

4TH GEO

BLUE PLANET SYMPOSIUM

4-6 July 2018 – Toulouse, France



Institut
océanographique
Fondation Albert I^{er}, Prince de Monaco

Ocean wikinomics

Olivier Dufourneaud, VP Ocean policy
o.dufourneaud@oceano.org



#GEOBluePlanet4

Our goal

- Create a global momentum for the ocean : respect and sustainable management
- Attract attention on the ocean and promote ocean literacy and ocean conservation
- Reach out to decision makers and the general public
- Wikinomics : use digital technology to empower the public collaborative knowledge, connect to institutions, stimulate initiatives

Albert I – Launching modern oceanography



Jacques Yves Cousteau – Looking below the surface



HSH Prince Albert II – Taking action for our blue planet



Three world-class pillars

**Monaco Oceanographic
Museum**

« Temple of the sea »

Monaco Yacht Club

Maison des océans

The ocean hub in Paris

A new digital extension

**Monaco Oceanographic
Museum**

« Temple of the sea »

Maison des océans

The ocean hub in Paris

Ocean Portal

Digital Temple of the sea

Monaco Yacht Club

A digital layer on real world action

- The digital strategy will enhance traditional « brick and mortar (and ship) » actions, to :
 - offer additional content
 - connect actions, initiatives, partners, to reinforce their meaning and scope
 - improve the reach
 - establish a lasting relationship with each visitor or contact, knowing them and adapting to their interests

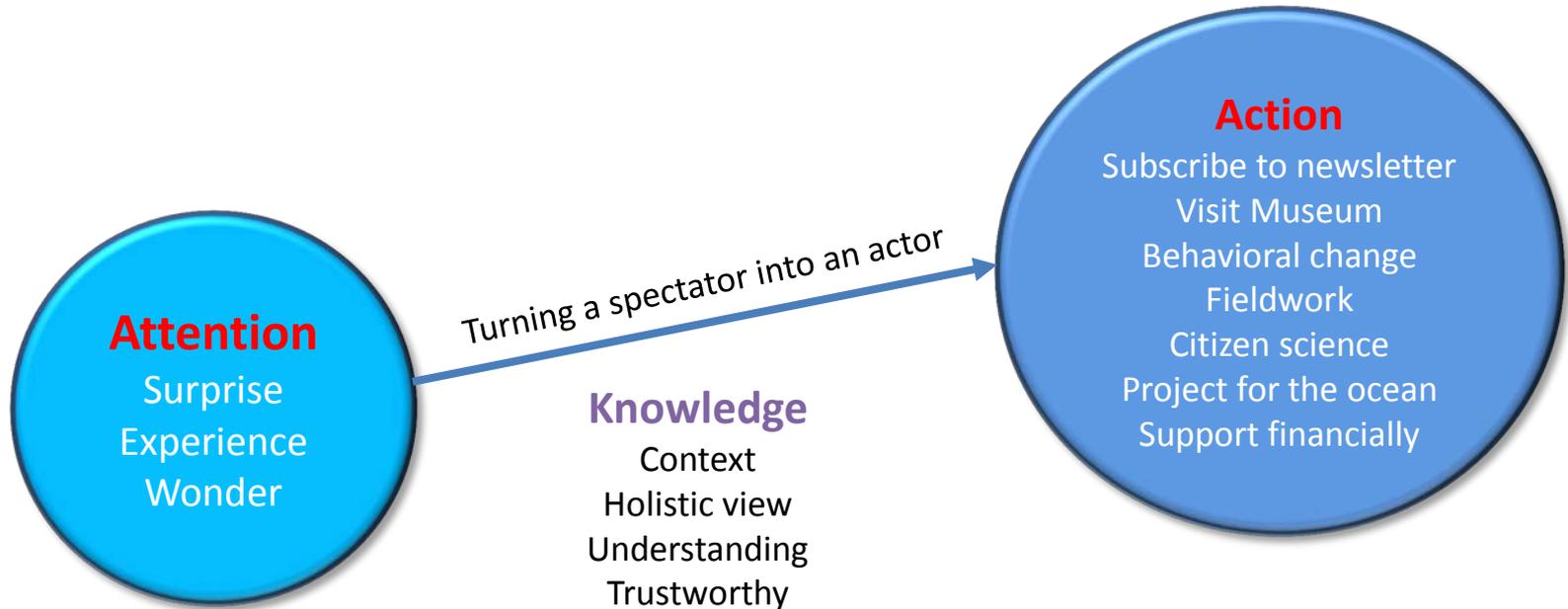
Wikinomics for the ocean

- Inspired by the « Wikinomics for space » by Pr. Jacques Blamont (CNES)
- Strengthen interest in the ocean by developing and empowering a community of passionate people and encouraging individual commitment
- Create a platform to connect all the players: individuals, associations, NGOs, scientific organisms, official organizations ... to encourage interactions, synergies and eventually projects
- To stimulate dialogue and emulation between individuals and institutions: questioning, cross-challenges, but also association, guidance.

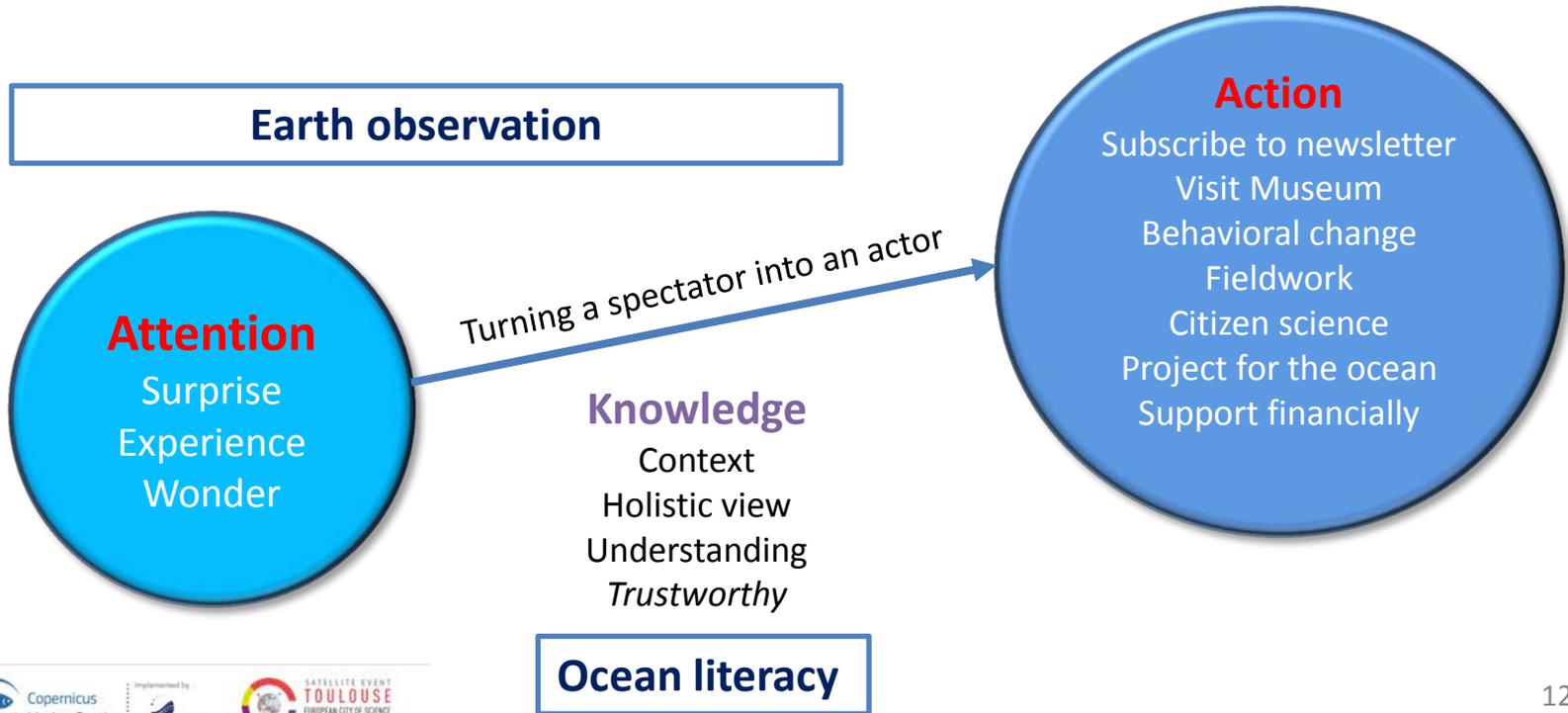
Wikinomics for the ocean

- Stimulate curiosity, innovation, respect for the ocean
- Fight discouragement by showing that we can all act in the face of environmental challenges
- Provide "commons" in the field of the ocean: open to all, especially young people, techniques, data, software ...
- Mobilize younger generations by enabling them to develop concrete projects
- Gather on the same platform the different calls for projects to give them more visibility and generate synergies

From attention to commitment



From attention to commitment



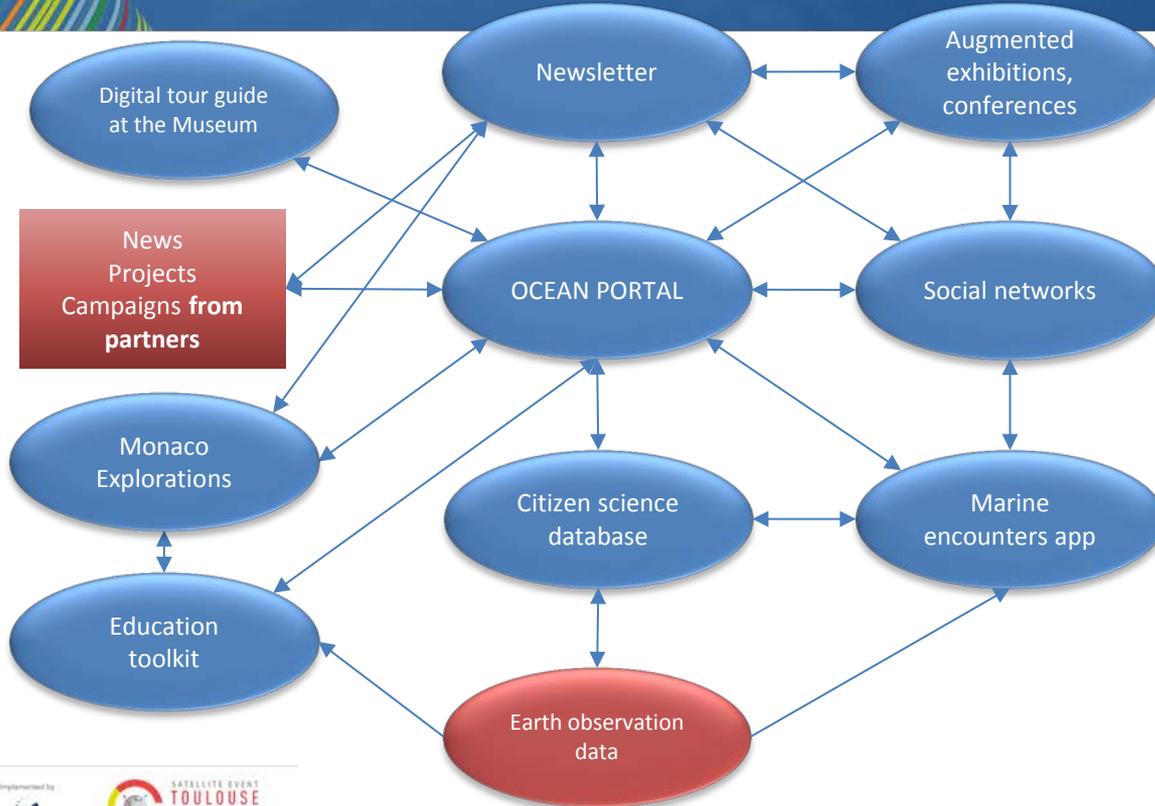
The Ocean Marketplace

- Ocean conservation institutions are small (all of them) and often focused on one issue and one solution
- We need a common platform to give the big picture of the ocean – an ocean marketplace
 - Connecting all types of players, from the UN to individuals
 - Ocean news
 - Ocean issues
 - Ocean solutions
 - Ocean data

The Ocean Portal

- “Ocean news”: a media that aggregates news by our partners, or from a news watch (web, newsletter)
- A knowledge base (ocean literacy toolkit) and a portal to our partners
- A discussion forum (based on social networks)
- A place for projects: calls, prizes, challenges, spontaneous proposals ...
- The opportunity to question our audiences, to understand their interests and their motivations

Digital ecosystem to reach various audiences



Different modules to extend the reach

- Developed as and when needed
- Gateways to the portal to reach different audiences
- "Marine Encounters" app to learn about what we observe and share (citizen science & social media)
- Citizen Science / Small observations database, bringing together "small producers" of data: animal spotting, animal tracking, scientific and/or NGO data that doesn't fit into Copernicus.
- How to open-up data, held by a multitude of actors?

Success factors

- Attractiveness will depend on the number and quality of partners, contributing to content and visibility.
- The long-term project will require sustainable financing.
- A highly collaborative approach, based on a network of diverse players, including the GeoBlue community.



Thank you !

We look forward to getting your feedback and to having you on board.

o.dufourneaud@oceano.org