Our sustainable development is inherently connected with the health of our oceans.

Careful management of this essential global resource is key to our sustainable future.
The Leaders of the members of the Pacific Islands Development Forum, gathered in Honiara, Solomon Islands, for the Leader’s Summit of the PIDF,

- Recognising the importance of the Ocean to our nations’ economies, and our people’s health and cultures;
- Recognising the threats posed to our oceans through the over harvesting and mismanagement of resources, as well as land-derived and sea-based pollution;
- Recognising the impacts of climate change on the Ocean’s ecosystems and our people’s livelihood and continued existence on low lying islands;
- Recognising the need to control emissions that cause climate change particularly carbon dioxide and methane emissions;
- Acknowledging the efforts of the Pacific Ocean Alliance and its member organisations;
- Acknowledging the high level United Nations Conference on Oceans and Seas which will be co-hosted by Fiji and Sweden in Fiji on 5-9 June 2017;
- Taking note of the Sustainable Development Goal 14 "Conserve and sustainably use the oceans, seas and marine resources for sustainable development" including its targets to sustainably manage and protect marine and coastal ecosystems, minimize and address the impacts of ocean acidification and effectively regulate harvesting to restore fish stocks;
- Emphasizing the necessity for Governments, Private Sector and Civil Society of Pacific Island Countries and Territories to focus on the importance of the Health of our Ocean and its impact on the health of our nations and people;
- Stressing the importance of international cooperation in conserving our oceans and its resources for the livelihood of our people and future generations;
- Proclaim 2017 as the Pacific Year for the Ocean;
- Encourage PIDF members and all other organisations active in the Pacific to have focussed activities for the observance of the Pacific Year for the Ocean to be undertaken at the local, national and regional levels with the participation of all groups and citizens, to increase awareness on the contribution of the Oceans to our livelihoods, the threats that they face and the steps that need to be taken to protect them;
- Requests the PIDF Secretary-General to coordinate and where possible support the activities and also requests the PIDF Secretary-General to give widespread publicity to the Pacific year for the Ocean and the activities that will mark this year.

RESOLUTION FOR THE OBSERVANCE OF THE PACIFIC YEAR

Leaders’ Summit, Honiara, Solomon Islands
2016
Pacific Year for the Ocean: My Ocean Matters

The Leaders of the members of the Pacific Islands Development Forum (PIDF), gathered in Honiara, Solomon Islands, for the 2016 Leader’s Summit of the PIDF.

With a theme of Stewardship for Healthy Oceans & Healthy Nations, one of the resolutions of the meeting was proclaiming 2017 the Pacific Year for the Ocean.

The Leaders encouraged PIDF, in collaboration with the Pacific Ocean Alliance and all other organisations active in the Pacific to have focused activities for the observance of the Pacific Year for the Ocean undertaken at the local, national and regional levels.

Why is PIDF doing this?

The Leaders of members of PIDF requested the Secretary-General to coordinate & where possible support the activities & to give widespread publicity to the Pacific year for the Ocean & the activities that will mark the year.

We need the participation of all groups and citizens, to increase awareness on the contribution of the Oceans to our livelihoods, the threats that they face and the steps that need to be taken to protect them.

We ask every one in the pacific region to make a call with one collective pacific voice that “my ocean matters”.

The campaign theme is designed to inspire a campaign on two fronts, acting as rallying call for global and regional ocean advocates, while offering national programmes, community groups and individuals the opportunity to show how they will contribute towards this sustainable development related goal.
A Sustainable Pacific Ocean

Pacific Islands’ health, wealth, history, culture and identity are intrinsically linked with the ocean. The biodiversity of our common ocean is a significant resource. Our sustainable development is inherently connected with the health of the oceans.

Careful management of this essential global resource is key to a sustainable future.

PIDF partners with regional and international organizations continue to encourage recognition of the value of our oceans and enhancing collaboration in achieving the SDG 14 targets.

But we cannot do it alone! We need everyone and anyone with similar passion for sustainable oceans.

These are messages we suggest you can focus on to mark Pacific Year for the Ocean awareness and advocacy activities.

Considering your country’s situation & challenges, you may wish to focus on some and not others.

- **Recognising** the importance of the Ocean to our nations’ economies, and our people’s health and cultures,
- **Recognising** the threats posed to our oceans through the over harvesting and mismanagement of resources, as well as land-derived and sea-based pollution;
- **Recognising** the impacts of climate change on the Ocean’s ecosystems and our people’s livelihood and continued existence on low lying islands;
- **Recognising** the need to control emissions that cause climate change particularly carbon dioxide and methane emissions;
- **Taking note of** the *Sustainable Development Goal 14* “Conserve and sustainably use the oceans, seas and marine resources for sustainable development” including its targets to sustainably manage and protect marine and coastal ecosystems, minimize and address the impacts of ocean acidification and effectively regulate harvesting to restore fish stocks;
- **Emphasizing** the necessity for Governments, Private Sector and Civil Society of Pacific Island Countries and Territories to focus on the importance of the Health of our Ocean and its impact on the health of our nations and people.
- **Stressing** the importance of international cooperation in conserving our oceans and its resources for the livelihood of our people and future generations;
Collect information

Build a case for stronger action to advocate for oceans and why it matters. Before planning your activities you should assess local needs and identify the challenges that is needed to be addressed.

This important step will help shape the type of events for Pacific Year for the Ocean by enabling planners to focus on the type of information that must be gathered; the target audience they want to focus on; the key behaviour they would like to influence; and how best to promote change.

Some types of information you might find helpful in planning your activities may include:

- socio-economic costs and impact on families, communities and your country from ocean resources.
- who is being affected most if oceans are not healthy;
- what the consequences of inaction are;
- why policy-makers and partners who are making a difference deserve credit.

Organize your planning efforts

Form a Pacific Year for the Ocean committee consisting of people from:

- National, regional programmes
- NGOs
- Student/religious/women/youth/community groups
- Media
- Networks of people affected by Climate Change
- Politicians
- Ocean Advocacy organizations and programmes
- Target audiences for your Pacific year for the Ocean activities
- Any other group that you want to get involved.

The planning committee should:

- set realistic objectives for Pacific Year for the Ocean based on time and resources (such as how many people to target through what kind of event);
- develop interesting and relevant activities and events for Pacific Year for the Ocean 2017;
- consider mobilizing external resources by involving industry and businesses;
- determine what different committee members can contribute and assign tasks and responsibilities accordingly;
- set concrete deadlines for accomplishing various tasks;
- make provisions to assess the impact of your efforts.
Develop locally tailored key messages

Using the data you have gathered and taking into account the key messages (and those recommended in this toolkit) for Pacific Year for the Ocean develop your key messages tailored to your community/country.

Also start collecting stories and photos that bring the messages to life and are suitable for the target audiences you have in mind. The messages and stories should support successes, identify gaps and set out the next steps in your activities and should be a call for action.

Your messages should be targeted and consistent and relevant across all channels and activities.

The more they reinforce each other across channels, the better the result will be. This does not mean creating only one message for everything. It means identifying key points that each one should convey, no matter how it is communicated.

Messages must be:

- relevant to the various groups they target;
- accurate and clear focusing on threats, value and solutions
- simple, with very few scientific and technical terms.

In planning your Pacific Year for the Ocean activities, it will be useful to develop your own targeted messages – sticking to the main theme, “my ocean matters”, but supporting each point with data and other information that is relevant to your target audience.

For example:

- We are making progress – find data that supports this progress and collect success stories showing what is being done locally;
- Everyone can do something to keep oceans healthy – document what people in your community/country are doing;
- Sustainable and healthy oceans remain a global priority – state the extent and effects of the problem in your area and also describe what can be done and who needs to do it;
- Economic impact – document the impact oceans have on individuals and economies by showing local data, or local examples.
Be innovative and creative.
For example, a concert or a launch in a shopping centre, a basketball or public park can get a lot of media attention. Remember, this is a perfect opportunity to raise attention among many people at one time and mobilize action.

Mobilize partners for action with Pacific Year for the Ocean 2017 events

Develop ideas for activities and events that will generate news, provide people with important and interesting information, raise their awareness and prompt action.

Approach local businesses and industries with an outline of activities and events for Pacific Year for the Ocean and ask for their involvement and support.

Explain to them how their participation is for a good cause and in their own interest, and can increase their visibility in the community. Make sure the event you decide on meets the following three criteria:

1. attracts members of the target population;
2. clearly communicates key messages;
3. is considered newsworthy by the media (planners need to decide which media to target in the planning process).

- Public awareness-raising and “infotainment” (information + entertainment) events, parades, competition, concerts and street events work well;
- Events targeting the media: Press conferences with politicians and leaders, or an event to mark an Ocean related initiative can be good opportunities e.g. World Oceans Day celebrations;
- Possible activities: Poster Competition, Mural Competition, Poetry Slams, Art & Craft, Flashmob, (threats, values at stake, solution);
- Utilise media for increased articles, talkback show, and radio spots on ocean awareness related message;
- Public forums on Oceans;
- Community awareness sessions in collaboration with community based NGOs;
- Workplace based awareness initiatives can be rewarded with simple certificates and acknowledgments on PIDF website and social media as being part of the PYO celebrations and green/blue initiatives.
- Targeted advocacy intervention aimed at reducing ocean plastic pollution which affects marine ecosystems
- Online petition platform to collate signatures and call for action to reduce or stop use of plastic bags and encourage use of green bags
- Collated call for action initiative report given to cabinet for consideration on ban on plastic bags within member countries.
- Beach/Picnic Spot Clean Up Campaigns - These small scale activities can be encouraged at large, corporate organisations, hotels/resorts, tourists, communities, social clubs etc.
Planning media events

In this section you will find useful tips for planning and executing a media event. Be aware, however, that in general, a media event is most likely to be successful if handled by a communications professional.

Use the design elements provided to you in this e-toolkit to prepare slides, flip charts, and other visual materials with statistics and key messages.

Prepare videos, fact sheets, posters and press releases for the media, partners, and the public. Logos, slogans and other graphic representations can help unite different activities.

Try to use the visual identity provided in this e-toolkit in all your Pacific Year for the Ocean events material.

Organize a press event

- Establish a contact list of local/regional/national media interested in ocean, climate change and sustainable development issues;
- Organize a venue for the press conference. An event at community level engaging in ocean advocacy or awareness initiatives will be attractive for the media;
- Prepare a media advisory indicating the time, place and details of who will be present at the press conference;
- Send the media information about planned events;
- Send the media prepared statistics, fact sheets, videos, media advisory, and slides well in advance. That way, journalists have time to review the materials, raise questions and position the story within their organizations;
- Invite politicians, NGOs and celebrities to the press conferences;
- Utilise free media talkback shows to disseminate messages and create awareness on your “my ocean matters campaigns”. 

When producing media materials, remember to keep your target audience in mind; tailor content to your audience. Provide them with information relevant to them.
Social Media activities

#MyOceanMatters is an invitation by PIDF to speak up for the Pacific Ocean – everyone who loves the ocean is encouraged to participate. The message is simple: together, we can tell the world what’s special about your ocean and why we must take better care of its amazing natural resources.

Using social media champions (local celebrities, sports teams, etc) is a great way to get messages across in an interactive manner.

We encourage innovative competitions to be run on social media platforms to encourage greater participation from all levels of the community.

Encourage everyone to share their...

- stories,
- photos,
- posts,
- messages,
- videos,
- info-graphics, and
- poetry

on why the ocean matters to them and upload them on Twitter and Facebook.

Don’t forget to tag us in it as well (@PIDF01—Twitter and PIDFSec on Facebook).

Posts will also be linked to the official PIDF website (www.pacificidf.org)
After the Pacific Year for the Ocean (PYO) activities

Monitoring and evaluating your activities
Before your Pacific Year for the Ocean 2017 activities begin, create monitoring mechanisms to receive feedback on the interventions, identify any problems early, and if possible, make mid-course corrections.

Some questions that can be used to monitor progress include:

- How many people participated in the planned activity?
- What were the responses to the activity?
- How many news stories appeared as a result of this activity?
- How were activities managed? Were work plans successful?
- Have the knowledge, attitudes, awareness or opinions regarding oceans changed in the intended group?
- Sources of information include: inventory of materials, distribution lists, activity report, television and radio logs, news-clippings, staff surveys and news and information searches.

Evaluation

Evaluation of PYO activities is needed not only to improve future efforts, but also to demonstrate to funders and partners the effectiveness of activities.

Some of these goals will be difficult to measure just on one day. Consider planning targeted activities over a specific period to really see the results of a targeted campaign.

To conduct an evaluation, you must:

- set evaluation goals and objectives (consider the objective of your PYO 2017 activity, and the change that was expected to occur);
- determine suggested indicators to measure whether objectives have been achieved;
- develop an evaluation plan (determine the questions that need to be asked, how the information will be collected, and what resources will be needed);
- select monitoring and evaluation methods (Qualitative or quantitative).

Should you or your organization require any further clarifications or assistance please do contact:

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Use of Pacific Year for the Ocean Logo

We encourage everyone to use the above logo as widely as possible when planning your events and activities. There are no costs associated with the use of this particular logo. A high resolution copy of logo can be downloaded from our website: www.pacificidf.org or via an email request to nnarayan@pacificidf.org

However, we request that you do not use this logo which is illegal in any way or which may bring harm and disrepute to the Pacific Islands Development Forum and the Pacific Year of the Ocean campaign.