

#IspeakBlueToo

Official guidelines report

This is the Official guidelines report of the #IspeakBlueToo awareness campaign for the Ocean - launched the 8th of May 2018, lasting till the 8th of June 2018 - As a support for the UN World Oceans Day.

It is a giant human wave of people **CARING** about the **BLUE PLANET** we live on and share all together. Whatever country we live in or language we speak, in the end, WE ALL SPEAK BLUE, and [#IspeakBlueToo](#).

Thank you, to Mrs Nathalie De Pompignan, my teacher at Sciences Po Paris, Co-writer of OCÉAN ALERTE ROUGE (with her daughter Constance Albanel), and Expert at UNESCO, for her precious help and advice in achieving this report, and for the passion she shares with her students.

Thank you, to my family and friends, for encouraging me in pursuing my dreams.

Thank you to all of you, who have supported the #IspeakBlueToo campaign so far. Thank you for caring and raising your voices for the Ocean.

Written By Eve Isambourg, founder of the [#IspeakBlueToo Awareness campaign](#)

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Aloha to you all,

After raising awareness, creating a community of people who speak up in front of the urgency of the situation, I am very happy to share with you this **OFFICIAL GUIDELINES PAPER**.

This official paper aims at answering 3 major issues about the OCEAN :

- *Why is the Ocean Important?*
- *What are the threats the Ocean is facing? Why is the situation urgent?*
- *What can we do as individuals to protect the Ocean? What are the possible behaviors to adopt, and actions to undertake, to evolve towards achieving the **GOAL 14** of the United Nations sustainable development goals - "Conserve and sustainably use the oceans, seas and marine resources".*

The #IspeakBlueToo wave is becoming bigger and bigger. I am so happy to see that so many people care. A lot of you, the past few days of the campaign were starting to wonder : "It is nice to care, to say it online, using a photo and the tag #ispeakbluetoo. It is nice to know that so many people, from so many different countries, are aware and conscious, but what can we concretely do?" - "What is this campaign really gonna do?"

I believe that before any action, there should be a **SENSIBILISATION** period - How do you want to change something when you don't even know there is a problem? Now, after 10 days of campaign, people wonder, they want more, they want solutions, they want concrete measures, they want actions - And it is already a success for me to see those reactions!

So here we are, after raising awareness, comes **INFORMATION** and **EDUCATION**, before the final step 3 **ACTIONS**, coming very soon. This report is for you, your family, your friends, and all of us Human Beings - For us to live with concern for the Ocean.

Very simply, if the oceans die, we die.

Let's act all together, let's keep raising our voice, for the [#IspeakBlueToo](#) wave to break all over the world!

Waves of Light&Love,

[Eve Isambourg](#), for #IspeakBlueToo campaign.

Support, raise your voice, and take part in the #IspeakBlueToo campaign:

- [YOUTUBE](#)
- [INSTAGRAM](#)
- [FACEBOOK](#)

SOME FACTS AND FIGURES WE ALL SHOULD KNOW ABOUT

(SOURCES: [PNUD](#) [WWF](#) [IFRECOR](#) [FAO](#))

The Ocean covers more than **70%** of the earth.

The Ocean is responsible for **50%** of the oxygen in the air we breathe. - There's oxygen from ocean plants in **every** breath we take.

More than **97%** of the world's water is in the ocean.

1/4 of the protein in our diets comes from fish and shellfish.

94% of life on Earth is aquatic.

We went to the moon first before we even got to explore the Mid-Pacific Range. We have explored less than **10%** of our oceans.

Coral Reefs comprise only **0.5%** of the ocean floor but more than **90%** of our marine animals depend on them for one reason or another.

Fresh water is becoming scarce in some regions (ex: California), but also countries and even continents!. Desalinating ocean water is our best long-term solution.

The oceans currently absorb about **30%** of human-created CO2 emissions.

And the Ocean is seriously threatened today (...)

20% of the Coral Reef Worldwide HAVE DISAPPEARED and 60% is degraded.

Oxygen-depleted "dead zones" are multiplying (officially **500 zones** recognized).

80% of marine pollution comes from land-based activities.

By 2050, there will be more plastic than fish in the world's oceans. Plastic wastes kill up to **1,000,000 birds**, and **100,000 sea mammals** and countless aquatic creatures each year.

49% of marine biodiversity has disappeared since 1970.

There are **5 plastic continents**. The main one, known as the 7th continent, "The Great Pacific Garbage Patch" equals $\frac{1}{3}$ of the surface of Europe.

Invasive species are a major threat to ocean conservation - Look up the [OCEAN CONSERVANCY](#) blog posts, and information.

THE DOS AND DON'TS THE OCEAN WOULD LIKE US TO KNOW AND RESPECT

The Ocean gives us so much, the least we can do is to make better choices, and adopt eco-friendly and responsible behaviors. No one can save the ocean alone, but by acting, step by step, wave after wave, TOGETHER WE CAN.

Here are some tips, ideas, solutions (...) we should all consider.

BE AWARE OF YOUR CARBON FOOTPRINT AND REDUCE ENERGY CONSUMPTION

- Ocean absorbs the CO₂ we release, contributing to its acidification, having numerous effects on the fauna and flora - To learn more, consult the [OCEAN CONSERVANCY REPORT](#).

BE CAREFUL WHEN YOU BUY SEAFOOD - MAKE SURE IT IS HEALTHFUL AND SUSTAINABLE (IN GENERAL, TRY REDUCE YOUR SEAFOOD CONSUMPTION)

- Overexploitation of seafood contributes to biodiversity loss
- You can know what to order and buy by consulting the [WWF SUSTAINABLE SEAFOOD GUIDE](#).
- Eat local species certified sustainable seafood - Download the app [PLANET OCEAN](#).
- Avoid eating Salmon (full of antibiotics and pesticides) and Tuna (five heavy metals canned in).

REUSE AND LIMIT YOUR PLASTIC CONSUMPTION

- We've got a choice to make : do you prefer plastic or shells on our coastlines?
- Many marine animals can mistake floating plastic for food or become tangled in it and die.
- Watch the film "[A PLASTIC OCEAN](#)" released in 2016, by Plastic Oceans Foundation

CLEAN-UP BY YOURSELF AND SUPPORT LOCAL CLEAN-UPS

- Do you see waste on the beach? That plastic bottle along the shore? Don't leave it here, make your part, pick it up! *(When you go to the beach, bring a reusable bag with you, so that you'll be able to do your own clean-up : It's your gift to planet earth!)*
- You don't live close to the Ocean? Clean-ups are everywhere. (Like in Paris, Surfrider foundation is organizing clean-ups throughout the year collecting cigaret butts.)
- Support Clean-Up NGOs : [SURFRIDER](#) [TAKE 3](#) [4OCEAN](#) [OCEAN CLEAN-UP](#) [5GYRES](#)

BE CAREFUL ABOUT THE PRODUCTS YOU BUY THAT MIGHT HAVE BEEN / OR WILL BE HARMFUL TO THE ENVIRONMENT

- Don't buy products that contain "Microbeads" (Those tiny bits of plastic added to products you use to scrub, like body wash and toothpaste, are too small for water filtration and are carried out to the ocean. There, fish and other sea life mistake them for food.)
- Choose your cleaning products carefully. (Many household chores can be done with simple, non-toxic ingredients like vinegar, baking soda, or lemon juice. / It's the same for washing your car, don't do it at home. By doing so, you're washing oil, grease, and fluids like antifreeze and transmission fluid into the sewer, where it flows untreated to the waterways.)
- Be careful when choosing your solar cream, some toxic products (especially oxybenzone and octinoxate) contribute to coral bleaching.

SUPPORT ORGANIZATIONS THAT FIGHT FOR PROTECTING OUR OCEANS

- Volunteer your time and competences, and remember, *"Alone we're only drops, but together we're the Ocean."*
- This report is full of inspiring NGOs working for change, and here are some more ideas : [OCEANA](#) [WOMEN4OCEAN](#) [SEA SHEPHERD](#) [CORAL REEF](#) [SURFRIDER](#)

[WWF Océans](#) [GREENPEACE](#)

ALWAYS CONSIDER ECO-FRIENDLY OPTIONS FOR YOUR LEISURE ACTIVITIES AND HOLIDAYS

- Motoring activities in the water like cruising are harmful for the Coral reefs and the Marine biodiversity - Learn to Surf !

LEARN ABOUT THE OCEAN AND SHARE YOUR KNOWLEDGE

"The more you learn about something, the more you care, and the more you want to protect."

- Read books, articles, news about the Ocean. [THE PEW CHARITABLE TRUSTS](#)
- Watch movies and documentaries about the Ocean like [PLANET OCEAN By Yann Arthus Bertrand](#)
- Take part in events and conferences (If you live in or travel to Paris, go to [GOODPLANET](#))
- Share your knowledge with your family, friends, at school (...)
- You can create an Association at your university, a Facebook page about the Ocean, a think tank, a blog (...) Look up : [WOMEN4OCEANS](#) - Like us, create your Uni' Ocean Platform: [SCIENCES P'OCEANS](#) & be Ocean-conscious Students.

AQUARIUM FANS? (Well, watch Nemo instead of having a real aquarium at home.)

- More seriously, never release aquarium fish or other marine creatures into oceans, rivers, or estuaries
- Don't buy live saltwater fish caught in the wild for your aquarium

STOP SMOKING

- First for your health and yourself, and your surroundings
- Then, for the environment. When cigarette butts get wet, chemicals poisonous to sea life, like arsenic, acetone, ammonia, benzene, cadmium, formaldehyde, lead, and toluene leach out into the surrounding water, and finally, find a way to the Ocean.
- **DON'T LEAVE THE CIGARETTE BUTTS ON THE BEACH & GROUND** (*Find an alternative solution : use boxes or cans to put your butts in.*)

BE AWARE OF THE THREAT OF ANTI-FOULING PAINT AND SUPPORT THE BIO-OCEAN PROJECT

- **Anti-fouling paint** used on the bottom of boats is toxic.
- Try to use non-toxic products, or support the initiative of BIO-OCEAN for it to develop and be implemented in every single port of our world.

ADOPT MINDFUL BEHAVIORS

- Don't flush KITTY LITTER
- Keep TRASH & CHEMICALS out of storm drains
- REUSE containers, recycled cups & cutlery for your lunch items
- Use BOTH SIDES of the paper when writing
- Buy RECYCLED CLOTHING (For instance MAKING WAVES CLOTHING)
- When shopping, avoid to buy products with EXCESSIVE PACKAGING
- Forget PLASTIC BAGS (And support BYE BYE PLASTIC BAG NGO)
- Forget PLASTIC STRAWS (Support BYE BYE STRAWS & Drink coconut water directly from the coco!)

And finally,

**RAISE YOUR VOICE, SIGN PETITIONS, CREATE AND SHARE CONTENT!
THE OCEAN IS DYING, THERE IS NO MORE TIME TO WAIT - SPEAK UP,
SPEAK BLUE, AND SUPPORT **#ISPEAKBLUETOO** CAMPAIGN!**

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