

GETTING BELOW THE SURFACE

TOP 10 TIPS & TRICKS TO GIVE THE OCEAN A VOICE

#1



URGENCY + AGENCY = ACTION!

Avoid relying on crisis language, as it triggers apathy not action. To create change, couple urgency with solutions!

Q: Can you highlight some success stories? (To help people feel that change is possible and already happening)

#2



CELEBRATE WHAT'S PRICELESS

When we talk about the ocean's economic value, we reinforce the story that "everything has a price", rather than the idea that "some things are priceless."

Q: Can you offer personal stories that emphasise the priceless value of the ocean, from sunset strolls and beach picnics to encounters with wild beasts?

#3

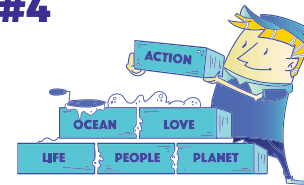


SHOW HOW THE OCEAN HELPS US THRIVE

If we aren't busy talking about money, that frees us up to showcase how the ocean helps to sustain human well-being and allows us to prosper!

Q: Can you sprinkle in a few examples of how the ocean helps us collectively to THRIVE?

#4



BUILD ON WHAT PEOPLE KNOW

Need to explain how algae provides us with bucket-loads of oxygen? Why not compare it to trees? When we start with what people know, we create a bridge to a new understanding of things.

Q: When was the last time you spoke to a seven-year-old about the ocean? They can be a great partner in crafting messages that really sing!

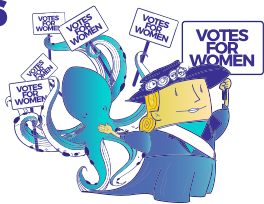
#5



By highlighting "ecosystem disruptions" we can allow people to see how the flourishing or disappearance of one species has a huge impact on the lives of many others.

Q: Are there surprising and delightful ways for you to show the symbiotic relationships between different species and the ways in which the ocean is intricately connected to other natural systems?

#6



SHOWCASE SPECIFIC SYSTEMIC SOLUTIONS

People are busy and the world can be quite overwhelming. You can help them to believe change is possible by pointing to big systemic solutions and by highlighting how they can get involved.

Q: Can you tell stories about big, systemic solutions that have been successful in the past? (Hint: They don't need to be ocean related!)

#7



ZOOM IN ON THE OCEAN

Show your audience the ever-changing, complex richness of ocean life, up close and personal, to help them understand how our actions have a BIG impact on this delicate ecosystem.

Q: How can we use image-rich, poetic language without emphasising the vastness or mystery of the ocean?

#8



BRING THE OCEAN INLAND

To counter the misperception that coastal communities are the only ones impacted by ocean issues, place greater emphasis on widely applicable threats (and opportunities) that affect everyone, wherever they live.

Q: Can we run campaigns that help bring the ocean to areas that feel disconnected from it?

#9

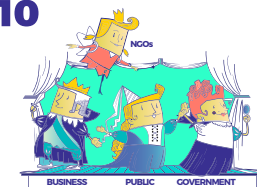


SAY "YES, AND!"

When asking individuals to change their behaviour – like refusing straws – be sure to include a collective ask too – such as banning all single-use plastic – to help drive change at all levels.

Q: How can I couple my individuals asks with clear and specific asks for policy change and government action?

#10



CAST ROLES & PARTS

Be as specific as possible about what you need people to do (and don't be afraid to think big). For example, "Shine-on Inc. must invent a completely edible, biodegradable, organic glitter" (because a world in which the ocean and humanity thrive together is something worth celebrating!)

Q: Have you tried mapping out all the different actors' roles like characters in a play? What concrete actions do you want them to take to give your tale a happy ending?

A FEW CHEEKY END NOTES

(Written in small text so you might need your binoculars handy)



This poster was pulled together by the scallywags at Dancing Fox on behalf of those delightful folks at the Calouste Gulbenkian Foundation, drawing on the insights gathered by the Frameworks Institute as part of their brilliant report "Getting Below the Surface". Full report accessible here: <https://goo.gl/yUjJQFP>