

保护海洋就是保护我们自己

Ocean protection is to protect ourselves



Blue Power, Blue Appeal

——BlueR Conservation Association





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



BlueR Ocean conservation groups



蓝丝带海洋保护协会（中国）志愿者网络分布

BlueR Conservation Association (China)

Volunteers distribution network

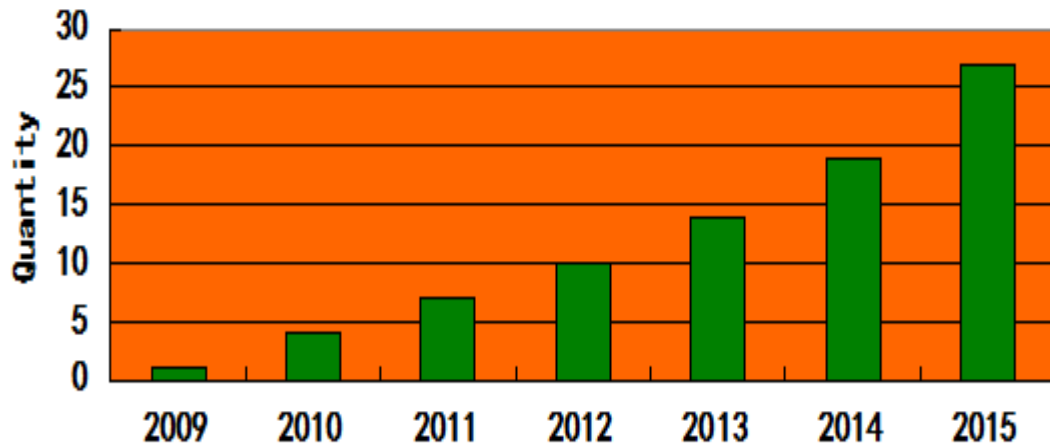


BlueR Ocean conservation groups covering China's coastal cities

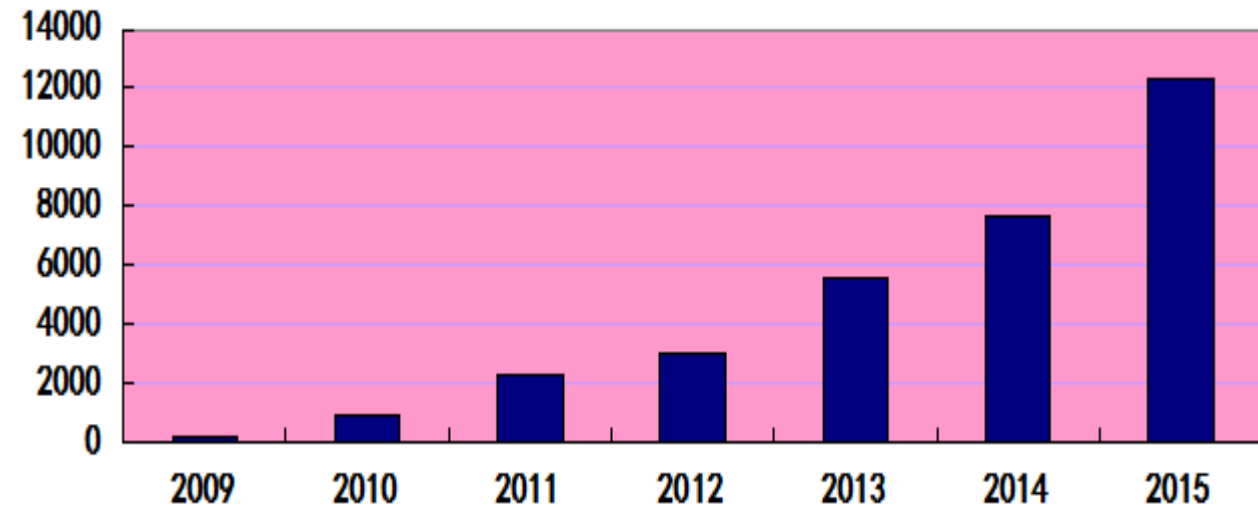
	<u>Sanya</u> Univwersity		<u>Hainan</u> University		<u>Qingdao</u> Aguricultural University		China Agricultural University		<u>Environmental</u> <u>Manangement</u> College of China		Shanghai Ocean University
	<u>Tropical</u> Ocean University of China		<u>Haikou</u> college of Economics		<u>Qingdao</u> <u>Huanghai</u> University		<u>Shandong</u> University		<u>Renmin</u> <u>Univwersity</u> of China		<u>Zhejiang</u> Ocean University
	<u>Sanya</u> Aviation Tourism College		<u>Guangdong</u> Ocean university		Ocean University of China		Harbin Institute of Technology		<u>Hainan</u> Normal University		<u>Hainan</u> College of Vocation and Technique
	<u>Sanya city</u> vocational college		<u>HuaiHai</u> Institute of Technology		<u>Qindao</u> College		<u>Dalin</u> Maritime University		China University of <u>Geosciences</u>		
	<u>Sanya</u> Polythenic college		<u>Tsingtao</u> University of Science & Technology		China University of Petroleum		<u>Qingdao</u> <u>Binhai</u> University		<u>Hebei</u> University of Technology		

Number of volunteers annually

Number of community volunteers annually



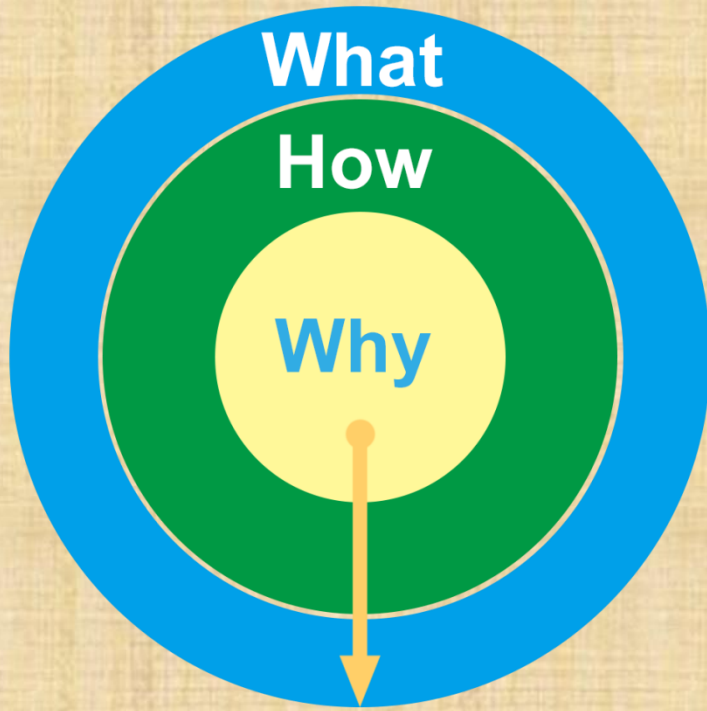
Number of new volunteers each year



Trial period, 2009.7至2012.7

Maturity, 2012.7至2015.7

Promotion Period, 2015.7至2018.7



S

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



Two thick, curved green lines are positioned above the text. The top line is a vibrant green and the bottom line is a slightly darker shade of green. Both lines are curved, starting from the left, peaking in the middle, and then tapering off towards the right.

HOW

Methods and measures

Construction of volunteer service guidance system

Environmental protection festivals as the carrier

Power expertise to play

以环保节日为载体
助力专业技能实习



以常态活动为契机
拓展丰富蓝丝带文化

In normal activities as an opportunity

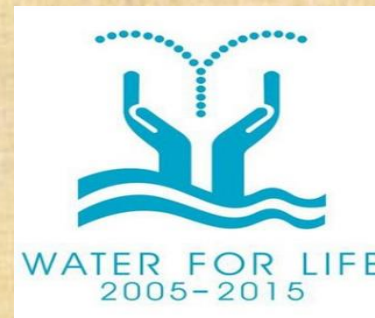
Blue Ribbon expand rich culture

1月

2月

3月

4月

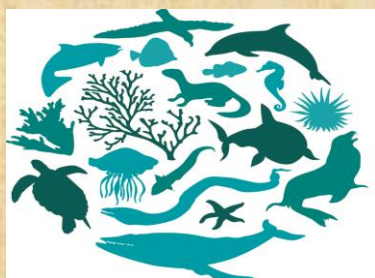


5月

6月

7月

8月



9月

10月

11月

12月



Blue Ribbon volunteer associations "Six into"



Office



Barrack



Village

Community

School

ReResorts



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.



Beach Clean



Promote cultural tourism



Ocean Fashion



Questionnaire

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.



Lectures



Biological science



"Care blue" sign language dance



Cultural promotion

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.



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.

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.



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

在每个城市建立
数个高校志愿者
队伍

Assist
Universities
volunteer
organizations
transit to marine
conservation society
organizations

协助高校志愿
者组织转型为海
洋保护社会组织

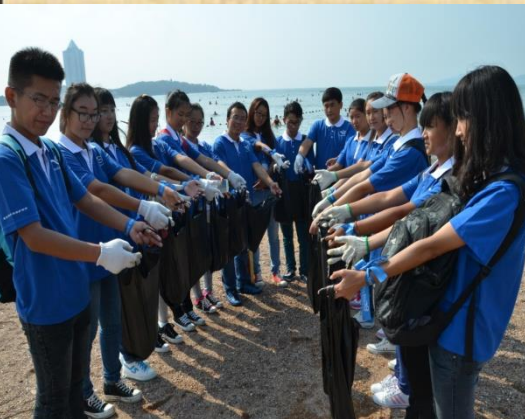
Each city
has its own private
coastal marine
conservation
organization

每一个沿海城市都有
自己的民间海洋保护
组织

Marine
transportation
personnel for the
national sector

为国家各部门输送
海洋人才

Brand Blue Ribbon Volunteer Service



**Environmental
Preach**



Blue Library



**Beach
Clean**

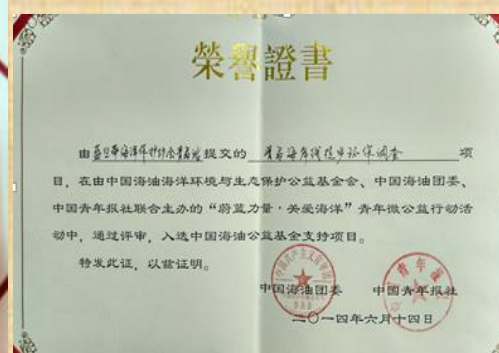
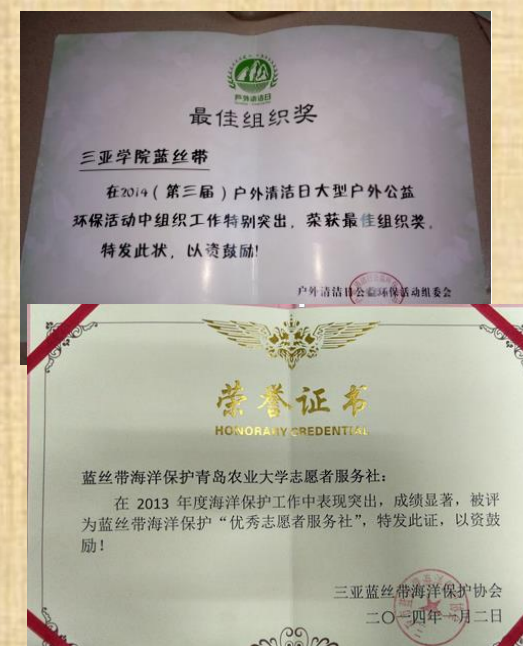
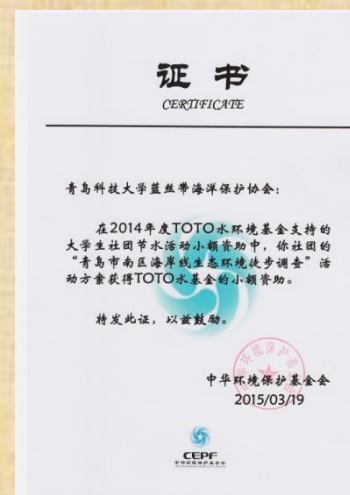


**Nature
Education**



**Wetlands
Patrol**

Volunteer services fruitful





Everyone

Constantly

Everywhere



Thank You



笔峰下蓝丝带