



GREENPEACE

**PROTECT  
THE OCEANS**

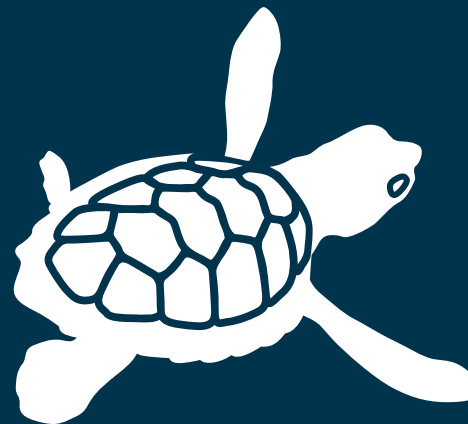
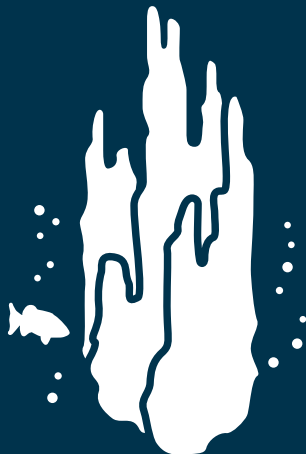


**WHAT YOU CAN DO TO INFLUENCE THE CANADIAN GOVERNMENT  
TO PROTECT THE OCEANS**

## OUR OCEANS ARE UNDER THREAT FROM CLIMATE CHANGE, OVERFISHING, DEEP SEA MINING AND PLASTIC POLLUTION.

We're campaigning to secure a strong Global Ocean Treaty at the United Nations (UN), that will help achieve our vision of protecting at least one third of our oceans by 2030 - which scientists tell us is crucial in order to avoid the worst effects of climate change and safeguard wildlife.

This August, the third of four meetings to negotiate a Global Ocean Treaty will take place at the United Nations. Delegates from around the world will be meeting in New York from August 19-30, 2019 for this next stage of the talks. During this round of negotiations critical decisions will be made, so this is the time to tell our government that we want to see our oceans protected.



## THAT'S WHERE YOU COME IN

We would like you to join thousands of other people around the world to engage with your ministers about this campaign. Tell them why you care about ocean protection and why they should too. If enough people rise up and demand ocean protection from our politicians, they won't be able to ignore us.

We've created this activity kit to give you the tools and information you need to engage with your ministers, in the hope they will push for a strong Global Ocean Treaty at the UN conference in August.

The toolkit offers a range of lobbying activities, so no matter how much (or how little) time, knowledge or experience you have, there should be a way for you to get involved.

## THE TOOLKIT INCLUDES A SERIES OF GUIDES COVERING THE FOLLOWING ACTIVITIES:

1. Emailing your ministers
2. Tweeting your ministers
3. Contacting your ministers on Facebook
4. Sharing your message with a photo
5. Learning more about the campaign

### Contact us

Let us know if you receive a response from your minister, whether they sign up or not, as it's helpful for us to know. If you have any questions or concerns, please feel free to contact us at:

[PROTECTTHEOCEAN@GREENPEACE.CA](mailto:PROTECTTHEOCEAN@GREENPEACE.CA)





# 1. EMAILING YOUR MINISTERS

Sending a message directly into your minister's email inbox is a great way to let them know how you feel about this issue. If you only have a few minutes to spend, you can quickly and easily send an email to Chrystia Freeland, Minister of Foreign Affairs; Catherine McKenna, Minister of Environment and Climate Change; and Jonathan Wilkinson, Minister of Fisheries, Oceans and the Canadian Coast Guard.

We've provided suggestions of what to say and you can add your own thoughts too!

[CLICK HERE TO SEND YOUR EMAIL](#)



Lobbying politicians is a very important part of what we do at Greenpeace. Getting MPs and ministers to support our campaigns is often crucial for delivering the changes we want to see.

Our request is for Canadian ministers to brief their delegates to push for a strong Global Ocean Treaty in New York.

Dear **Minister Freeland**, **Minister McKenna** and **Minister Wilkinson**,

As you are likely well aware, our oceans are threatened like never before. The climate crisis, overfishing, oil drilling and plastic pollution are pushing ocean life to the verge of collapse.

This month, with the third of four meetings at the United Nations to agree a Global Oceans Treaty, there is a chance to help change that.

The outcomes of this meeting will have a deep impact on the future of marine biodiversity, our collective ocean conservation legacy for future generations, and ultimately the future of humankind.

The world is watching, including thousands of Canadians like myself who love our oceans, who want to see protection of life in the high seas [...]

## 2. TWEETING YOUR MINISTERS

Do you have Twitter? If so, you could tweet at your ministers to publicly call on them to support a strong Global Ocean Treaty. You can click on the suggested tweets below or personalize your own.

### 1 WHO TO TWEET AT?

You will have a greater impact if you tweet individually at each minister. If you don't have time to address the three of them, you can prioritize them in the following order:

[@cafreeland](#) - Chrystia Freeland  
(Minister of Foreign Affairs)

[@JonathanWNV](#) - Jonathan Wilkinson  
(Minister of Fisheries, Oceans and the Canadian Coast Guard)

[@cathmckenna](#) - Catherine McKenna (Minister of Environment and Climate Change)

### 2 WHAT TO SAY?

I'm counting on you to make sure Canada helps pass a strong Global Ocean Treaty.

I'm worried about how [#climatechange](#), pollution, and industrial fishing are threatening life in our oceans. I want Canada to do its part to help.

I want Canada to work with world leaders to [#ProtectTheOceans](#) and agree on a strong [#GlobalOceanTreaty](#).

### 3 SUGGESTED TWEETS



Click on the following suggested tweets and they will be published automatically from your account:



# 3. CONTACTING YOUR MINISTERS ON FACEBOOK

The most effective way to deliver your message on Facebook is by commenting directly on ministers' Facebook posts.

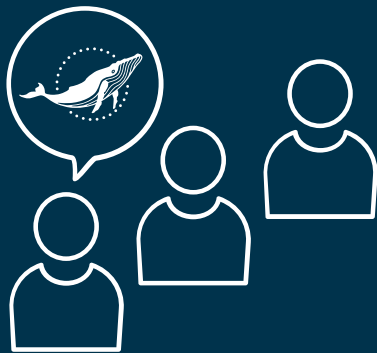
## 1 WHAT PAGE TO COMMENT ON?

Here are the accounts you will need:

[@freelandchrystia](#) - Chrystia Freeland  
(Minister of Foreign Affairs)

[@JonathanWilkinsonNorthVancouver](#) -  
Jonathan Wilkinson (Minister of Fisheries,  
Oceans and the Canadian Coast Guard)

[@McKenna.Ottawa](#) - Catherine McKenna  
(Minister of Environment and Climate Change)



## 2 SUGGESTED COMMENTS

Hi [insert name of Minister here], I'm following the UN's Global Ocean Treaty negotiations, and counting on you to make sure Canada helps to pass a strong treaty. Please do everything you can to #ProtectTheOceans. @greenpeace.canada

Hi [insert name of Minister here], I'm worried about how climate change, pollution, industrial fishing are harming the oceans. I want Canada to do its part to help. Please work with world leaders to #ProtectTheOceans and agree a strong Global Ocean Treaty. @greenpeace.canada

Ocean life needs safe havens to recover, flourish & be resilient against climate change impacts & plastic pollution that threaten our global oceans. [insert name of Minister here] - I'm counting on you to #ProtectTheOceans with a strong Global Ocean Treaty. @greenpeace.canada

## 4. SHARING YOUR MESSAGE WITH A PHOTO

You may have spent your holiday near the ocean recently. Why not share your best ocean photo on Instagram, tag ministers to let them know why it's important to you that Canada supports a strong Global Ocean Treaty.



### THE PERSONAL TOUCH

- Be yourself, use a personal tone and tell your story about the bond you have with the ocean, and why protecting it matters to you.
- Keep it oceans related.
- Make sure you include the ask i.e. supporting a strong Global Ocean Treaty.



### WHAT HASHTAGS TO USE

#protecttheocean #protecttheoceans  
#oceanlovers #oceanlove #Oceans  
#globaloceantreaty



### WHO TO TAG ON INSTAGRAM

[@chrystiafreeland](#) - Chrystia Freeland  
(Minister of Foreign Affairs)

[@jonathanwnv](#) Jonathan Wilkinson  
(Minister of Fisheries, Oceans and the  
Canadian Coast Guard)

[@cathmckennaottcen](#) - Catherine  
McKenna (Minister of Environment and  
Climate Change)

Don't forget to tag [@greenpeace\\_](#)  
[canada](#)



Don't have any pictures?  
Not a problem! Look at  
the following page for  
an alternative.

## 4. SHARING YOUR MESSAGE WITH A PHOTO

If you have a few extra minutes, you can make your post on social media even more impactful by personalizing it with a picture. It's as easy as one-two-three!

1

### WRITE YOUR VERY OWN MESSAGE

to tell ministers why they should protect the oceans on a piece of paper or a banner - make it as colourful and engaging as you want!

2

### TAKE A SELFIE

or ask a friend to take a picture of you with the message.

3

### SHARE YOUR PICTURE,

add your messages and tag the ministers in your post.



### KEEP US UPDATED!

However you choose to contact your minister, it's helpful for us to know when ministers have been contacted, and of course, we would love ...love to see your calls for action in your photos and messages, so please tag [@GreenpeaceCA](#) (Twitter), [@greenpeace.canada](#) (Facebook) or [@greenpeace\\_canada](#) (Instagram) on your social media posts and email your photo with a description of what you've made to [protecttheocean@greenpeace.ca](mailto:protecttheocean@greenpeace.ca).

### SUGGESTED MESSAGES

[insert name of Minister here], Canada must be on the right side of history.  
#ProtectTheOceans

[insert name of Minister here], please  
#ProtectTheOceans, for future generations.

[insert name of Minister here], healthy oceans are vital for our own survival. Please protect the oceans.

[insert name of Minister here], oceans provide subsistence to billions of people.  
#ProtectTheOceans.

[insert name of Minister here], half of our oxygen comes from the oceans. Please protect them! #ProtectTheOceans



## 5. LEARNING MORE ABOUT THE CAMPAIGN

Thank you for being part of the community that wants to persuade their ministers to act for the oceans.

This is a crucial step in helping create a vast network of ocean sanctuaries, that scientists think is necessary to let marine life thrive and recover, avoid the worst impacts of climate change, and secure healthy oceans for future generations.

### WHAT PROTECT THE OCEANS IS ABOUT

We are calling on all governments to support a strong Global Ocean Treaty that would open the door to protecting at least 30% of the global oceans by 2030 with a network of protected ocean sanctuaries that are off limits to industrial activities.

### WHAT THE MINISTERS CAN DO

- Urge their UN delegation to support a strong Global Ocean Treaty at the upcoming negotiations in New York.
- Discuss the issue in public: tweet with the hashtag #ProtectTheOceans, write a blog or an opinion piece.
- If the minister seems supportive and engaged, please encourage them to connect with [Greenpeace](#) on further ways to support the campaign.

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### WHERE YOU CAN LEARN MORE



#### [30x30: A Blueprint for Ocean Protection](#)

Read about the rescue plan that a team of leading scientists have created for the oceans, to see what a vast network of ocean sanctuaries could look like.

### KEY MESSAGES

- Our oceans are struggling like never before. The climate crisis, overfishing, oil drilling, plastic pollution and new threats from deep sea mining are pushing our blue planet to the verge of collapse.
- We have no time to lose: this is the third of four meetings at the UN to agree on a Global Oceans Treaty that could help to protect 30% of our oceans by 2030.
- The world is watching as delegates negotiate a Global Oceans Treaty at the UN. This is a unique chance for governments to work together and do something good for our blue planet.
- Outcomes of this meeting will have a deep impact on the life of our oceans and the future of humankind. We urgently need this Treaty to allow the creation of a planet-wide network of ocean sanctuaries, free from harmful human activities.

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