphic design (page 7)
- Sea for Society graphic design (page 7)
- Messages (page 7)

Information Tools

- Sea for Society Teaser (page 13)
- Animated web series (page 9)
- Final film on Blue Society (2015) (page 14)
- Rio Blue Society Film (2012) (page 13)
- Quiz on the 7 films (page 10)
- Leaflet (page 13)

Activities Organisation Tools

- Activity sheets (page 15)



Lobbying Tools

- Citizen Promise (*page 10*)
- Stakeholder Commitment (*page 10*)
- Position Paper (*page 12*)

References

- *Towards a Blue Society (page 12)*
- *Linking Ocean, Human Health and Well-Being (page 14)*
- *The Sea for Society Consultation Process (page 14)*

2) Date of release

Ready :

- Graphic designs
- Messages
- Sea for Society Teaser
- Rio Blue Society Film (2012)
- Activity sheets
- Blue Society Facebook page
- References

May :

- Blue Society website
- Blue Society Youtube channel
- Animated web series
- Quiz on the seven films
- Leaflet



- Citizen Promise and Stakeholder Commitment

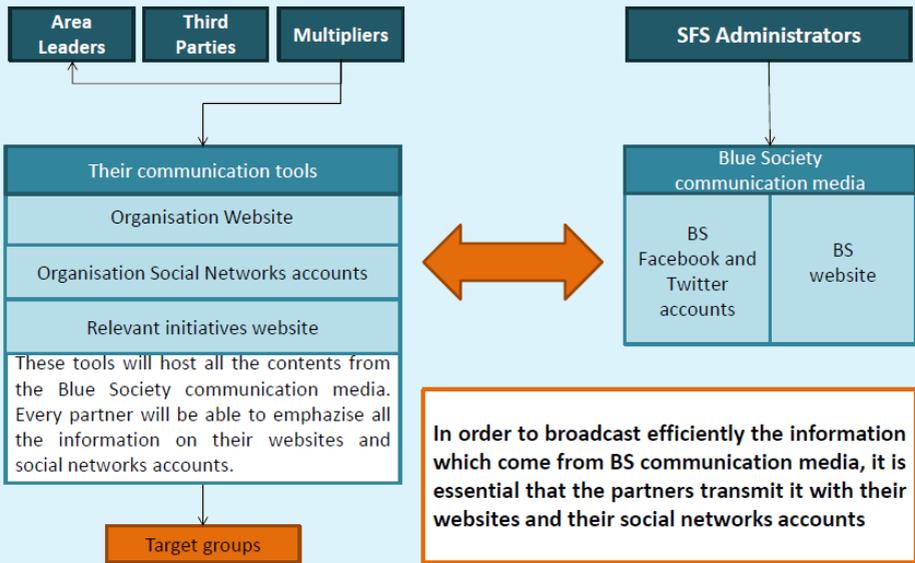
June :

- Position Paper
- Twitter
- Final film on Blue Society (2015)



COMMUNICATION TOOLS

Regarding the communication tools, on one hand, the Sea for Society administrators have to deal with the Blue Society communication media, that is to say the Blue Society website and the Blue Society Facebook and Twitter accounts, which will be available only in English. On the other hand, the area leaders, the third parties and the multipliers have to deal with their own communication tools, which already have an audience, in order to make the communication of Blue Society easier.



Blue Society Website

The **Blue Society website** is a database and aims to all types of publics, from citizens to decision-makers, to partners and stakeholders. The point of this website is to promote Blue Society, what it means and stands for, as well as provide most of the tools for the mobilisation. This website is in reality a Sea for Society sub-website.

The website architecture and organisation were thought so that the access to the information could be easier for the users. Therefore, on the right upper side of the website there is the main menu which contains four tabs : Home, About, Learn and Participate. Home is a link which leads to the home page, the other tabs are made up of several pages :

About

1. What is a Blue Society?
2. Blue Society Statement
3. Blue Society Position Paper
4. FAQ

Learn

1. Blue Society
2. Talks Videos
3. Infographics
4. News

Participate

1. Sign the Promise / Commitment
2. Sign up for updates
3. Events Calendar

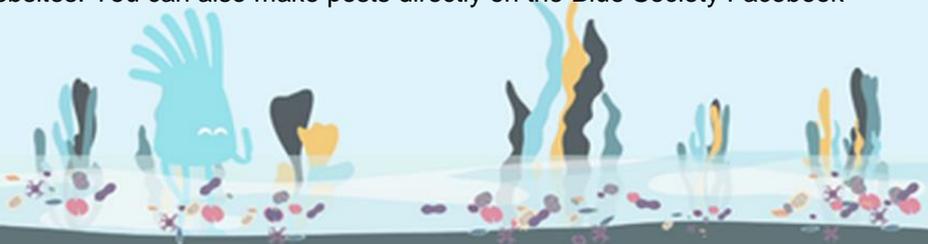
In the middle of the screen, there is a full page slide show where there are some information, figures, images, videos, etc. On the left upper side, there is the Blue Society logo. Links to Sea for Society, partners, affiliates and for signing up are situated on the foot side of the website.

The essential point is that you should take the information from the Blue Society website and adapt it on your own website and social networks accounts. Conversely, Blue Society will also relay the information which concern you on its communication media. It is a mutual process between Blue Society and the partners of the Sea for Society project, and it is the best way to get visibility on the Internet.

Blue Society Facebook Page

The **Blue Society Facebook page** has several purposes. It gathers an English speaking community of citizens around Blue Society, and it serves as a **source of posts** for the organisations' Facebook pages of the Sea for Society partners.

The Blue Society Facebook page mainly gathers posts on Blue Society activities and information, like posts on the animated web series or a particular event for example. You can also take the information on the Blue Society Facebook page and use it on your own social networks accounts and websites. You can also make posts directly on the Blue Society Facebook



page, as the partners can be editors of the page. You can make posts on Blue Society, on your activities or coming events and encourage people to share information or to participate to events and activities. [The Blue Society Facebook page](#) is a mean of exchange of information between all the Sea for Society partners, especially information about their respective activities. The more the partners make posts, the more Blue Society will reach people and get reputation.

Graphic designs

Sea for Society graphic design

The logos are available for download from the Sea for Society website under “Media Centre – Promotional Materials” and from the Sea for Society Basecamp (under WP6 – Files). The colours available are black and white, blue colour for white background, and blue colour for black background. The blue colour which should be used would be RGB – 0; 181; 203. Regarding the font, the “continuum font” should be used also – in materials in English, French, Italian, Polish, Portuguese, Spanish, Swedish and Norwegian. The font can be found in the Sea for Society intranet.

Blue Society logo and slogan

The Blue Society logo is being finalised.

The slogan of Blue Society is “Your Ocean, your Future”.

Messages

The **messages** were created specifically for each target group, namely Citizens, Youth, Business Sector, Researchers and Decision Makers. There are three kinds of messages : sharing information, make the target groups taking initiatives, and lobbying. These messages are available on BaseCamp for consultation.

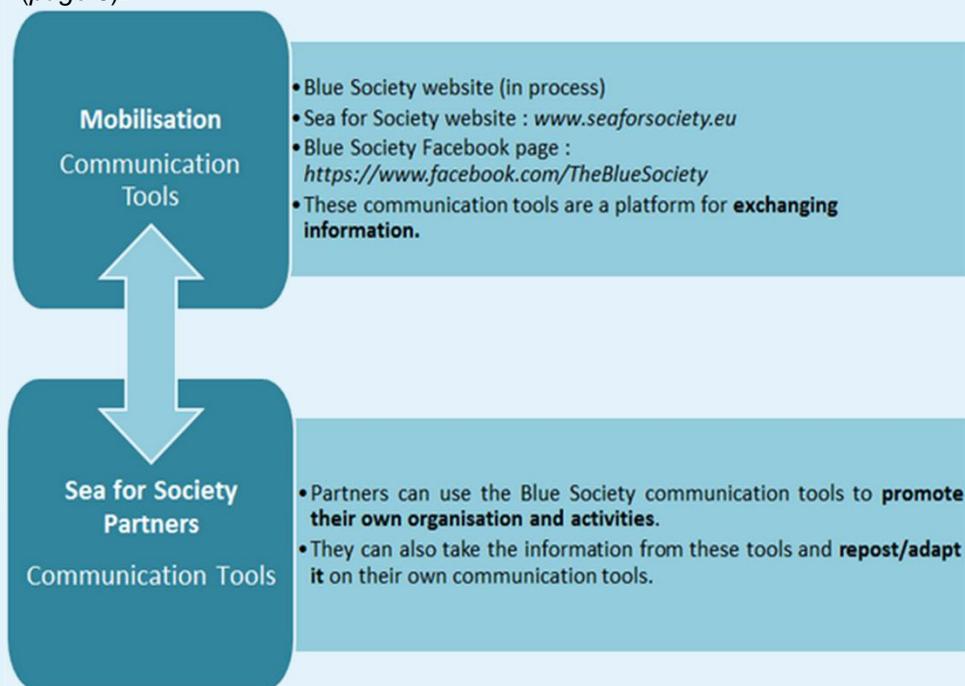


MOBILISE OUR FIVE TARGET GROUPS

Mobilising our five target groups, which are citizens, youth, business sector, researchers and decision-makers, and respond to their expectations concerning a sustainable and fair management of the Ocean resources is essential. Therefore, we created tools which are informative, interactive and easy to understand, so that the users can easily identify the main ideas that are emphasized through these tools. They can be used according to different contexts, and as it was said in the introduction, they can also be combined to make the mobilisation more efficient.

1) From your computer

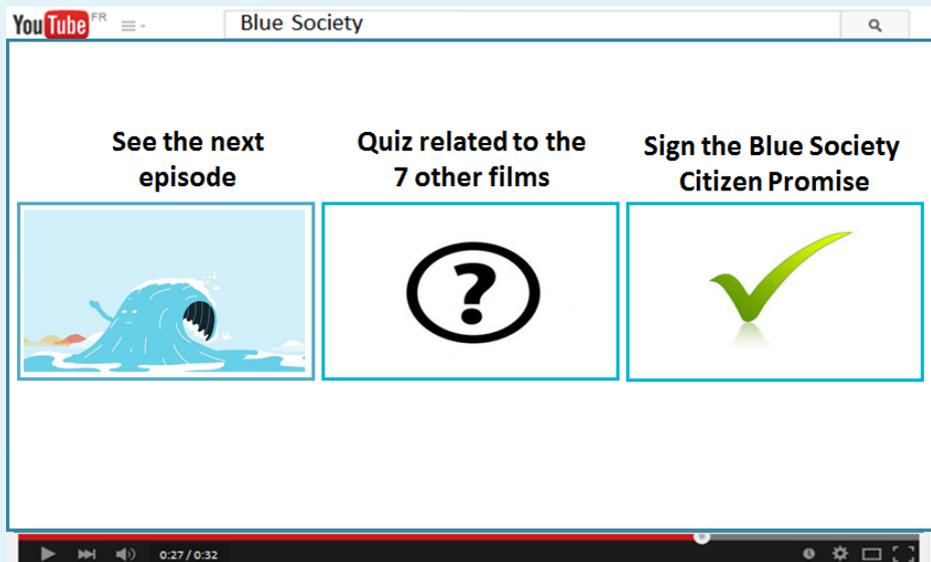
Blue Society can easily be found on the Internet, thanks to the communication on partners' websites and social networks accounts. Therefore, the users can find Blue Society on Facebook (*page 6*) and also visit the Blue Society website (*page 5*).



Thanks to these tools, the users have the opportunity to see episodes of the animated web series. The **animated web series** is made up of seven episodes which correspond to the different services provided by the Ocean (Air, Water, Food, Manufactured products, Leisure, Culture, One World). Each episode lasts between 30 and 40 seconds, and will be translated in local languages. The first four episodes of the animated web series will be on line by the beginning of May, and the other episodes will be released later in May. The main objective of the animated web series is to raise awareness among people about what the Ocean brings to them.

A **Youtube Channel Blue Society** was created to host all the films created for the Blue Society concept, as Youtube plays automatically the next video in a playlist. It maximizes the chances for the audience to see as many episodes as possible. Each video is described in English, and semantically optimised with a long description to rank in search engine (crawling text, not images). Regarding other languages, the videos will be posted in other language versions, ideally with a text description in each language. There is a Youtube link for watching all the films on the Blue Society website, and conversely, at the end of a video, there is the link to the Blue Society website.

Then, the user has the possibility to choose between three options :





Concerning the **quiz**, it can be found on the Blue Society website. The quiz is based on the seven episodes of the animated web series. At the end of the quiz, there is a link to the Citizen Promise so that the users can sign it directly after doing the quiz, as well as a link to the animation films.

Regarding the **Charter**, there are two Blue Society Charters, one for the Citizens and one for the Stakeholders, which were created from the consultations report.

There are common points and differences between the two Charters. The structure of the Charters is the same, that is to say that the introduction presents in both Charters the services and the opportunities that the Ocean provides us. In addition, in the two Charters there are one part "I support" and one part "I commit", but with different engagements according to the citizens or the stakeholders. Moreover, the **Citizen Promise** is shorter and simpler than the **Stakeholder Commitment** which goes into details. These Charters will be useful for the collective action and will help to get more importance towards the decision-makers. **The important thing is that you should encourage people signing the Charter on line.** If you collect Charters in printed form, you can keep them, count them up and create a special folder with all the information about people who signed the Charter.



What do I have to do to communicate properly on Blue Society and my actions related to it ?

Youtube

- Add a playlist entitled "Blue Society" just by selecting the videos posted on the Blue Society Youtube channel in your own Youtube channel (this requires only 5 min)
- If you have none, you can create a Youtube channel for your organisation and then add a Blue Society playlist (10 min)*

Blue Society Facebook Page

- Suggest posts in English about your actions related to Blue Society to promote your activities (5–10 min)
- Repost and/or adapt posts from the Blue Society Facebook Page on your website/social networks accounts (10 min)

Sea for Society and Blue Society websites

- Communicate about your own events related to Blue Society on the [Sea for Society website](#) thanks to a short description in English, a photo, a quote... (10 min)
- Add a link to the Sea for Society and Blue Society websites on your website
- Promote the Blue Society animated web series on the home page of your website
- Add a few pages about Blue Society on your website

**We can help you if necessary*

Working all together in a coordinated way can allow us reaching more people every day. It is decisive that you share Blue Society information on your websites and social networks accounts, make posts on the Blue Society Facebook page and use the tools at your disposal to raise awareness among the users.



2) Through exhibitions

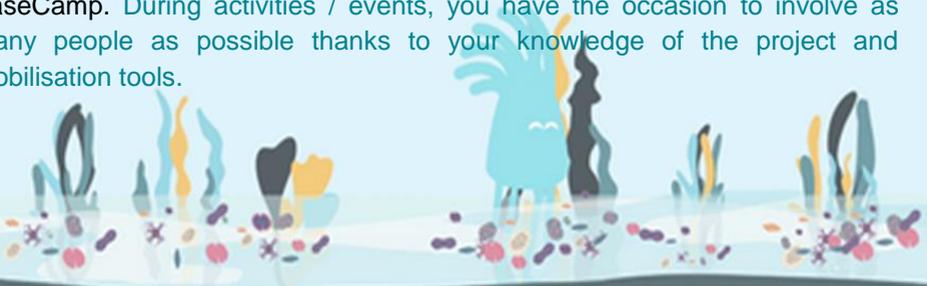
The exhibitions are a great way to communicate about Blue Society. The partners can implement special exhibitions related to this theme and make some tools available for the public. For instance, the animated web series can be broadcast on screens or tablets during the exhibition, and then the public can choose to respond to the quiz and to sign the Promise. **It is essential to show our engagement through exhibitions : people will feel it, understand the message and get really involved signing the Promise and acting for a Blue Society.**

3) During activities, national and European events

Activities and special events, at a national or a European scale, are good opportunities to communicate on the Sea for Society project and Blue Society as the partners are in direct contact with the public.

The tools can vary depending on the type of activities / events and supports (digital, paper, etc). If there are multimedia, then you can use the animated web series (*page 9*) and the quiz on the seven films (*page 10*). If there is no digital support, it is also possible to use some reference documents such as ***Towards a Blue Society***, which gives information about why the Ocean is essential, in which ways it contributes to human well-being, and what opportunities it can bring to the Man. It tells also about the Sea for Society project and how we can build a Blue Society. **After the communication to the public, you can suggest people to sign the Promise (*page 10*).**

Concerning national and European events, the partners have the opportunity to meet decision-makers and talk to them. For that kind of public, you can use another tool which is the **Position Paper**. The Position Paper is a detailed document made to enrich the concept of Blue Society and to promote Blue Society towards European authorities. There is also a document which presents the Position Paper and our working approach, that can be found on BaseCamp. **During activities / events, you have the occasion to involve as many people as possible thanks to your knowledge of the project and mobilisation tools.**



MOBILISE MORE STAKEHOLDERS

Mobilising more stakeholders means that they first need to be well-informed about the Sea for Society project, its objectives and its values, as well as they have to know about what has already been done in the project, and how they can contribute to the Blue Society. They can go on the Internet and know more about Blue Society thanks to the Blue Society website, Facebook Page and Youtube Channel, as well as going on partners' websites and social networks accounts.

Moreover, some tools were designed especially for the stakeholders so that they can understand and take over the project, and then mobilise as many people as possible in their turn.

1) Get informed

The stakeholders have tools at their disposal that allow them to know more about the Sea for Society project and the concept of Blue Society.

First of all, you can suggest to the stakeholders to have a short view of what are the Sea for Society project and Blue Society thanks to a teaser and a leaflet. The **Sea for Society teaser** is a glimpse of what Blue Society is, and the **Blue Society leaflet** is a small information guide about the Blue Society concept and the Sea for Society project, as this project allows enriching and developing the concept of Blue Society.

Then, there are also two films about Blue Society. The **Rio Blue Society Film (2012)**, available in English and in French, is a short explanation of the concept of Blue Society. For example, it is said that Blue Society is innovation and sustainable development, in other words combining economic, social and environmental aspects, but also including the cultural dimension. In this film, there are also examples of solutions that the Ocean can provide (reducing the CO₂ emissions for instance) and examples of what is done already : involving



the youth in the project or the implementation of the Sea Orbiter, an International Oceanic Station which can carry out scientific and educational missions for humanity.

The second one, which is the **Final film on Blue Society (2015)** will present the Blue Society with different approaches. The aim of this film is to create interest among the stakeholders and the general public, to launch the Blue Society concept, and develop the things evocated in the web series. You can take a look at the synopsis of this film on BaseCamp.

Furthermore, you can suggest to the stakeholders to take a look at two reference documents that can help the stakeholders in the understanding of the project. The first one is **The Sea for Society Consultation Process**, which gives a lot of information about how the mobilisation phase has been set up. At the beginning, it gives a small context about the situation between the Ocean and the man. Then, there are descriptions about the Sea for Society project, as well as the process of the consultations and conversations: Youth and Stakeholders were consulted separately. Then, it is possible to read about the results and the analysis of these results, and also about what the people who undertook the consultations learned about doing these consultations and analysing the results. At the end of the document, there is a description of the setting up of the mobilisation.

The second one, **Linking Ocean, Human Health and Well-Being**, aims to show the relevance of the cross-cutting theme concerning the consultation results of the Sea for Society project, in other words it points out how the cross-cutting theme fits with the objectives of the project.

The stakeholders also have at their disposal **activity sheets**, which could give them some ideas of what kind of activities they can implement as part of Blue Society.



There are eleven different activities :

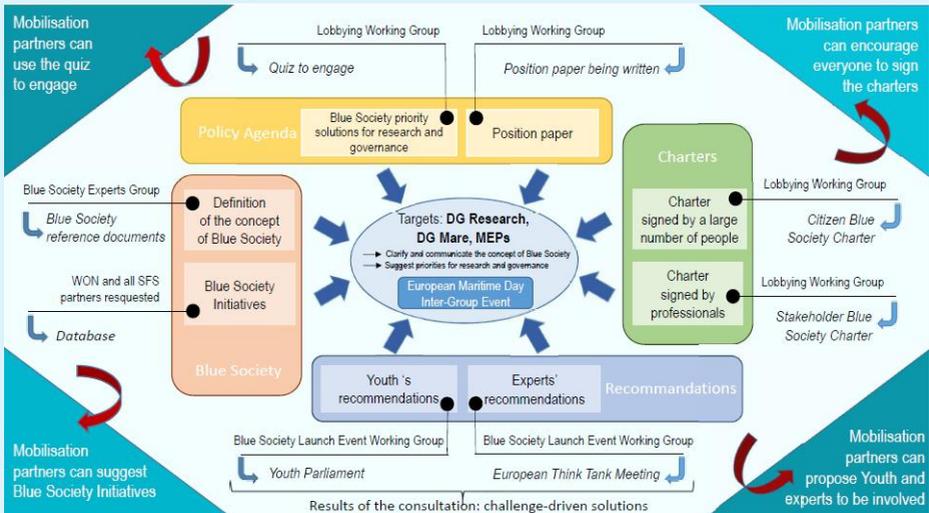
- *A day with*
- *Blue Café*
- *Blue Talk*
- *Business sector*
- *Community initiatives*
- *Contests*
- *European Maritime Day*
- *Films*
- *Ocean Science communication course*
- *Science Week*
- *Sea Academies*
- *Sea Festivals*
- *Youth Parliament*

Thanks to all these informative tools, the stakeholders can have a clearer vision of what is Blue Society and what it stands for. This step of information is crucial to make the stakeholders involved thereafter.

2) Get involved

To make the stakeholders truly involved in the Sea for Society project, there are tools especially designed for lobbying.

First of all, it is essential to know about the Sea for Society Lobbying Action in order to understand the process of mobilisation. You can explain the outlines of the **Lobbying Diagram**.



The mobilisation phase will allow achieving two results. The first one is to define the Blue Society concept, its theme and actions area at European scale, and the second one is to make concrete proposals for marine research and governance to European institutions. Consequently, three main targets have been chosen : DG Research and Innovation, DG Mare, and the Members of the European Parliament. As a Sea for Society partner, you can also contact your national authorities which are concerned by the Ocean.

Therefore, four types of activities were planned :

- the steps to the European Commission authorities (during European events or special meetings for instance)
- the contact with European parliamentarians (by letter or during meetings for example)
- the Intergroup event
- the signing of the charters, which will allow to support other procedures, mentioning the public interest

Moreover, as it was said before, the stakeholders can sign the Stakeholders Commitment (*page 10*) during activities, as well as national and European events. They can also read the Position Paper (*page 12*) and/or its presentation document carefully, in order to know more about how mobilising parliamentarians, who play a key role in the decision-making process.

It is important that you point out that they help understanding the concept and the values of Blue Society, as well as they make suggestions on concrete activities that can be implemented easily by the stakeholders then.



CONCLUSION

The mobilisation phase is essential to create an efficient, informed, engaged, sustainable and innovative Blue Society. Then, it is crucial that you manage to make as many people as possible involved in this project, and this objective can be reached thanks to a good use of the mobilisation tools.

Blue Society counts on you, the Ocean too !

