

# Ocean Media Lab *for*

44 days on the ocean, a life *changed*



## Project Proposal

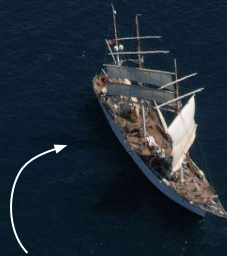
videographer: rudy castorina | photo credit: esm | dayanidhi das

February 4th 2025

# Documenting an *Expedition for Change*

**44 days on the ocean filming the next generation of scientist.**

A diverse group of **international young researchers, professors and cutting edge scientists** embarks on a **symbolic journey** to deliver a wake-up call to political leaders at the UNOC 3, urging them to take decisive action for ocean conservation.



the ship

This unique expedition, as part of the ESA training course, aims to empower a new generation of **ocean ambassadors** committed to assessing the ocean health, with the help of **satellite tools**, alerting on the need to protect it and making a meaningful impact for the future.

This documentary delves into the human, scientific and emotional experience of a unique voyage aboard the **Statsraad Lehmkuhl**, a majestic three-masted ship serving as a floating laboratory. By participating in the **One Ocean Expedition**, you follow a crew of scientists, students, and enthusiasts, working together to understand and protect the ocean, at the heart of sustainable development issues.

organized &  
promoted by



# What is about to happen to climate change causes?

Could we see this as an opportunity?

1. **Europe** is **leading** the way in observing the oceans as a key strategy in protecting the oceans against climate change threat and biodiversity loss.
2. **ESA** could reinforce its position and recognition as an **earth observation leader & innovator** for ocean preservation and become even **stronger** as a **global player**.

3. **ESA** could reinforce its **visibility & innovation in the mindset of people** (purpose-driven brand) and create a stronger **emotional connection** with young generations and global talents by leveraging more on shared values and commitment for the planet.





# context

## within a bigger challenge

The **One Ocean Expedition** is part of the **UN OCEAN DECADE**



**unesco**

Intergovernmental  
Oceanographic  
Commission



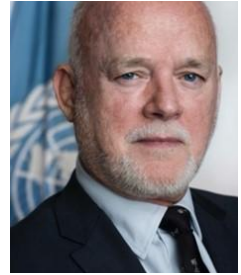
**2021  
2030** United Nations Decade  
of Ocean Science  
for Sustainable Development



**14** LIFE BELOW  
WATER



Conserve and sustainably  
use the oceans, seas  
and marine resources for  
sustainable development



Challenge to students of the ESA #OTC25 from Peter Thompson, United Nations Special Envoy for the Ocean.

*There can be no healthy planet without a healthy ocean and the ocean's health is currently measurably in decline. **As the future generation of ocean scientists, it is upon your shoulders to advance ocean science to overcome the drastically incomplete knowledge we have of the ocean's properties.** Only through respect for the best of ocean science can we achieve SDG 14 goal of conserving and sustainably using the ocean's resources.*

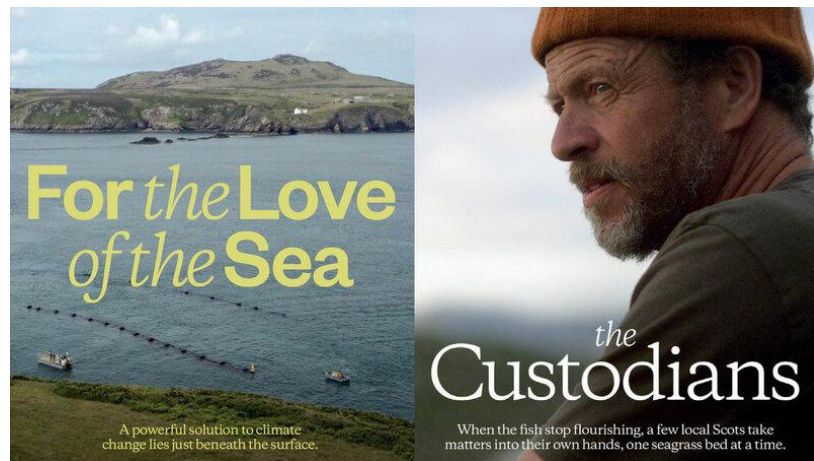
Let's turn the **One Ocean Expedition** into a **manifesto journey** for taking action.

We can extend the opportunity to be part of this Manifesto Journey to media / institutions / brands and organisations, creating a Network of sponsors and promoters.



Let's turn all **young scientist** involved in the OTC Program, into **Ocean Advocates** and Change Agents.

We can engage with alumni, current and prospective students and other professionals related to ESA (e.g. astronauts), in becoming officially part of this unique community for the Ocean and “evangelists” of the message for a broader audience.



# what do we need and what will we do to make it happen?



We work on the branding and storytelling of the Expedition, from the start to arrival, to ensure it is widely shared during key events in Nice (France), the One Ocean Science Congress, UNOC 3, and the culminating event at the Living Planet Symposium 2025.

- > Create a community around the cause of Ocean Health Preservation.

- > We engage as early as possible with media production companies, media outlets, and commercial brands that share the same values.

- > A media crew on board that can emotionally spread powerful messages about ocean health from young scientists and high-impact individuals on board.

- > A professionally produced video featuring students and professors, capturing the expedition's findings and providing powerful testimony on the state of ocean health."

*The expedition serves as a visibility platform for ESA, helping to increase awareness of its existence and the important role it plays.*

- > *Positive Impact on ESA's Reputation*  
*Strengthening ESA's image and recognition in the global scientific and environmental communities.*

- > *Positive Impact on Talent Attraction*  
*Engaging emerging talent by showcasing ESA's innovative work and its impact on ocean science and sustainability.*

- > *Expanded Reach and Engagement*  
*Enhancing the involvement of a wider audience, including young scientists and ocean enthusiasts, to contribute to ESA's mission and long-term objectives.*

# how do we engage with the scientific community related to OTC?



We focus on branding the important role of everyone involved in this field research, helping them gain a deeper understanding and creating a unified community brand.

We're part of a community that drives change.

Our goal is to make them feel deeply connected to the expedition's community and cause.

We instill pride in being part of an elite group with the power to influence a wider audience and make a real impact.

- > Identify with a Motto
- > Support with a Purposeful Logo
- > Act for a Cause

*We use the network of individuals already connected to ESA as a visibility platform, raising awareness of ESA's mission and contributions.*

*> Positive Impact on ESA's Reputation  
Enhancing recognition of ESA's vital role in ocean science and sustainability.*

*> Positive Impact on Talent Attraction  
Inspiring the next generation of scientists and innovators to engage with ESA's work.*

*> Increased Usage of the ESA Ocean Virtual Lab  
Expanding OVL's reach among young scientists and ocean enthusiasts, fostering greater data awareness and understanding, and contributing to improved scientific outcomes for ocean monitoring and sustainable management.*



# proposal overview

/ what and when

NOVEMBER 2024 - April 2025

## Preparation

Media engagement

ESA - OVL introduction through the web x platform

Networking activities / Looking for sponsors

Building of the community

## Shore-based online training

Documenting / content creation

NOVEMBER 2024 - APRIL 2025

APRIL 22nd - JUNE 4th 2025

## At Sea Training

Daily Live coverage / documenting



# proposal overview

/ what and when

JUNE 4th - JUNE 31st 2025

## Post-Expedition | UN Ocean Decade Mid Term

Sharing a Synthesis of the Results |

5 minute documentary & press release

- One Ocean Science Progress
- UN Ocean Conference | UNOC 3
- Press | Event on Board
- LIVING PLANET SYMPOSIUM

## Post-Expedition | Promoting Future Engagement

- Promoting ESA involvement in climate change assessment & mitigation
- Documentary of "An Expedition for Change"

2025-2026

## Promotion & Continuity

- Sustain a vibrant community
- Continue building on the previous campaign to reach mid term goals
- Make OTC an international recognized training event based on ESA-OVL tools
- More engagement OTC 27 / 29

2027 / 2029

End of UN Ocean Decade

2030

# outreach projections

## 1. Event-Based Reach

- > Key Events in Nice, One Ocean Science Congress, UNOC 3, and Living Planet Symposium 2025
  - Projected Reach per Event: 10,000 - 15,000 attendees and online viewers
  - Total Estimated Reach Across All Events: 40,000 - 60,000

## 2. Media Production and Distribution

- > Media Production Companies and Outlets
  - Partnering with 5 - 10 media companies for distribution
  - Estimated Reach through Media Partners: 200,000 - 500,000 viewers across platforms, broadcasts, and online publications
- > Commercial Brand Partnerships
  - Engaging 3 - 5 commercial brands with shared values for cross-promotions and sponsorships
  - Estimated Reach through Brand Campaigns: 100,000 - 300,000 impressions across social media, email marketing, and brand-owned media

## 3. Social Media and Online Community Engagement

- > Community Engagement around Ocean Health Preservation
  - Targeting 20,000 community members through social media campaigns, email newsletters, and digital content sharing
  - Projected Social Media Reach (likes, shares, comments): 1 - 2 million impressions across platforms over the campaign duration
- > Video Production Impact
  - Professional video featuring students and professors shared across partner networks, social media, and educational platforms
  - Projected Video Views: 100,000 - 200,000 views

## 4. Onboard Media Crew Storytelling

- > Live Updates and Content Creation by Media Crew
  - Daily or weekly updates from the crew during the expedition, capturing authentic moments and interviews
  - Estimated Engagement through Real-Time Updates: 50,000 - 100,000 views over the course of the expedition

*These projections are based on potential outreach strategies and partnerships, aiming for a significant global impact by leveraging events, social media, and strategic partnerships with media and commercial brands.*

*Total Estimated Cumulative Reach: Across all events, partnerships, social media, and media productions:*

**1.5 - 2 million impressions/views**

# proposal / what

00. Planning Phase

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01. Pre-Expedition Shore-Based Training

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02. At-sea Training During the Expedition

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03. Stopovers Celebrating Local Knowledge & Culture

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04. Post-Expedition Results Sharing (SHORT TERM)

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05. Post-Expedition: Promoting Future Engagement



# /what

## 00. Planning Phase

Focus on building connections and enhancing visibility for the OTC 2025 course by creating a robust community and engaging storytelling.

These efforts lay the foundation for a dynamic network dedicated to advancing marine science education and outreach.

### **CREATE A COMMUNITY**

Create a community of students, professors, scientists in order to:

- stand together for the bigger cause of Ocean Health
- run pre-engagement activities (es. with new students to help them with Q&A / mentoring, etc. )
- create a link among editions

### **CALL FOR AMBASSADOR**

Invite OTC 2025 students to become ambassadors, sharing their unique course experiences through personal content on social channels. Selected stories will also be featured on ESA's platforms, bringing the course to life through the students' own voices (internal newsletter, social media content, etc)

### **MEDIA PARTNERSHIP**

Collaboration agreement with key media partners to enhance visibility for our initiatives and promote shared goals through strategic media engagement (launch event with journalists, PR activities, exclusive news)

# /what

## 01. Pre-Expedition Shore-Based Training

Focus on gaining visibility through course materials, lecturer videos, and student presentations.

This will align the institution with cutting-edge marine research and education, targeting a broad audience of ocean science enthusiasts.

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### **Suggested Channels (preliminary mapping to be validated)**

Dedicated shore-based training platform, ESA Ocean Science Cluster website, newsletters, social network, Leverage students & lecturer personal communication channels.

### **ONLINE COURSE PROMOTION**

We will launch and promote a new online course aimed at equipping participants with the knowledge they need for the expedition. This includes content on ocean conditions, satellite tools, and hands-on projects.

### **LECTURER ENGAGEMENT**

We will invite lecturers to present themselves in videos and webinars to introduce their areas of expertise. This will help build a connection with the students and broader audience.

### **STUDENT PROJECT PRESENTATIONS**

Mid-term presentations will highlight the innovative projects from participating students, creating valuable content for promoting ocean science.

**Media engagement**

**ESA - OVL introduction through the web x platform**

**Networking activities / Looking for sponsors**

**Building of the community**

# /what

## 02. At-sea Training During the Expedition

Focus on reporting on the expedition activities through live updates, student life on board, updates on the expedition's progress, daily news & reports.

This will support the positioning of ESA on Ocean Science communication, raise student and lecturers awareness of the expedition activity.

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### **Suggested Channels (preliminary mapping to be validated)**

ESA Ocean Science Cluster web site, dedicated shore-based training platform, newsletters, social network... Leverage students & lecturer personal communication channels PR, es. Science et Vie, National Geographic.

### **DAILY NEWS & REPORTS**

We will publish daily key messages about ocean health from student voice & updates on the expedition's progress, sharing information on scientific surveys (biological, depth, wind, and current measurements), and life aboard the ship.

High impact people onboard.

### **LIVE ENGAGEMENT**

Daily live sessions will connect students at sea with schools, universities, and the public, encouraging a deeper engagement with marine science.

### **TRACKING THE SHIP'S PROGRESS**

A "Where is the Boat?" section will allow sponsors and the public to follow the expedition's journey via an online map.

### **DOCUMENT THE EXPEDITION**

through the students life and science onboard



**/what**

## 03a. Stopovers Celebrating Local Knowledge & Culture

Focus on celebrating local knowledge as the first science, honoring each location's heritage. Through cultural exchanges and expert interviews, we'll connect traditional wisdom with modern science.

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### **Suggested Channels (preliminary mapping to be validated)**

ESA Ocean Science Cluster web site, dedicated shore-based training platform, newsletters, social network... Leverage students & lecturer personal communication channels PR, es. Science et Vie, National Geographic.

### **CULTURAL EXCHANGE**

Engage with local communities through immersive cultural exchanges and invite local experts to share insights on the Tall Ship deck.

### **INTERVIEWS WITH LOCAL EXPERTS**

Film interviews with local fishermen, scientists, and community leaders, highlighting how traditional knowledge complements modern science under the theme, "The first science is local knowledge."

## /what

### 03b. Arrival Celebrating arrival at UNOC3 conference

Focus on celebrating the role of young ocean ambassadors at UNOC3, highlighting their journey, contributions, and the critical messages they bring to global leaders. This moment marks not just the culmination of their expedition but the beginning of their impact on the international stage.

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#### **Suggested Channels (preliminary mapping to be validated)**

ESA Media relation in Nice.

#### **CULTURAL EXCHANGE**

Engage with local communities through immersive cultural exchanges and invite local experts to share insights on the Tall Ship deck.

#### **INTERVIEWS WITH KEY PEOPLE IN SPACE AND OCEANOGRAPHIC COMMUNITY**

Film interviews with students and VIP onboard and attending the UNOC3, scientists, and community leaders.

# /what

## 04. Post-Expedition Results Sharing (SHORT TERM)

Focus on sharing OTC25 findings and amplifying students/lecturers voices through a summary video, digital press outreach, and onboard media engagement.

### **Suggested Channels (preliminary mapping to be validated)**

ESA Ocean Science Cluster web site, dedicated shore-based training platform, newsletters, social network... Leverage students & lecturers personal communication channels PR, es. Science et Vie, National Geographic.

### **SUMMARY VIDEO**

**5-Minute Video:** A professionally produced video featuring students and professors, summarizing the expedition's findings and ocean health, tailored for global policymakers at UNOC and major events:

- One Ocean Science Congress (June 4-6, 2025)
- UN Ocean Conference (UNOC 3, June 9-13, 2025)
- Living Planet Symposium (June 23-27, 2025)

### **DIGITAL & PRESS OUTREACH**

**Digital Report:** Concise report of key findings, distributed at conferences and shared with all participants post-event.

**Press Release:** Publicize key results to boost media visibility.

**Social Media Highlights:** Share insights on social platforms, with student ambassadors amplifying the message globally.

### **ONBOARD EVENT-BASED MEDIA**

**Onboard Media Day:** Invite journalists aboard the Tall Ship for live coverage and interviews with OTC25 participants. June 4-5, 2025

**Sea Orbiter Presentation:** Showcase Sea Orbiter's role and contributions to the expedition's discoveries.

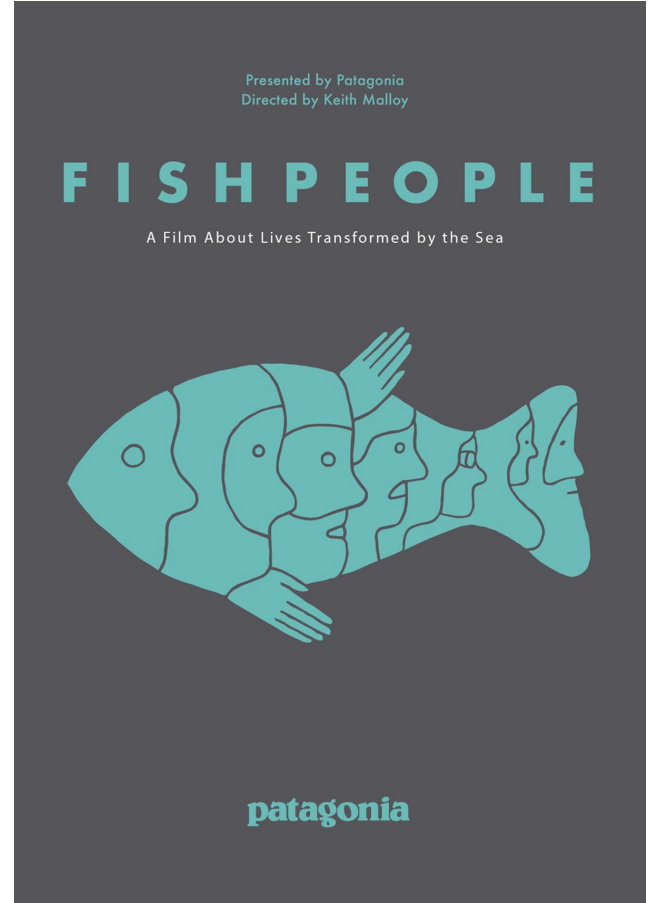


/what

05.

Post-Expedition

Documentary  
production



**/what**

## 05. Post-Expedition

### Documentary production

Focus on creating a lasting legacy from the expedition that supports and enhances future educational programs.

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#### **Suggested Channels (preliminary mapping to be validated)**

ESA Ocean Science Cluster web site, dedicated shore-based training platform, newsletters, social network... Leverage students & lecturer personal communication channels PR, es. Science et Vie, National Geographic.

#### **DOCUMENTARY PRODUCTION**

Produce a documentary highlighting the expedition journey and interactions between students and scientists as an educational resource for ocean science.

#### **DISTRIBUTION STRATEGY**

Distribute the documentary on major platforms like Discovery, National Geographic, and Netflix, and present it at festivals such as Sundance and Tribeca to maximize reach.

#### **PROMOTION OF THE NEXT OCEAN TRAINING COURSE**

Utilize expedition content to promote the upcoming Ocean Training Course, attracting participants and sponsors while showcasing the value of hands-on scientific exploration.

#### **EDUCATIONAL OUTREACH**

Develop a user-friendly website for teachers to share expedition insights, supported by the Erasmus program to facilitate access in schools across Europe, with applications opening in June.



The expedition will take place aboard the the “Statsraad Lehmkuhl”

## ***LOGLINE | “No Blue, No Green” Documentary***

A sailing ship, 100 passengers—students, researchers, crew, and filmmakers— a micro society embark on a 44-day ocean odyssey from Tromsø, Norway, to Reykjavik Iceland, culminating in Nice (France). Led by the European Space Agency, this contemporary expedition weaves science and story telling into a powerful wake-up call: without blue, there is no green. If the ocean dies, so does Earth—a journey to confront the state of the ocean and ignite global action for a sustainable future.



*visual approach 1 of 6*



Aerial views capture the ocean odyssey



*visual approach 2 of 6*



Everyone aboard is part of the sailing crew

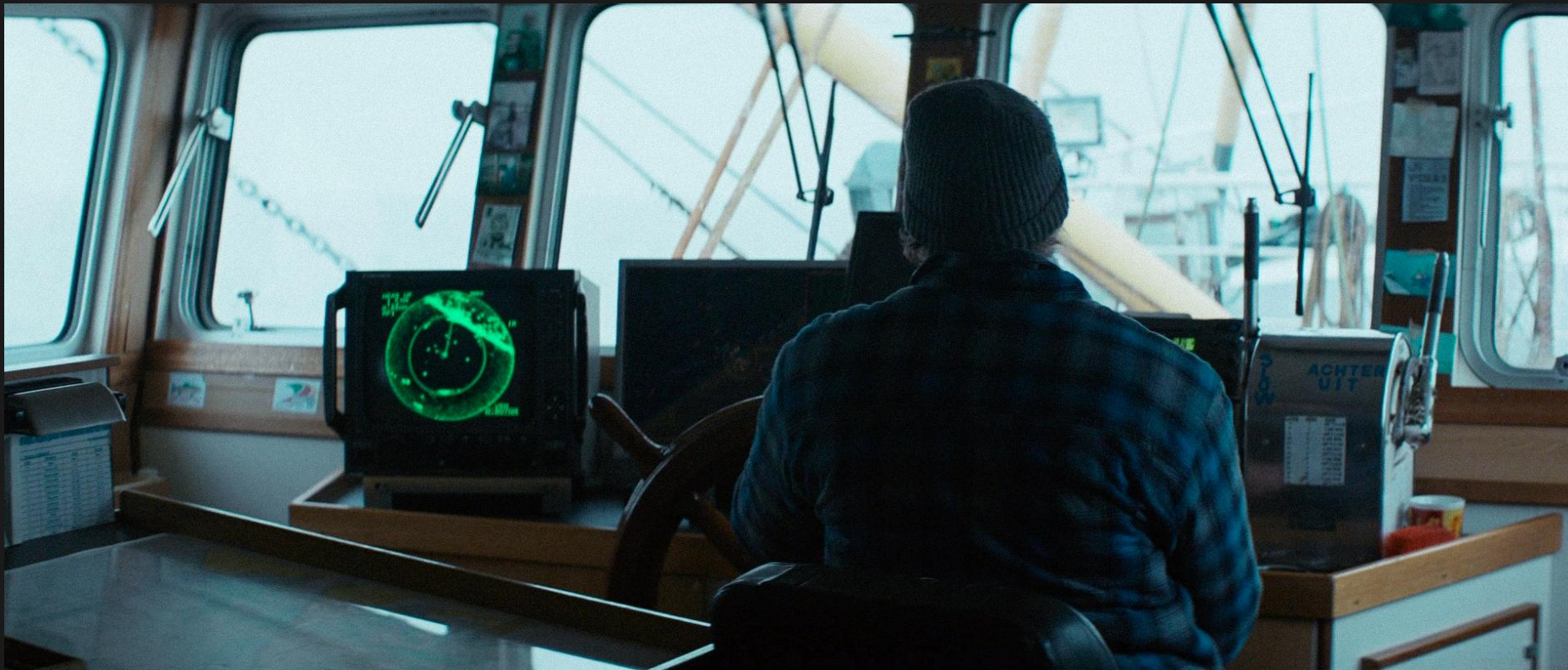


*visual approach 3 of 6*



Preparing for a deep sea measurement at about 2000 meters

*visual approach 4 of 6*



With the captain at the helm



*visual approach 5 of 6*



During the 4-day stopover in Reykjavik, exploring local culture and landscapes





Lecturers, students, and citizen scientists gathered on deck, sharing knowledge and insights

# Ocean Media Lab

## about us & motivation

At Ocean Media Lab, we **transform** the way people perceive and engage with science, making it visible, tangible, and approachable—especially for younger generations. By harnessing the power of film, we aim to foster a deep connection with the ocean, inspiring love and stewardship for its future.

“I’m drawn to the ocean for its healing power and the lessons it offers. It has shaped my life, providing balance and purpose. Filming on boats, riding big waves, sailing, and collaborating with ocean-focused nonprofits have equipped me with the practical skills and passion to capture this story authentically.

This voyage carries a message bigger than any single person, and through this film, I want to help drive real change for our seas.”

*Rudy Castorina*

we worked for:





# thanks

Ocean Media Lab

project owner:

**Rudy Castorina** Documentary / Ocean Athlete / Co-founder Epic Swim

**Fabrice Collard** OceanDataLab Founder / Oceanograph

**Chapter24** Strategic Design, Communication and Branding studio

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OCEAN MEDIA LAB



## let's discuss