

Dear all

I am really glad to be here with you today and I want to thank Lesley Suttly for her invitation to do this conference where I'll try to give you some information and advice to be more visible on Internet.

I also want to warn that this is my first presentation in english... That's why I hope you'll excuse my level of english, learned in french school and my lovely french accent.

Speaking about communication on internet means a global approach of the services provided on the web. The most important words in web are : existing - in an ocean of websites - and « building a community ». That's what I'll try to explain to you in my presentation.

Communication, on internet or in the traditionnal media, is always the same story. A story of crossing an interesting content with a choice of media used to deliver a message.

The first thing I really want to make you understand in this presentation, is that you are confronted, in your daily life, with amazing events. For a large part of the population, everywhere in the world, whales, dolphins, marine species are fascinating animals. And a lot of people will never have the chance to see this kind of species in their life.

Always remember your first emotion when you saw a whale or a spermwhale for the first time... This is the emotion you have to transmit to the public. You have to be conscious that you have wonderful material to touch the public. This content can help you to transmit a message to a large audience.

Internet opens a new era of lobbying. Today, the environmental organisations have to convince people at a political level. But, perhaps the most important fight, is to convince the public opinion, especially in our occidental

countries. And Internet services give us this opportunity. In France we had a really concrete example of that challenge and evidence that we can succeed in being visible. The experience I am speaking about is the work done by Nicolas Hulot during the last presidential campaign. This guy, who is famous in my country, did a lot of work to explain to french voters what could be the consequences of global warming in their daily lives. And he helped these two words: GLOBAL WARMING enter into our common language, as it never happened before 20 years ago when scientists discovered the first hole in the ozone.

He used two strong lines of communication : the internet environment with a participative web site where he gave information and updated it often, practical gestures all of us can apply everyday to have a better green attitude. That means two really important concepts : informing and giving the public responsibilities, which puts all of us in the position of being an actor instead of a victim.

His second mode of outreach was traditional communication with media, notably attracted by the thousands of signatures he gathered on his website to convince the candidates to implement a clear environmental policy after the elections.

The result was that all the candidates of the french presidential election were forced to sign an engagement to plan a real environmental policy, because the pressure of the public opinion was heavy.

I have to speak frankly. The foundation of Nicolas Hulot has a lot money that means it was easier for the organisation to do what it did.

But you also have huge possibilities they didn't have 3 years ago to deliver the message you want at your own level.

I would like to develop two axes to explain how you can do that.

The first is editorial. There is no good communication without a strong message.

The professionals of communication developed a concept they called story telling. Telling a story to our public. And you all have, in my opinion, many stories to tell. I have seen that when I spoke with some of you during the last symposium in Martinique. As a journalist, I said myself, "Wahou ! It's amazing there's so many reports to do there."

I am not talking about a political message. In my opinion, people are fed up with the accusations too many conservationists have used in the past. They know now what the matter is and don't want to be forced to protect the planet. That can explain in France the disaffection we saw for many important environmental reforms like recent taxes against pollution which were popular one year before and that our gouvernement decided to cancel because of the way the public opinion threw these reforms back today.

With whales, dolphins, turtles, marine mysterious life, we can play a different song. Making our public dream and then deliver a message like : it's wonderful but fragile. Understand me : I am not speaking there about manipulating the masses. We have to be faultless in our approach especially because we are defending a noble cause. But what makes us dream can be a wonderful way to deliver a message.

That's exactly what the movie Oceans, some of you have seen yesterday did : it impressed the public and after that explained why we have to protect the beauty of our oceans.

All of you here interact very closely with these species I was speaking about. You can take photos, videos, you are sometimes diving sessions with whales, dolphins, turtles... You have in my opinion all the material to communicate very clearly on this topic : impressing the public and explaining that tomorrow this reality has unfortunately a lot of chances to be just a remembrance....

In my opinion, something is really important when you will publish images or videos on Internet.

Don't try to do the same professional elements we can see in our Tv Screens.

It's just impossible and the way the internet communities are living don't require that.

Internet is something that gives to everyone the possibility to see how his or her neighbours are living. The most popular videos on Youtube or Facebook are not professional videos but amateur footages that allow the people behind their computers to identify with the other guy who did the video they are watching.

As if it could be their footages and a situation they could live. Internet is breaking the institutionnal link with actuality the traditionnal medias and journalists have always built. And I can assure you a little video made by one of you diving with whales will have more success on the web than a professional but organised, institutionnal movie done by a TV production like mine.

That means that all of us here have the possibility to communicate for a large public just with small technical means : small waterproof cameras and free internet tools.

After the content, let's speak about the media.

There are today three very popular ways to communicate on the Internet Wireless : Facebook, Youtube and Twitter and hardly anyone can escape these..

I won't give you too much technical advice. Because these applications are really easy to use : you just have to go on their websites and subscribe for free. The inscription is as easy as it is to open your inbox ! Then, just let the website be your guide.

Youtube for example gives you all the directions on how to publish online videos. On Facebook, you just have to click on a video icon to publish a small movie. I can assure you it is as simple as joining an attached file to an email ! The most difficult is really not technical. It's just a choice to subscribe to these services.

The most difficult is to build a community around your internet activity. That's why you have to think of a global communication plan, crossing the different services you can use.

First : Create your own Facebook page and one for your organisation. You also have an application on Facebook called Fan Page. By this way you can create a small blog for your organisation calling it for example "Save the Whales".

When these pages are created, then, send an email to all your contacts on the web and to all the people you know, who have a Facebook profile to inform them you opened these pages.

Invite them to transmit this information of these openings to their own contacts. And what the communication companies called **viral marketing** will begin : one guy sees that his friend is now fan of the page "Save the whales" you created.

He also will join this fan page. Then some friends of this guy will have the information that he is now a fan of this page. And they will decide to also become members of this community...

The advantage with Facebook is that all your contacts will always be informed of what you are doing. When you will published a photo on your profile, all your contact will have the news you published it. It will give you the opportunity to publish simple information, internet links to interesting websites, videos... And as I said everything is really simple : you want to publish a link or some information ? Just write in the space called : publish an information... That's easier

than an email !

The second tool is Youtube : Really, really easy. After you have your facebook page, then open a Youtube account. It's free. You also have another opportunity to do that with an other video provider called Dailymotion. It's the same application managed by a french company. When your profile is open, then give the information to your Facebook Contacts and to your mailing lists. That's the way you will build your community.

Then when a video will be published on youtube, you just will have to copy and pass the link on to your Facebook fan or personal page. You'll find a space dedicated to publishing internet links. This pooling of the internet services you are using will help you ensure you will touch the most people.

Never forget that you are the host of your own community.

If you want it to be active, you have to publish often the news about your activities : a video of dolphins swimming near your boat, a photo of whales you have been taking underwater, a sunset on this beautiful ocean we have to protect...

Everything you can ! But at least every week. And never miss the universal events. Christmas is coming ? Publish a video of whales for example and a small message under it in your Facebook and Youtube profiles just to wish a merry christmas to your community.

The words are important. But in the internet way of life, they have to be short and published with photos and videos. These are the criteria from the multimedia world internet has opened.

The third application I have to speak about is Twitter. I hope the next symposium for example will be covered on twitter. Like Facebook or Youtube, you just have to suscribe to get

your own profile.

Twitter is different from Facebook. It's like a newsroom which will give you the opportunity to publish small breaking news when you want, like for instance CNN is doing on its screen with the news scrollbars you can show on this channel. That means that one of us could have been during the symposium writing every hour what the different actors said here, their conclusions, their messages. For all the people here who are going to participate in the IWC I advise you to open a Twitter profile. And then to write information AT LEAST two or three times a day. Just small sentences like : 9:00 am, Japan propose to reopen the hunting of humpback whales in the Antarctic Sanctuary...

Why should you be on Twitter ? The force of this service is that it gives you the possibility to communicate faster than the state representatives who will be in Agadir with you. For a state, every word has to be weighed and ratified at all levels of power, to avoid mistakes in its communications. You are not institutional. You have the right to be more spontaneous in what you are writing.

My advice : when your Twitter profile will be open, then speak about it with all the journalists you know. For example for those who will be participating at the IWC meeting say to them : "If you want to have fresh news about how it is going during the negotiations, just go to my Twitter Profile !" And don't hesitate to present yourselves as the specialists you are. Media today are asking for more and more testimonies and analysis because of their needs of programs and they now consider Twitter, Facebook and Youtube as serious source of informations.

To finish this presentation I just would like to underline that you don't have to be afraid to use all these applications. It's really really easy ! The most important is not to think : How I can use it, but how can I make a plan of communication. Facebook, Youtube and Twitter are giving us today complementary ways to communicate. Building a

community begins by you all : when you connect your profiles and when your contacts find other people interested by the same things.

Communication is in my opinion as important as the action you are doing on the field.