

MSC PUBLIC ENGAGEMENT GUIDE

FOR ZOOS, AQUARIA AND MUSEUMS



Presented in collaboration
with Taronga Zoo



msc.org | [#BigBlueFuture](https://twitter.com/BigBlueFuture) | [@MSCbluefishtick](https://twitter.com/MSCbluefishtick)

CONTENTS

THE MSC

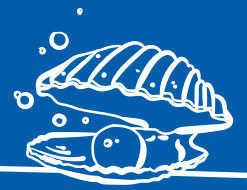
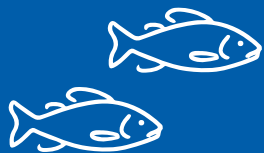
THE OCEAN IS A VITAL PART OF HUMAN LIFE ON OUR PLANET	3
WORKING TOGETHER TO PROTECT OUR OCEAN	4
HOW TO USE THIS TOOLKIT?	5
THE MSC ASSETS	6

ACTIVATIONS IN YOUR SITES

GETTING INVOLVED	7
KEY MESSAGES	8
OUR OCEAN HEROES	9
ONSITE MESSAGING INTEGRATION	10
ONLINE ACTIVITIES - WEBSITE & SOCIAL	12
TOURS & SHOWS	15
EDUCATION PROGRAMS	16
SUSTAINABLE SEAFOOD SOURCING - DINING & CATERING	18
- ANIMAL FEED	20

MARKETING & CONTACT INFORMATION

CAMPAIGNS & MARCOMMS	21
CONNECT WITH THE OCEANIA MSC TEAM	22



THE OCEAN IS A VITAL PART OF HUMAN LIFE ON OUR PLANET

It provides daily protein for over a billion people, is a reliable source of food for billions more, and 200 million people are employed directly or indirectly by the seafood industry.

But the ocean needs our help — according to the latest report by the Food and Agriculture Organization of the United Nations*, 34% of global fisheries have been fished beyond sustainable limits.**

The Marine Stewardship Council is leading the movement to tackle overfishing and rebuild the ocean for future generations.

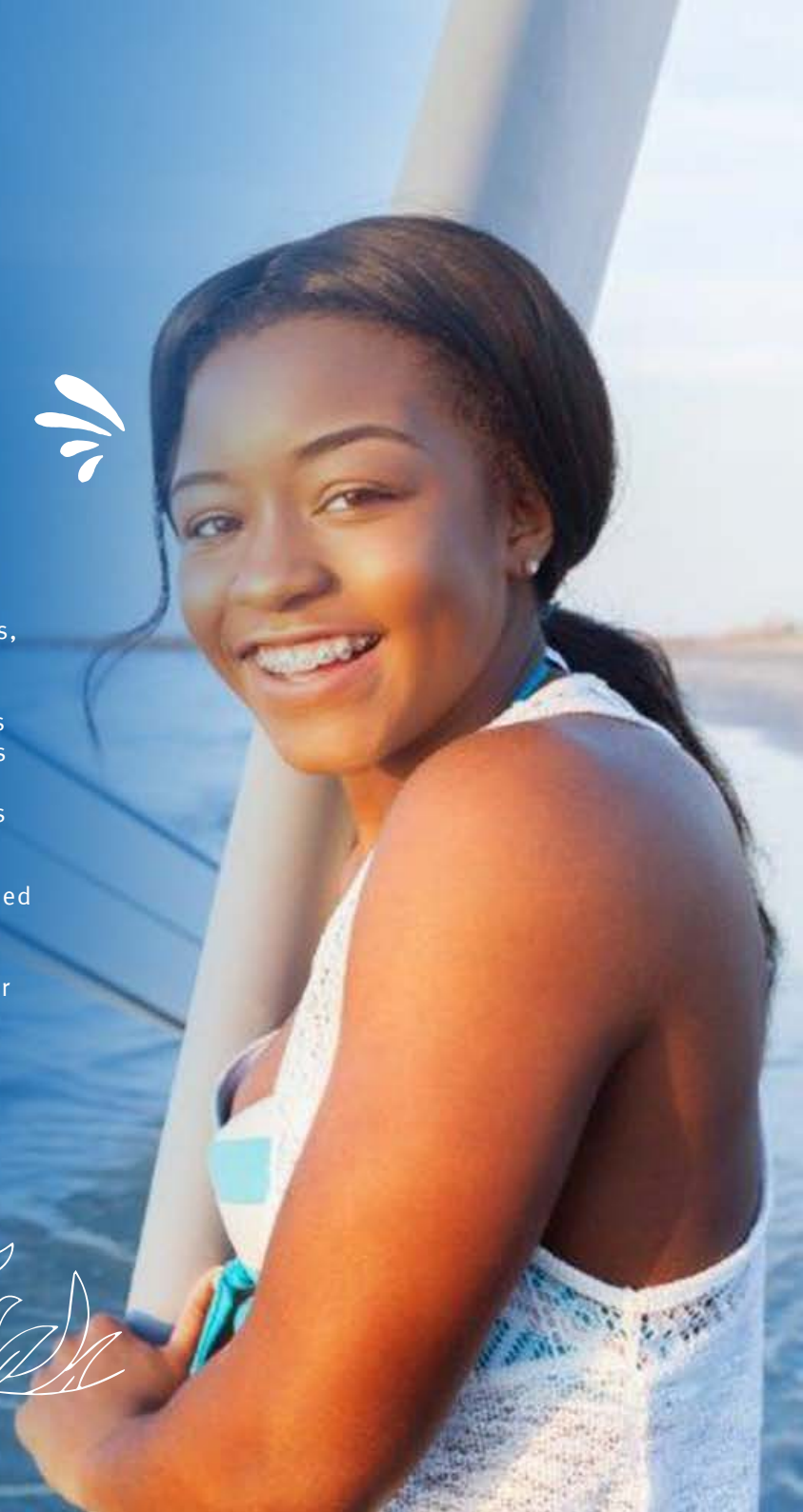
It is the first global seafood certification program to be recognized for rigor and credibility by the Global Sustainable Seafood Initiative, and by the United Nations as an important tool for helping to protect our ocean.

Our international collaboration of partners, scientists, NGOs, fisheries, seafood companies, retailers, restaurants and universities work hand in hand to ensure seafood is fresh, delicious, and above all else, sustainable. This means seafood that is caught from populations with healthy numbers, fished with minimised environmental impact, and selected from areas that are responsibly managed.

When consumers choose seafood that is certified with the MSC blue fish tick, they are buying a promise that has made possible by all our partners working together—a promise that their choice in seafood will help safeguard seafood.

References: * UNFAO ** SOFIA220

MSC Public Engagement Guide 2023



WORKING TOGETHER TO PROTECT OUR OCEAN

INSPIRED? HOW TO GET INVOLVED TO PROTECT OUR OCEAN

To facilitate the support of your organisation, we work towards a Memorandum of Understanding (MOU) being signed with the Marine Stewardship Council, which will give you access to assets and resources so that you can become a part of this movement. Contact your MSC Oceania team to find out more.

ACTIVATION PROCESS



HELP US TO EMPOWER THE PUBLIC TO TAKE ACTION

Unsustainable fishing is a major global challenge which threatens ocean wildlife, livelihoods and seafood for future generations.

There are numerous actions that zoos and aquaria can take to demonstrate a role for individuals and organisation to not only preserve biodiversity but also make sustainable choices at every level. In addition, if zoos and aquaria are to retain the trust and support of their visiting public, they should demonstrate best practice and leadership in:

- Inspiring visitor experiences
- Promoting ocean literacy
- Serving MSC certified sustainable seafood
- Taking part in public engagement campaigns

HOW TO USE THIS TOOLKIT?

Work with the MSC Oceania team to incorporate ocean literature messaging into your daily operations.



Get inspired with this toolkit



Talk to the MSC team



Select how you want to get involved



Sign an MOU (Memorandum of Understanding)



Access the multimedia library



Activate

We have provided MSC brand tools for you to utilise in your storytelling through your sites so that you can promote your role in the ocean sustainability movement.

These tools include MSC assets and illustrations as well as photo and video assets with unlimited rights, free for you to use when communicating about the MSC and what our blue fish tick is all about.

The assets to serve as inspiration for your communication and marketing needs and have been shown in mostly photo realistic environments, and all editable working files are available to you and your team.

- B roll footage
- Images
- MSC messages

Please use the [Download here](#) buttons on each page to access these files. If you do not yet have access to our multimedia library, simply click the link to request access.

<https://multimedialibrary.msc.org/login.php>

The MSC is always available to support and collaborate with our partners. Please do not hesitate to reach out to the MSC Oceania team if you have any questions.

THE MSC ASSETS

MSC Corporate Logo

To be used when referencing the Marine Stewardship Council as an organisation and the MSC Standards.



[Download here](#)

Blue Fish Tick Label

To be used when referencing the MSC blue fish tick label in messaging and / or when claiming dining menu items and feed are MSC Chain of Custody Certified.



[Download here](#)

School Education Programs

To be used when referencing content from the MSC Saltwater Schools program. This logo is to be used together with the MSC corporate logo.



[Download here](#)

GETTING INVOLVED

Choose how you want to participate. There are simple ways to incorporate ocean literacy messaging to help your visitors become ocean literate and ocean conscious.

Options of how you can participate



Onsite message integrations



Tours & shows



**Sustainable seafood
- dining & events**



Online – website & social media



Education programs



**Sustainable sourcing
- animal feed**

KEY MESSAGES

Integrating consistent key messages into your site will strengthen the visitor experience.
Suggested key messages include:



OCEAN AT RISK

(overfishing, climate change and pollution)

- Overfishing is a major problem globally that threatens livelihoods, communities, food security and ocean health.
- The ocean is essential to life on Earth and every second breath comes from the ocean.
- Bycatch is fish or other marine species caught unintentionally while trying to catch another type of fish.
- At least 640,000 tonnes of fishing gear are lost each year making up 10% of all marine debris.
- Climate change is disrupting the distribution of fish populations and their food.
- 93% of heat accumulated in the Earth's atmosphere is absorbed by the ocean.



FISHING AND FISHERIES

- A fishery is an area where fish are caught for commercial or recreational purposes.
- Almost 40 million people work in fisheries globally.
- 179 million tonnes of fish are caught or harvested per year.
- A sustainable fishery has healthy and productive populations of fish where the integrity of the ecosystem is maintained.
- There is no such thing as a sustainable species of fish, only sustainable populations of fish.
- Fisheries science helps to determine how much fish can be caught in a fishery for it to remain sustainable.
- Effective fisheries management is the foundation of a sustainable fishery.
- All fishing can be sustainable regardless of size, scale, and fishing method.
- When combined with sustainable fishing practices, Marine Protected Areas can be important tools in the effort to end overfishing and encourage greater biodiversity.



TAKE ACTION

- You can support sustainable fishing practices by choosing seafood with the MSC blue fish tick label.
- Improve ocean literacy with the MSC's teaching and learning resources and discover how we can all help keep our ocean healthy.



WORKING IN PARTNERSHIP WITH MSC

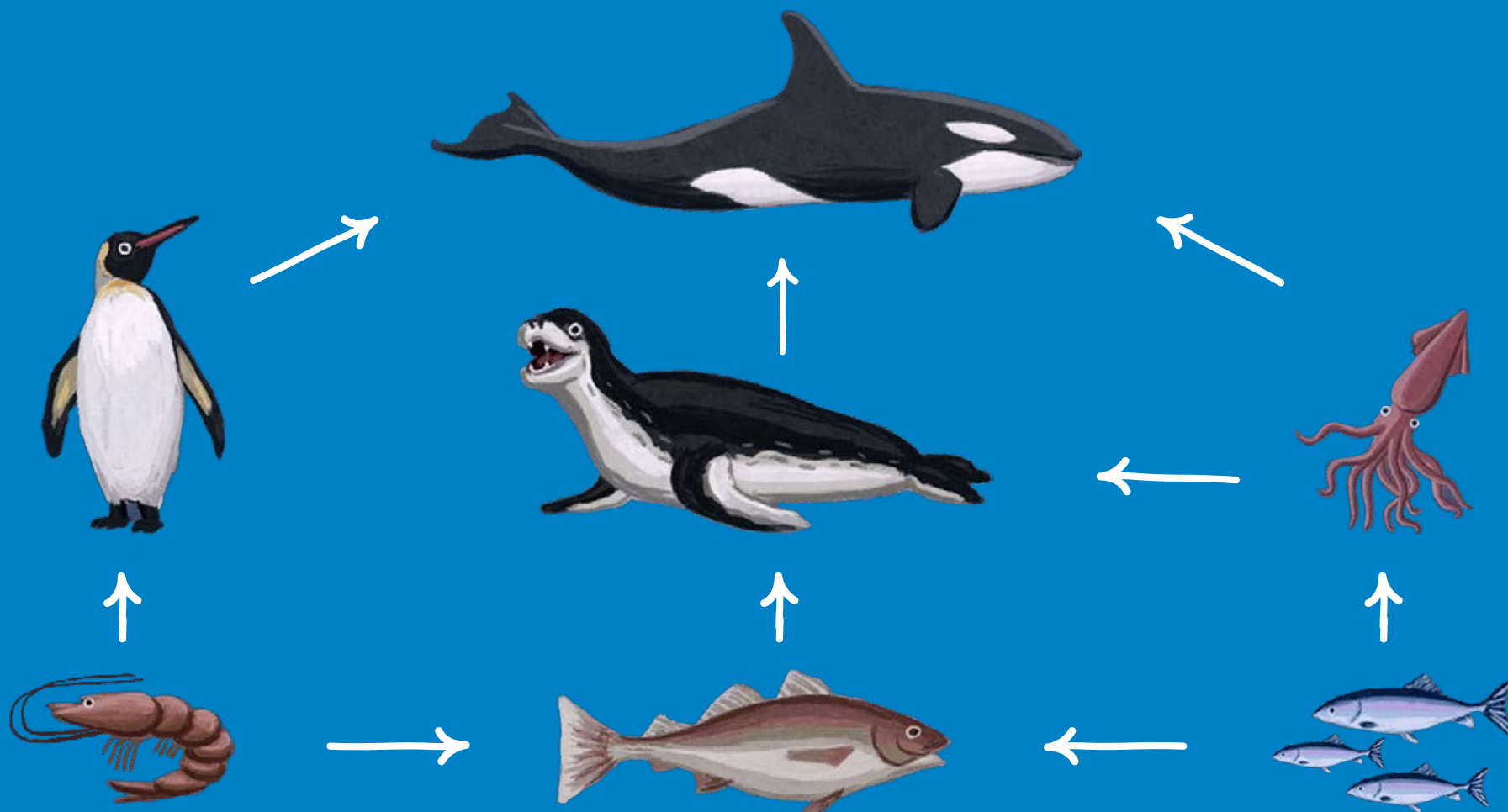
- The Marine Stewardship Council is an international non profit organisation on a mission to end overfishing and ensure we can enjoy fish forever.
- Forward thinking brands and seafood companies are putting the long-term health of our ocean, and the future supply of seafood, at the heart of their business.



Speak to the MSC Oceania team today to find out more

OUR OCEAN HEROES

Ocean heroes are key to creating a compelling visitor connection with your site. They form part of the ocean literacy journey. The MSC Oceania team can help with storytelling around your favourite ocean heroes.



 Speak to the MSC Oceania team to find out more

ONSITE MESSAGING INTEGRATION

Integration can include simple call outs on message boards, displays, screens and interactive games. They can be permanent displays or temporary installations for key ocean sustainability dates on the calendar. Here are some partner examples from around the globe.

Taronga Zoo
- Sydney, Australia



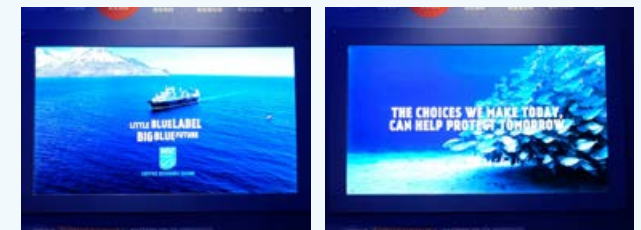
Message walls
Floor decals and directions

Sealife Sydney
- Sydney, Australia



2019 Ocean Youth Day

Resorts World Sentosa, S.E.A. Aquarium
- Singapore



Message Walls
World Ocean Day

ONSITE MESSAGING INTEGRATION

Palais de la Porte Doree Tropical Aquarium
– Paris, France



2018 World Oceans Day

Warsaw Zoological Garden
– Warsaw, Poland



2018 / 2021 World Oceans Day

National Aquarium Museum
– Plymouth, England



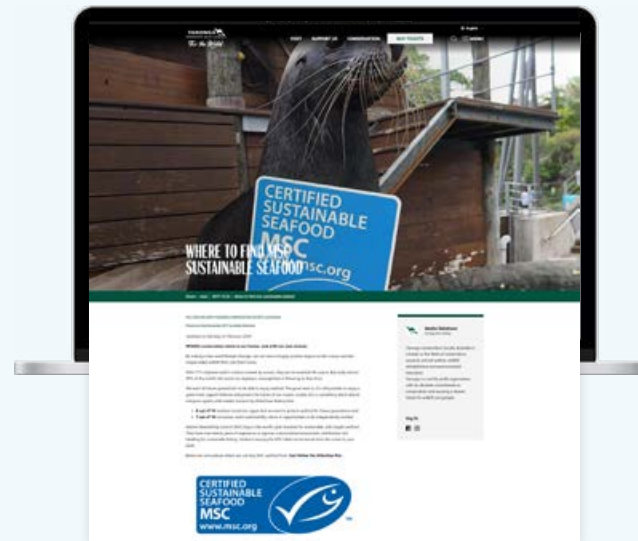
Sustainable Seafood Week UK 2020
– “What it Takes”

ONLINE ACTIVITIES - WEBSITE & SOCIAL

Extend the experience online for your visitors by offering fun, memorable learning experiences to strengthen engagement with your organisation.

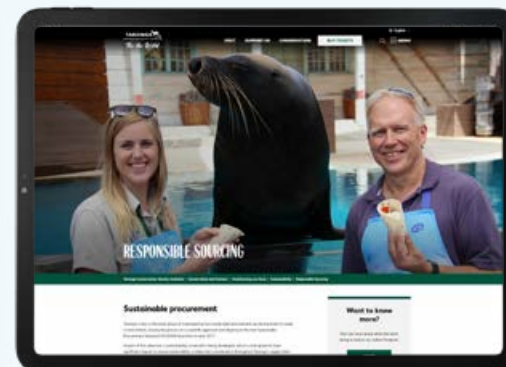
Online activities can include live streaming your on site activities and shows to reinforce key messages for ocean sustainability, informational links to your organisation's sustainability initiatives, or fun educational quizzes for students.

Taronga Zoo - Sydney, Australia



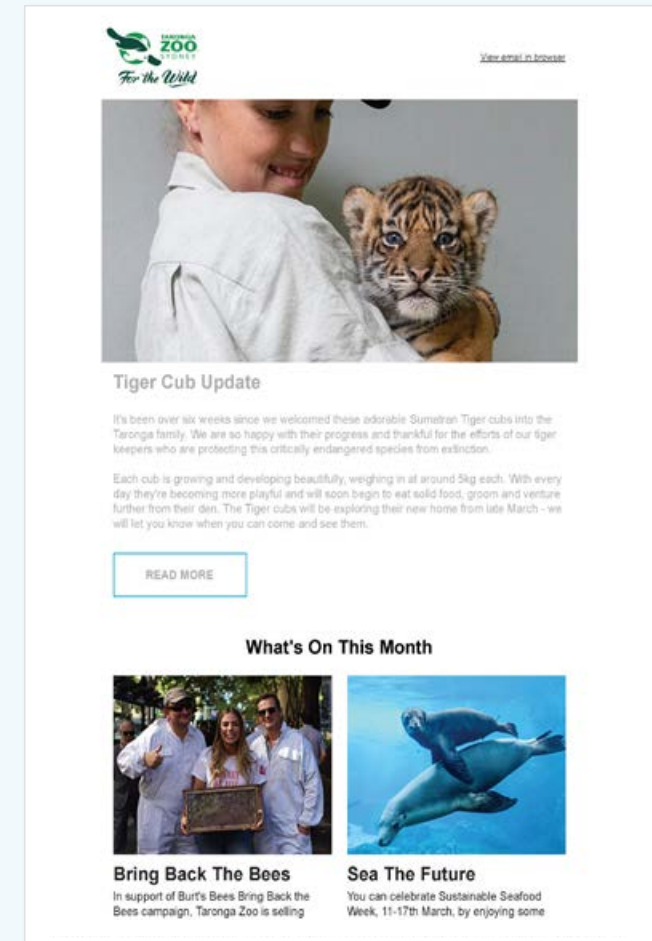
Where to find MSC Seafood?

[Visit Site](#)



Sustainable Sourcing

[Visit Site](#)



e-newsletters

ONLINE ACTIVITIES WEBSITE

Sealife Australia
- Sydney, Australia



Resorts World Sentosa, S.E.A. Aquarium
- Singapore



National Aquarium Museum
- Plymouth, England



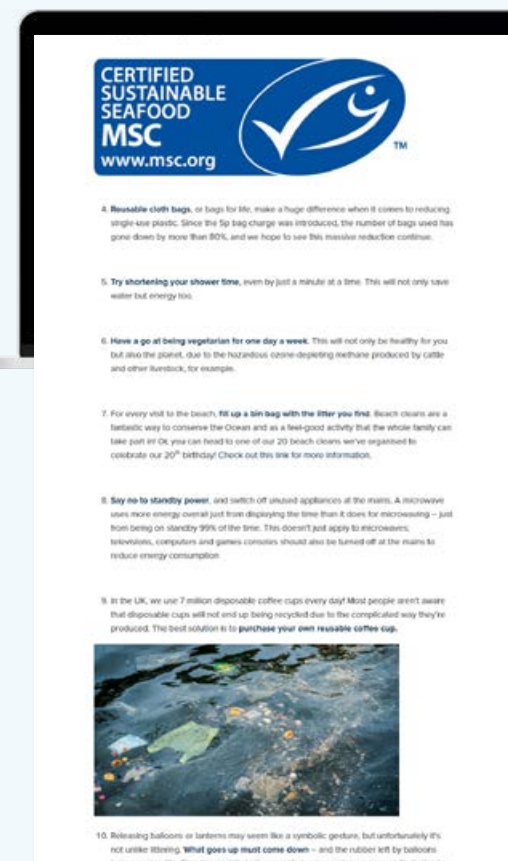
MSC Sustainable Seafood Week 2021

[Watch Video](#)



MSC Sustainable Seafood Week 2021

[Visit Site](#)



MSC Sustainable Seafood Week 2021

[Visit Site](#)

SOCIAL MEDIA CHANNELS

The MSC has an extensive digital assets library that you can tap into and use on your Social Media Platforms.

The MSC can celebrate the great work that you and your teams are doing inhouse and online, simply reference back to the MSC @MSCbluefishtick



@MSCbluefishtick

Taronga Zoo
- Sydney, Australia



How you can help our oceans!

Watch Video



Facebook post

msc.org | #BigBlueFuture | @MSCbluefishtick



Instagram post

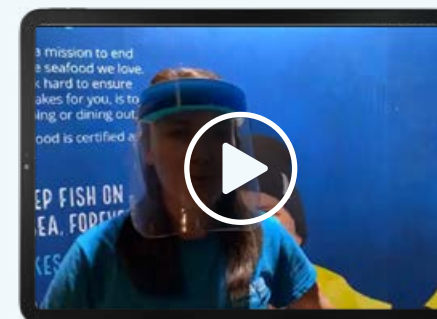
Sealife Sydney
- Sydney, Australia



Sustainable Seafood Week 2021

Watch Video

National Marine Aquarium
- Plymouth, England



Sustainable Seafood Week UK 2020
- What does it take?

Watch Video

TOURS AND SHOWS

Guided tours, feature shows and enclosure talks form a large part of the visitor experience.

The MSC can assist with staff training to provide your team with the information needed to communicate compelling ocean literacy messages to your audiences.

The MSC can assist with:

- Inclusion of simple messages about the ocean
- Inclusion of calls to action for visitors to act in their everyday life

Taronga Zoo- Sydney, Australia



Seal show

Message: Choose the MSC blue fish tick, for the wild



Sealife Sydney - Sydney, Australia



Aquarium Tours



EDUCATION PROGRAMS

LEVERAGE MSC EDUCATION TOOLS FOR YOUR SCHOOLS OUTREACH AND TEACHER TOOLS

Improving ocean literacy in Australia

Ocean literacy ensures that our future leaders and shoppers are equipped with the knowledge to continue the fight to protect our ocean.

A key objective of the UN Decade of Ocean Science for Sustainable Development is to boost ocean literacy in the formal education sector. The aim is to create a new generation of ocean leaders by 2030.

By working together we're able to reach more teachers and students to advance ocean literacy

The MSC offers:

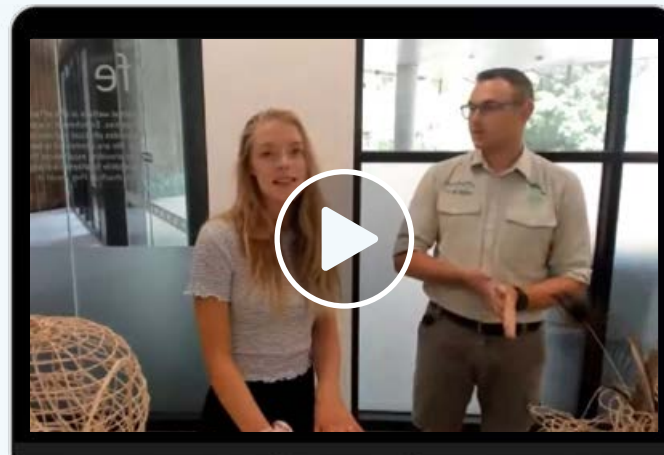
- ✓ Free to use curriculum aligned teaching and learning resources
- ✓ Expert voices
- ✓ Teacher workshop opportunities
- ✓ Virtual classrooms
- ✓ Online quizzes
- ✓ Messaging and visual assets



Saltwater Schools

Saltwater Schools covers topics including fish biology, marine habitats, food webs, using the oceans resources responsibly and sustainable fishing for the future.

All lesson plans are Australian Curriculum-aligned and available in PDF and editable word doc for members of the Saltwater Schools network.



Taronga Zoo

Food: Different By Design

[Watch Video](#)



THE 7 PRINCIPLES OF OCEAN LITERACY



1 The Earth has one big ocean with **many features**

2 The ocean and life in the ocean **shape the features of Earth**



3 The ocean is a major influence on **weather and climate**

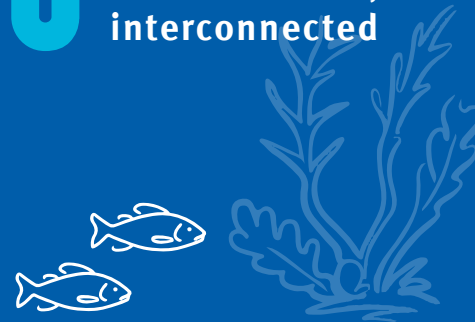


4 The ocean made the Earth **habitable**



5 The ocean supports a great **diversity of life** and ecosystems

6 The ocean and humans are inextricably **interconnected**



7 The ocean is largely **unexplored**



Learn more today

SUSTAINABLE SEAFOOD SOURCING

- DINING & CATERING



When you serve seafood with the MSC blue fish tick, you empower your diners to make a positive impact on the ocean.

Whether you have a pit stop café, casual dining hall, a star or hatted restaurant, or function operations, providing easy-to-choose sustainable seafood options for diners enables them to make a positive impact on the ocean as well as recognising the great Corporate Sourcing Responsibility actions that you are undertaking.

By introducing MSC certified sustainable seafood on menus and providing talking points that emphasize the importance and ease with which diners can make ocean conscious decisions by choosing the blue fish tick option, your dining venues are a part of the sustainable seafood and ocean movement.

HOW TO SERVE MSC CERTIFIED SEAFOOD?



For more details on getting MSC Chain of Custody Certified [Watch Video](#)



SUSTAINABLE SEAFOOD SOURCING

- DINING & CATERING

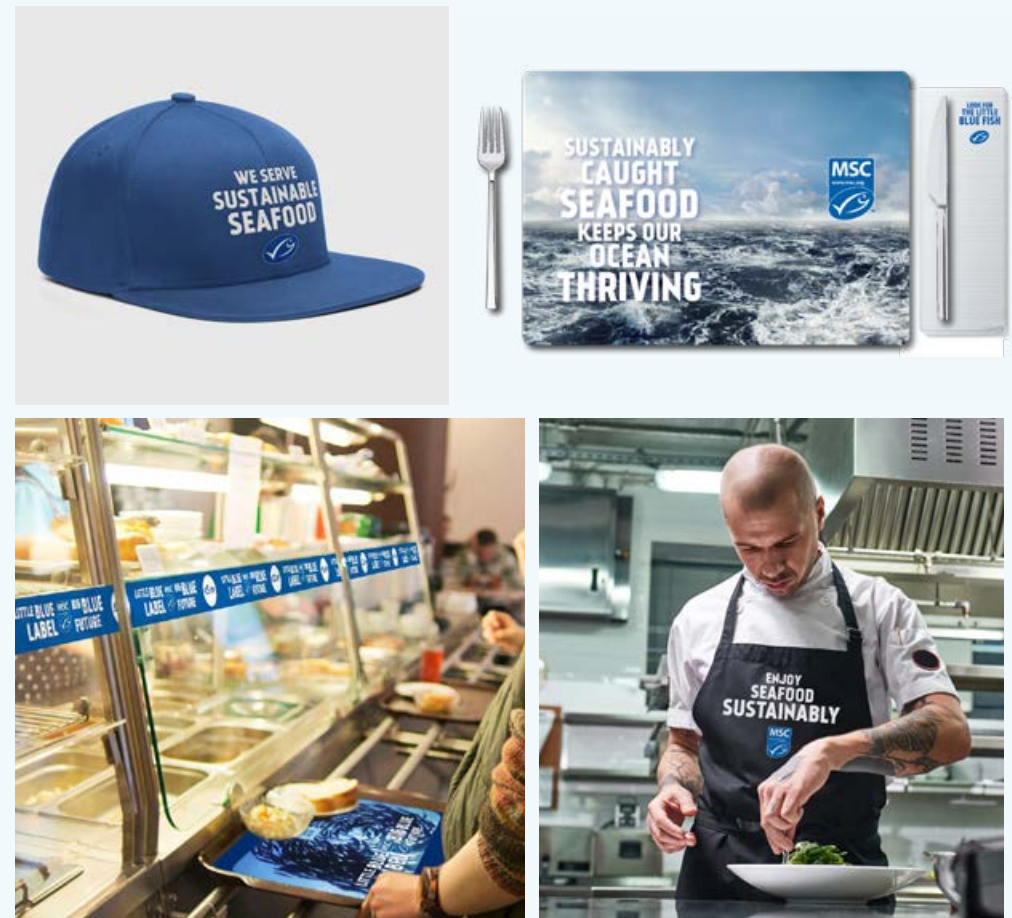
Once your venue is Chain of Custody certified and an MSC Ecolabel License Agreement has been signed, you will be able to use the MSC registered trademarks on your menus and promotional materials.

Menu Inspiration



Taronga Zoo, Me Gal Restaurant

Messaging Inspiration



SUSTAINABLE SEAFOOD SOURCING - ANIMAL FEED

Join others around the world that have made the sustainable choice for their resident animals.

The charismatic animals in your institutions can also help keep our oceans thriving by enjoying feed sources certified as sustainable. This can form part of your conservation mission and CSR policies.



Edinburgh Zoo - Scotland, United Kingdom

Serves sustainable fish to sea lions and penguins. This diet change is helping to protect threatened fish stocks.



[Talk to us to find out more](#)

CAMPAIGNS & MARCOMMS

There are many celebratory international ocean and sea life days throughout the year as well as MSC-led campaigns. Share these moments with your visitors on site and online to highlight your commitments to our ocean. Speak to the MSC Oceania team to find out more details!

Sustainable Seafood Week



[Find out more](#)

SeaWeek



[Find out more](#)

World Ocean Day



[Find out more](#)

Sustainable Seafood Awards



[Find out more](#)

CONNECT WITH THE MSC OCEANIA TEAM

Connect with the MSC Oceania Team today if you require further information:

MARCOMMS & EDUCATION

Alex Webb
alex.webb@msc.org

SOURCING & SUPPLY CHAIN

Anita Lee
anita.lee@msc.org

WE CAN'T WAIT TO HEAR FROM YOU! 