

Proceedings of the workshop on Marine Protected Areas (MPA) and communication strategy

The 4th International Meeting of the World Ocean Network
"Acting together for the future of the Blue Planet"

Nausicaá, Boulogne-sur-Mer, France, 9-12 May 2010



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The 4th International Meeting "Acting together for the future of the Blue Planet" was held between 9 and 12 May 2010 at Nausicaá in Boulogne-sur-Mer in France. The Meeting was organised under the banner of the International Year of Biodiversity and provided the occasion for the inaugural session of the World Ocean Academy on 9 May. The meeting also followed on the heels of the 5th Global Forum on Oceans, Coasts and Islands which met from 3 to 7 May 2010 at UNESCO in Paris, France. The purpose of the Meeting was to provide WON members with an opportunity to develop an international action plan to mobilise the general public on the theme of the sustainable use of the Global Ocean, and specifically:

- To share and enrich successful public education and mobilisation campaigns from all over the world and particularly campaigns run by the World Ocean Network and its partners
- To adopt an action and communication strategy linked to the key issues facing Oceans today; the strategy is to be developed over the coming three years in collaboration with the network's partners and with the support of (including by establishing or consolidating them) network delegations from each of the main regions of the World.

The Meeting included four workshops which looked specifically at communication for Marine Protected Areas. The first three provided an opportunity for delegates to share experience and the fourth was devoted to summing up and formulating recommendations for the network and its members. The detailed workshop agenda is provided in appendix 1. We are pleased to report that the workshops were very well attended (almost 30 people participated in the Monday afternoon workshop) and all the oceans were represented. The full list of delegates can be consulted in appendix 2. The quality of the presentations and the cases presented was also very high. A concise summary of them is provided in appendix 3.

The numbers of delegates participating in the workshops, the keen interest they showed for the theme and their strong participation throughout indicate that the time and occasion were well chosen for the network to consider this important theme. Moving on to the specific goals of the workshops, these were:

- to review current Marine Protected Area communication practice
- to learn lessons and identify key content for the Network's own MPA communication campaigns

As a springboard for workshop discussions presenters were asked to describe their own campaign experiences, using a structure based on the following four questions:

- What were their messages?
- Who were their target groups?
- What actions and policy tools did campaigns use?
- How could the Network implement similar campaigns?

Among the main workshop observations was the high level of interest in the MPA theme, highlighted not least by the number of delegates in attendance. There was also a consensus among delegates that while there is a wealth of information available, it is not always easy to find and it is aimed mainly at MPA management communities rather than education and outreach organisations or practitioners involved in communication. Moreover, delegates felt that, for the general public, the concept remains a vague one. Delegates therefore underlined the importance of communicating clearly on the precise role Marine Protected Areas are intended to play as well as on the fact that



they are one of the (important) strategies in place for protecting and conserving the oceans, although not the only one. Lastly, delegates also noted that communication between the different regions of the world remains embryonic.



Delegates participating in conference workshops

The message:

Delegates discussed both the definition and purpose of Marine Protected Areas, with conservation emerging as the watchword, in particular in regard to:

- natural heritage
- ecosystems
- biodiversity
- services provided (fishing, tourism,...)

By adopting the MPA concept delegates pinpointed the message that **MPA are an integral part of the effort to improve the protection of the oceans and are needed:**

- **to protect not only the good health of the ocean, but also our own**
- **to build stable and sustainable local, national and regional economies**
- **to protect life, employment and the resources that local (coastal) communities and their cultures need to survive**

Target groups

There are no priority target groups, but there is a need to « connect » different groups with each other (politicians and government authorities, the general public, users and other interested parties). Delegates also raised the difficulty of generating media interest in the issue.

Policy tools

- Oral communication, with intergenerational communication being particularly important
- Fact sheets
- Films, videos and community radio



Recommendations for action by the Network

1. Identify, list, use and promote the basic principles of MPA and adapt them to different target groups.
 - Promote good practices and the sharing of 'what works'
 - Clearly explain the purpose of MPA
 - Disseminate information to aquariums
2. Set up a small group of spokespersons for the MPA within the Network;
3. Use the network to encourage aquariums to promote the MPA (through organising exhibitions for example);
4. Create and foster professional linkages between members of the Network, aquariums, the MPA management community and all other stakeholders;
5. Add a section on MPA (in the form of a « toolkit ») to the Ocean Info Pack website (<http://oceaninfopack.worldoceannetwork.org/fr/>) and encourage members of the Network to provide information and to promote it.

Policy tools

- Promote MPA by making use of existing international events (World Oceans Day, International Coastal Cleanup).
- Use and modify (add a section on the MPA) the Passport of the Citizen of the Ocean and also allow it to be stamped in certain MPA.
- Use and promote existing Internet sites:
 - Supply information on communication tools to existing internet sites (such as <http://www.protectplanetoocean.org/>).
 - Add a section on the MPA to the Ocean Info Pack website. (<http://oceaninfopack.worldoceannetwork.org/fr/>).

Workshop conclusions and looking ahead: what the World Ocean Network can do

The Network is a unique organisation and has a wide and diverse membership. It therefore has an important role to play in communicating on Marine Protected Areas, especially in respect of sharing information. It is important that members of the Network adopt and diffuse the MPA message through their communication and outreach activities. The Network must also serve as an exchange platform, especially by requesting its members to identify and share examples of good practice. The Citizen of the Ocean passport and World Oceans Day also provide not-to-be-missed opportunities for the Network to promote Marine Protected Areas.

The MPA workshops were supported financially by the French Marine Protected Areas Agency and were organised and moderated by Nausicaà. Looking ahead, in 2011 the French Marine Protected Areas Agency will be holding the **2nd international conference on marine mammal protected areas** in Martinique. And in 2013 the Agency will be holding the **3rd International Marine Protected Areas Congress** in Marseille. The World Ocean Network can make a strong contribution to the success of both these events by setting up a new information and exchange system on the theme of MPA and by using existing tools (the protectplanetoocean website – MPA newsletter-IUCN/CEPA-WCPA marine). In particular, the World Ocean Network could organise thematic sessions on the theme of communicating on the MPA at both of the above events, as well as at other



international gatherings on the theme of the marine environment taking place between now and 2013 (such as the **2nd International Marine Conservation Congress**, in May 2011).



Appendix 1 : Conference agenda

Moderator : Francis Staub, Biodiversité Conseil

Monday 10 May, 11:00 - 1:00

Workshop 1: The importance of communication for Marine Protected Areas

Introduction

Christophe Lefebvre, European and International Affairs
French Marine Protected Areas Agency

Effective Communication: an essential part of marine conservation

- [Lessons from the Great Barrier Reef, Australia](#)
Jon Day
Director, Ecosystem Conservation and Sustainable Use
Great Barrier Reef Marine Park Authority, Australia.
- **The case of the national marine sanctuary program, United-States of America**
Matthew Stout
Communications Branch Chief, National Marine Sanctuary

Discussion with participants

Monday 10 May, 2:30 - 4:30

Workshop 2: The importance of networks for communication

[The work of the Mediterranean Protected Marine Areas Managers Network \(MEDPAN\)](#)

Magali Mabari, Communications Officer
Mediterranean Protected Marine Areas Managers Network

[The West Africa marine and coastal zone regional conservation programme \(PRCM\)](#)

Frédéric Airaud
PREE Coordinator

Discussion with participants

Tuesday 11 May, 11:00 - 1:00

Workshop 3 – The role of aquariums and the case of an MPA managed by fishing professionals

[The fishing professional's vision following the creation of a MPA](#)

Christian Decugis, President of the CLPM of the French VAR Département
Deputy Mayor of St Raphaël, with responsibility for the environment, sea and forest



The role of aquariums

- [The Genoa Aquarium and public environmental awareness raising](#)
Bruna Valettini
Director of Cultural Services at the Genoa Aquarium
- [The Cabrillo Aquarium](#)
Ed Mastro, Exhibit Director
Cabrillo Marine Aquarium

Discussion with participants

Tuesday 11 May, 2:30 - 4:30

Workshop 4 – Summing up



Appendix 2 : Delegate List

Francis Staub	Biodiversité Conseil	France
Christophe Lefebvre	French Marine Protected Areas Agency	France
Ed Mastro	Cabrillo Marine Aquarium	United States of America
Matthew Stout	NOAA / National Marine Sanctuary system	United States of America
Liz Morre	NOAA / National Marine Sanctuary system	United States of America
Jon Day	Great Barrier Reef Marine Park Authority (GBRMPA)	Australia
Michael D. Pido	Palawan State University	Philippines
René Schärer	Terramar Institute	Brazil
Jean-Marie Bertot	Océanviroennement	Martinique
Magali Mabari	MEDPAN	France
Julien Semelin	Fondation Internationale du Banc D'Arguin (FIBA)	Switzerland
Christian Decugis	President of the CLPM of the French VAR Département Deputy Mayor of St Raphaël, with responsibility for the environment, sea and forest	France
Michel Hignette	Union of Aquarium Curators	France
Andre-Serzh Mikuiza	IOI Caspian Sea	Russia
Eliezer Zuniga	Acuario de Mazatlan	Mexico
Nadia Ounaïs	Institut Océanographique Paris / Monaco	France / Monaco
Philippe Vallette	World Ocean Network	France
Elodie Maison	Atelier technique des espaces naturels	France
Ousmane Kane	Direction des Parcs Nationaux (National Parks Management)	Senegal
Mohamadou Diagana	Parc National du Banc d'Arguin	Mauritania
Alfredo Simao Da Silva	Institut de la biodiversité et des aires protégées (IBAP) (Institute for Biodiversity and Protected Areas)	Guinea-Bissau
Seungmin Choe	KORDI – Korean Ocean Research Development Institute	Korea
Chloé Webster		Madagascar
Mustapha Aksissou	ATOMM	Morocco
Alexis Rosenfeld		
Frédéric Airaud	PREE Coordinator	Guinea-Bissau
Bruna Valettini	Director of Cultural Services at the Genoa Aquarium	Italy
Simon Meriaux	Fondation Internationale du Banc D'Arguin (FIBA)	Switzerland



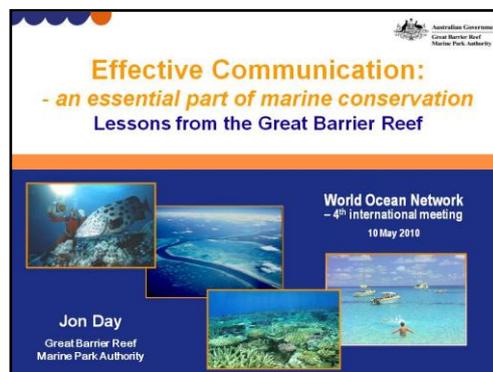
Appendix 3 – Brief summaries of presentations

Effective Communication: an essential part of marine conservation. Lessons from the Great Barrier Reef

Jon Day, Director – Ecosystem Conservation and Sustainable Use, GBRMPA

Jon day presented 2 examples of effective communication activities implemented in Australia, in the Great Barrier Reef Marine Park Authority:

- The Representative Areas Program /rezoning (1999-2003) - a very comprehensive process of community involvement & participatory planning. For example, 21,500 submissions commenting on the draft zoning plan were received and about 1,000 formal & informal meetings were held during this process.
http://www.gbrmpa.gov.au/corp_site/management/representative_areas_program
- Outlook Report 2009 (2007-2009) - the report is an easily understood, but very comprehensive, forward-looking report proving invaluable for public and political support.
www.gbrmpa.gov.au/corp_site/about_us/great_barrier_reef_outlook_report



MedPAN's communication on MPA

Magali Mabari, Communications Officer, Mediterranean Protected Marine Areas Managers Network

Since 1990, MedPAN (Mediterranean Protected Marine Areas Managers Network) has brought together practitioners from the MPA management community and provided them with management support. MedPAN was created to help establish the long-term viability of and run a network of MPA in the Mediterranean. Today, its membership includes more than 18 MPA managing bodies and 9 partners. One of the four priorities of the network's action plan is: communication and education. The aim of this priority is to communicate on Mediterranean MPA and the network to the MPA management community, socioprofessionals, the general public and the public authorities of Mediterranean countries.



A number of the Network's policy tools were presented, in particular:

- tools for the general public
- tools for users
- tools for institutions, the scientific community and the MPA management community
- MedPAN's 2010-2012 communication strategy



The Genoa Aquarium and public environmental awareness raising

Bruna Valettini, Director of Cultural Services at the Genoa Aquarium

The *Acquario di Genova's* mission is to raise public awareness of the challenge of protecting and responsibly managing aquatic environments. The *Acquario di Genova* has experience of communicating on MPA and some examples of its communication activities were presented:

The National Information Centre for Marine Protected Areas

The Ministry for the Environment and Protection of the Territory and the Sea and the Regional Government of the Liguria region identified the Acquario di Genova as the ideal location for a new dedicated MPA public outreach centre designed to provide information and increase public awareness about MPA. The Centre's first temporary exhibition included a spectacular reproduction of marine environments and multimedia resources to inform the public about the Italian Marine Protected Areas strategy. Visitors to the exhibition were able to learn all about how to visit marine protected areas in a responsible way, thereby actively contributing to their conservation and protection.



University Masters (Year One Programme) in Marine & Environmental Management Excellence

The *Acquario di Genova* has also developed a University Masters programme to train future MPA managers. The programme addresses the incorporation of natural biodiversity and cultural diversity factors in territorial and sustainable development strategies, as well as the rational exploitation of important marine ecosystems and marine protected areas.

Whale watching cruises

Since 2006, the Acquario di Genova and the WWF have organised whale watching cruises for the general public in the Ligurian Sea's Marine Protected Area, the Pelagos Sanctuary. The objectives of these cruises are to:

- Raise awareness about the marine environment and Cetacean conservation
- Promote responsible behaviour
- Provide an opportunity for cruise participants to learn more about marine life, in particular about Cetaceans
- Involve cruise participants in research activities
- Discuss the importance of Marine Protected Areas for the conservation of marine biodiversity.

EE Initiative in Guinea-Bissau - EVA, the school that wants to change its village

Frédéric Airaud, PREE Coordinator, Guinea-Bissau

The aim of this initiative is, through dialogue and debate between the different members of the community, for the schoolchildren and villagers to understand the main environmental problems facing the village and identify solutions. The whole community is involved in this dialogue, including the village's different community leaders, elected politicians, schools (teachers and schoolchildren/students) and women. Different activities, such as environmental theatre, children's games and drawing are among the communication tools that have been developed to raise



awareness among the community. By using films, photography and exhibitions, and also community radio, the campaign's participants are also able to reach other sections of the community, thus conveying the points of view of teachers and schoolchildren/students more widely.

The fishing professional's vision after the creation of a MPA

*Christian Decugis, President of the CLPM of the French VAR Département
Deputy Mayor of St Raphaël, with responsibility for the environment, sea and forest*

A pilot marine reserve project at the foot of the Estérel Massif (overlooking the France Mediterranean coast) was presented by the fisherman Monsieur Decugis. The project was initiated by fishing professionals themselves and is the only one of its kind in Europe. The reserve, whose technical designation is a *cantonnement* ('reserve') was officially created by Ministerial Order on 3 January 2003 for a duration of 4 years. It is a demarcated marine zone within which, in order to better manage marine resources, the fishing of certain species is either banned, subject to time limits or reserved for certain fishing vessels. Scientific monitoring of the reserve area is being carried out by the University of Nice-Sophia Antipolis, and their work indicates the presence of a reserve « effect ».

The presentation covered the themes of scientific monitoring, tourism and return on investment and compensation for fishing professionals.



The Cabrillo Marine Aquarium (USA) and raising public environmental awareness

Ed Mastro, Cabrillo Marine Aquarium

In introduction there was overview of how marine protected areas function in the State of California. This was followed by a presentation of the different activities undertaken by the Cabrillo aquarium (exhibitions, DVDs, communication materials produced etc). The Aquarium's principal target groups are the general public and tourists, the latter having been identified as the least well informed about MPA.





**Caring for the Blue Planet,
you can make a difference.**

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Support and partners

Nausicaá and the World Ocean Network would like to express their gratitude to everyone who has provided support for the organization of the 4th International Meeting.

This year's Meeting has been organized in the frame of the International Year of Biodiversity under the aegis of international organizations:

- It was officially part of the 50th anniversary celebrations of UNESCO's Intergovernmental Oceanographic Commission.
- The Meeting enjoyed the support of the Global Forum on Oceans, Coasts and Islands, which has been publicly represented by the World Ocean Network since 2002.

The Meeting enjoyed the patronage of the Ministère de l'Alimentation, de l'Agriculture et de la Pêche (Food, Agriculture and Fisheries Ministry), the support of the Ministère des Affaires Etrangères et Européennes (French Ministry of Foreign and European Affairs) and of the Direction Régionale de l'Environnement, de l'Aménagement et du Logement Nord - Pas-de-Calais. (Nord - Pas-de-Calais Regional Services for environment, territory planning and accommodation).



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And the association « Et pourquoi pas ? »

