

Lessons learned: 2017 Ocean Conference communications

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- The 2017 Ocean Conference, held 5-9 June 2017 at UNHQ in New York, was aided by
 - World Environment Day (5 June)
 - World Oceans Day (8 June)
- Wide use of #SaveOurOcean
- UN DGC organized monthly themes leading up to conference
 - Oceans and people, pollution, biodiversity, climate change



Traditional media – what we did

- Press kit in 6 languages that included
 - 4 press releases + media advisory
 - 1 press conference with principals
 - 5 daily press briefings
 - backgrounders on Conference & SDG 14,
 - FAQs
- 4-day SDG Media Zone
- Webinar with global UN Information Centers
- Branding materials



Jun 1, 2017 - Jun 11, 2017

Traditional media – results

 Just under 8,000 press clippings from traditional media in UN languages excluding Chinese (1-11 June 2017)

Results 1.2k 1.6k 3.2k C 🖒 🕯 Secure | https://www.nytimes.com/aponline/2017/06/05/world/ap-un-united-nations-threatened-oceans.html WORLD | UN Chief Warns Oceans Are 'Under Threat as Never Before ımp Takes Credit for London Attackers Slipped By Despite What Goes With Polo and Deadly Iran Attacks on Parliament and Khomeini an Avalanche of Warnings Saudi Move Against Oatar. Champagne? UN Chief Warns Oceans Are 'Under Threat as Never Before' United Kingdom By THE ASSOCIATED PRESS JUNE 5, 2017, 3:24 P.M. E.D.T. Mexico UNITED NATIONS - Secretary-General Antonio Guterres opened the first U.N. conference on oceans Monday with a warning that the seas are "under threat as never before," noting one recent study warns that discarded plastic garbage could outweigh fish by 2050 if nothing is The U.N. chief told presidents, ministers, diplomats and environmental activists from nearly 200 countries that oceans - "the lifeblood of our planet" - are being severely damaged by pollution, garbage, overfishing and the effects of climate change. The five-day conference, which began on World Environment Day, is the first major event to focus on climate since U.S. President Donald Trump announced Thursday that the United States will withdraw from the 2015 Paris Climate Agreement - a decision criticized by Bolivian President Evo Morales and other speakers Monday.



Social media – what we did

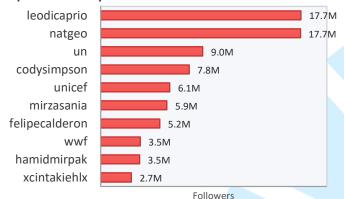
- Four-month digital campaign prior to conference, focusing on one ocean issue per month: oceans and people, pollution, biodiversity and climate
- Social media kit for Conference distributed to UN system in 6 languages
 - Sample messages, digital cards, video interviews
- During the conference, conducted Facebook Lives with influencers, set up a photo booth, in addition to regular conference coverage on UN accounts
- Snapchat geofence frame



Social media – results

- 126,780 tweets used #SaveOurOcean
- Resulting in a potential reach of 269 million users
- On Instagram, #SaveOurOcean was included in **3,047** posts, reaching a potential audience of **37.2 million** unique users.

Top Users by # of Followers









Challenges/opportunities for 2020

CHALLENGES

- Away from UNHQ with its built-in media correspondents
- Happens apart from World Oceans Day
- Fewer UN staff on the ground

OPPORTUNITIES

- SG from Portugal
- Attractive location
- Includes World Environment
 Day
- Momentum on plastics issue



Lessons learned

- Multilingualism is essential.
- Ensure hashtag is widely adopted by civil society.
- Involve media partners early.
 - Blog / podcast series
 - Reach out to social media companies directly
 - SDG Media Zone allows access point for a wider audience (youth, women, indigenous groups, creative economy)
- Focus on <u>solutions</u> to problems and "good news" messages.
- While we share one ocean, remember to note particular challenges of different regions.
- Branding materials are key order early and make back-up plans.