



bluecradle

People. Solutions. Stories.

Strategic Plan

2023 – 2025

**Ko te wai te ara tūhonohono i ngā iwi o
Te Moana-nui-a-Kiwa.**

Ehara i te mea kia noho ko te iti o ō tātou
moutere hei whakataukī mā te ao, engari ia te nui
whakaharahara o ō tātou moana. He moana tātou, he
moana waiwai. Ko te ao moana, ko tātou tērā.

***It is the water that connects the people of
the Pacific.***

*We should not be defined by the smallness of our
islands but in the greatness of our oceans. We are the
sea, we are the ocean. Oceania is us.*

— Professor Epeli Hau'ofa

Our Mission:

*Making marine science & conservation
more accessible through research, ocean
literacy education, collaboration, and
digital production.*

**The Blue Cradle Foundation is a non-
profit organisation working in the
fields of ocean literacy education,
marine research, and digital production
in Aotearoa New Zealand & the South
Pacific region.**

Our main goals:

- » To promote the conservation and regeneration of the ocean's ecosystems and species.
- » To promote and support communities working on ocean health impact solutions in Aotearoa New Zealand and beyond.
- » To promote ocean literacy, marine science and conservation education and ocean science for sustainable development.

Blue Cradle has three main programmes:

- » **EDUCATION:** promoting ocean literacy across schools, universities and the broader public.
- » **DIGITAL OUTREACH:** producing short and long form content for a wide range of audiences.
- » **RESEARCH:** addressing complex issues of ecosystem resilience, anthropogenic pressures, and marine biodiversity characterisation.

Our long-term vision:

To inspire and equip young people in Aotearoa New Zealand & the South Pacific to find solutions to protect and restore the moana – the ocean.

Principal areas of work & primary objectives

2023



2025

OCEAN LITERACY (OL) PROGRAMME/ AOTEAROA BLUE SCHOOLS NETWORK:

Create an Ocean Literacy Programme and Blue Schools Network for Aotearoa New Zealand, working locally with schools, iwi, hapū, whānau and communities, external scientific, institutional and NGO partners and providing experiential learning opportunities for tamariki/children and rangatahi/young people.

EDNA/ MARINE BIOSECURITY:

Grow a partnership with French Polynesia/Tahiti and across the wider Pacific, to identify opportunities to respond to the marine biosecurity challenge. Source funds to create a Pacific-wide research programme that includes scientific research, capacity building, and public outreach.

TE MANA O RANGITĀHUA:

Research mindset and behavioural changes that result from using new forms of marine education that combine place-based Indigenous knowledge (mātauranga Māori) and ecosystem-based marine conservation planning. Our Chair & CEO James Nikitine is a PhD researcher in science communications with the University of Otago focusing on ocean literacy. Blue Cradle will provide a framework and opportunities for outreach & education.

ŌTAUHAHI/CHRISTCHURCH - BLUE CRADLE HQ/RESOURCES:

Consolidate our presence in Aotearoa New Zealand's second largest City, by holding regular events for different audiences and age groups and for the general public (World Ocean Day, Seaweeek) with different partners. Secure ongoing operational funds to run a Christchurch base, with office space, equipment and materials, mobility, a public front-facing location. Continue the vessel development programme to design/fund a sustainable research vessel for Whakaraupō/Lyttelton.

ENGAGEMENT & DOCUMENTARY PRODUCTION:

Scope new grant opportunities with foundations, multilateral agencies, and researchers, continue to document our activities and projects, to disseminate marine scientific knowledge online and in-person.

Our values:

Inclusivity

In all our relationships and actions, we pledge to – at all times – remain inclusive of all the different social groups and communities that we happen to work with. We stand for and strive for justice, equity, and believe in enabling access towards a successful fulfillment in many different disciplines, belonging to the intellectual, emotional and spiritual realms.

Complementarity

Our organisation believes in the validity and efficiency of complementing different knowledge systems together. The world is complex, and human beings have developed innovative ways of understanding the elaborate and often mysterious nature of life, ecosystems and beings. In Aotearoa New Zealand, we are living in a country blessed with different world views and cultural complexities, and therefore we understand the importance and value of building and complementing them one with one another.

Inspirational

As an education provider, our diverse and often young audiences are presented with different pathways for their future. Our guiding principle is to open up the possibilities and provide positive options and solutions to every challenge. Through innovation, respect, and total integrity, we act as role models as we are leading and mentoring the Ocean Leaders of tomorrow.

Our guiding principles:

Accompany

We “hold hands” with our different audiences to enhance their ocean literacy, strengthening their awareness and opening up their possibilities.

Influence

In 2050, Aotearoa New Zealand will be a very different country. Through ocean education, our organisation aims to support, develop and strengthen the marine science and blue economy sectors.

Transform

Our aspiration is to contribute to the transformation of New Zealand society towards a more sustainable, responsible, spiritually enlightened and a BLUE one.



2021
2030 United Nations Decade
of Ocean Science
for Sustainable Development

Blue Cradle Foundation

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