

4^{èmes} Rencontres du réseau Océan mondial

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**Communicating and promoting
the creation and the management
of marine protected areas**



The overall message ?

- *Communicating on the services provided by the sea, and on the role of marine protected areas in preserving these services*



Messages to be delivered ?

- Networks of MPAs cannot halt climate change but can greatly assist with adapting to it.
- Moreover, MPAs networks can assist in the maintenance of biodiversity and ecosystem services and oceans' contribution to CO₂ uptake, including in the deep sea,
- Networks of MPAs can be seen and relied upon as part of conservation strategies for poverty reduction and environmental sustainability, including in relation to climate change.
- The role of networks of MPAs is to ensure biological and ecological connectivity and enhance resilience of marine ecosystems



Target of publics ? What priorities ?

- To convince politicians and decision-makers
- Making users aware (organisations from the tourism, diving and leisure fishing sectors)
- Sharing issues with professional stakeholders
- To commit the general public



What are the efficient vectors and the best skills for communicating on MPAs ?

- WEBSITE Networking : How ?
- MPAS practitioners meeting and networking ?
- Developing media relationships ?
- Aquariums, educational sea centres exhibitions ?
- NGOs lobbying ?



Objectives of the workshop

- Developing communication tools/actions on Marine protected areas through the World Ocean Network
- Involving WON members on marine protected areas issues, on marine protected areas international congress and events