Blue Power, Blue Appeal

——BlueR Conservation Association

Ocean protection is to protect ourselves

保護海洋就是保護我們自己
BlueRibbon Ocean Conservation Association (BOCA), founded in Sanya, Hainan Province on June 1, 2007, is a non-profit NGO dedicated to ocean education and awareness raising, marine debris clean-up, coastal ecosystem conservation and the promotion of developing a non-governmental ocean conservation network in China.

Our goal: Every one kilometer of China’s coastline has an ‘ocean watcher’ to defend.
Our Mission
Unite all stakeholders, protect the blue ocean.

Our Values
Protecting the ocean and we protect ourselves.
志愿服务领域不断拓展

Volunteer service continue to expand

- Clean Beaches
- Marine Science
- Environmental Investigation
- Ecological Restoration
- Community Management of Fisheries
- Water Quality Monitoring
- Species Surveys
- Environmental Advocacy
BlueR Ocean conservation groups
<table>
<thead>
<tr>
<th>University/College</th>
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<td>Qingdao Agricultural University</td>
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<td>Guangdong Ocean University</td>
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<td>Huaitai Institute of Technology</td>
<td>Qingdao College</td>
<td>Dalin Maritime University</td>
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<td>Hainan College of Vocation and Technique</td>
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Number of volunteers annually

Trial period, 2009.7 至 2012.7
Maturity, 2012.7 至 2015.7
Promotion Period, 2015.7 至 2018.7
WHY: Purpose and philosophy

HOW: Methods and measures

WHAT: Phenomenon and results
School platform

Services subject of reform and development, highlighting the Blue Ribbon volunteer ownership

Social Platform

Highlighting the spirit of volunteerism, to show contemporary student environmental style
In normal event as an opportunity to expand the rich blue ribbon "home" culture
HOW

Methods and measures
Construction of volunteer service guidance system

Environmental protection festivals as the carrier

Power expertise to play

In normal activities as an opportunity

Blue Ribbon expand rich culture
<table>
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Blue Ribbon volunteer associations "Six into"
Volunteers into the countryside to carry out various forms of marine culture activities.
Blue Ribbon depth campus, organize series of public education and marine conservation practice.
Volunteers into the office to carry out various forms of marine culture activities
Blue Ribbon depth into campus, organize series of public education and marine conservation practice.
Into the barracks, the military conducted joint marine environmental protection recreational activities together.
Explore life, looking for a miracle - Mangrove census

Lunch
Census Species
Mangrove Linke Pu
Coastal Forest
River Clean
In results-based activities to enhance the level of theory volunteer service

Volunteer associations may have been designed and implemented their own applications for marine conservation projects with a cumulative from governments, corporations, foundations and other organizations received more than 500,000 marine protection fund. Volunteer community volunteer services to get the project in more than 50 categories, class papers published in various voluntary services at all levels of more than 60 articles.

Sanya university community volunteers in this year's National Oceans Day 6.8, awarded by the State Oceanic Administration and other four ministries jointly issued the "2014 Annual Marine figures" title. Under the influence of volunteers, more and more people join the ranks of blue ribbon, along with beautiful ocean protection
WHAT

Phenomenon and Results
The basic idea of the BlueR volunteer work

Create multiple universities as volunteers in each city

Assist universities volunteer organizations transit to marine conservation society organizations

Each city has its own private coastal marine conservation organization

Marine transportation personnel for the national sector

在每个城市建立数个高校志愿者队伍

协助高校志愿者组织转型为海洋保护社会组织

每一个沿海城市都有自己的民间海洋保护组织

为国家各部门输送海洋人才
Brand Blue Ribbon Volunteer Service

Environmental Preach

Blue Library

Beach Clean

Nature Education

Wetlands Patrol
Volunteer services fruitful
Everyone
Constantly
Everywhere