Towards a Blue Society
An Ocean of opportunities

Philippe VALLETTE
Co-President, World Ocean Network
General Manager, Nausicaá
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Why can the aquarium world play a key role in the Blue Society?
Aquariums identified by the Oceanics survey as trusted information channels about the ocean and seas

OCEANICS
European Commission
Survey no. 14336/1
THE MAIN SOURCES OF INFORMATION ABOUT SEA AND OCEANS

Q. 15: “What are your main sources of information about seas and oceans? Use the answer card to help you.”

BASE: Total respondents; n. 4861

TV 80%
Magazines and newspapers 54%
Museums, aquariums, scientific centres, etc. 47%
Books 28%
Radio 21%
School/education 20%
Public/government bodies 6%
Other 3%

N.B.: the + − signs indicate a statistically significant difference (95% of probability) with respect to total interviewees. (Tab. 33)
### THE MOST RELIABLE SOURCES OF INFORMATION ABOUT SEA/OCEANS

Q. 16: “Which of these are the most reliable for information about the sea and oceans?”

**BASE:** Total respondents; n. 4861

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Museums, aquariums, scientific centres, etc.</td>
<td>47%</td>
</tr>
<tr>
<td>TV</td>
<td>34%</td>
</tr>
<tr>
<td>Magazines and newspapers</td>
<td>23%</td>
</tr>
<tr>
<td>Books</td>
<td>23%</td>
</tr>
<tr>
<td>School/education</td>
<td>15%</td>
</tr>
<tr>
<td>Radio</td>
<td>7%</td>
</tr>
<tr>
<td>Public/government bodies</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

N.B.: the + – signs indicate a statistically significant difference (95% of probability) with respect to total interviewees. (Tab. 34)
How can the aquarium world act?

- Raising the awareness on Blue Society
  * of decision makers
  * of the private sector, scientists
  * of the general public
- Connecting people (firms with scientists, funding bodies,...)
- Organising debates, think tanks, mobilisation activities...
- etc.
The ocean is one of the main solutions to get out of the global crisis that we currently experience.

Let us not waste this chance. Let us believe again in progress.
Thank you for your attention

World Ocean Network
c/o Nausicaá, Centre National de la Mer
Boulevard Sainte Beuve – BP 189 –
62203 Boulogne-sur-Mer Cedex France
Tel.: +33 (0) 3 21 30 99 93 – Fax: +33 (0) 3 21 30 93 94
www.worldoceannetwork.org
info@worldoceannetwork.org