

External Promotion with Template Material

High-Quality Blue Carbon Principles and Guidance

As a supporter of high-quality blue carbon, your public commitment to the *High-Quality Blue Carbon Principles and Guidance* is paramount in ensuring the success and sustainability of this initiative. Your efforts in spreading awareness and encouraging others to join the global movement for high-quality blue carbon projects and investments are vital.

This 10-Step guide can help you inspire others to align their practices with the principles and guidance, building confidence in blue carbon markets and improving outcomes for people, nature, and climate.

1. Make Your Commitment Public

- ☐ Publicly declare your commitment to the High-Quality Blue Carbon Principles and Guidance, and actively communicate your efforts to stakeholders, customers, and the wider community.

2. Utilise Social Media and Blogs

- ☐ Develop engaging and visually appealing content for platforms such as Twitter, LinkedIn, and Instagram.
- ☐ Use relevant hashtags to increase visibility and encourage influencers and organizations to share your posts.
- ☐ Share success stories, case studies, and testimonials to illustrate the positive impact of adopting the principles.
- ☐ Publish blog posts highlighting specific principles, their significance, and success stories of projects adhering to the guidance.

3. Share the Principles on Your Website (see separate attachment)

- ☐ Create a dedicated section on your website for the principles, providing easy access to the full document and related resources.
- ☐ Provide links on your website to the principles and related stories.

4. Utilise Email Campaigns

- ☐ Develop a series of email campaigns targeting different segments of your audience.
- ☐ Include links to the full document, infographics, and other visual aids to make the information easily digestible.
- ☐ Encourage recipients to share the principles within their networks.

5. Promote During Webinars and Events

- ☐ Organise webinars featuring experts discussing the importance and implementation of the principles.
- ☐ Participate in relevant conferences and events to showcase the principles and engage with potential adopters.

6. Utilise Media Opportunities

- ☐ Develop press releases highlighting the principles and any significant milestones.
- ☐ Reach out to environmental and sustainability-focused media outlets for coverage.

7. Promote with Partners

- ☐ Promote the principles and guidance in conversations and meetings with key partners - environmental NGOs, financial institutions, and other organizations - to amplify your reach.
- ☐ Co-host events and share resources to collectively promote the principles.
- ☐ Reference and include these principles and guidance in requests for proposals (RFPs), questionnaires, rubrics, and contracts and by sharing templates of such work products whenever possible.

8. Develop Infographics and Visual Aids

- ☐ Create visually appealing infographics summarizing key principles and their impact.
- ☐ Share these on social media and within other promotional materials.

9. Develop Toolkits

- ☐ Develop toolkits that enable practitioners to quickly implement the principles and guidance.
- ☐ Build capacity so blue carbon projects and/or crediting efforts that fall short of these principles and guidance can make necessary improvements to achieve high quality.

10. Publish Case Studies

- ☐ Publish case studies to show what the principles and guidance look like and showcase their impact.

Tips for Effective Communication

Identify Target Audience

- ☐ Identify key stakeholders, including environmental organizations, financial institutions, government bodies, and local communities.
- ☐ Tailor your messages to resonate with each audience, addressing their specific interests and concerns.

Craft Talking Points (see separate attachment in Communication Tools):

- ☐ Emphasise the urgency and importance of addressing climate change through high-quality blue carbon initiatives.
- ☐ Highlight the unique and comprehensive nature of the principles, showcasing their role in creating sustainable, impactful projects.
- ☐ Stress the collaborative and inclusive approach, inviting diverse stakeholders to participate.

Monitor and Evaluate:

- ☐ Regularly assess the effectiveness of your promotional efforts through analytics and feedback.
- ☐ Adjust your strategy based on insights and continuously refine your messaging for maximum impact.

RESOURCES

Target Audiences

Identifying the key stakeholders or audiences you connect with can help you tailor your messages to resonate with their specific interests and concerns. This can help you 'supercharge' your impact!

Which "Blue Carbon Stakeholders" are you connected to:

☐ Buyers of blue carbon

- ☐ _____
- ☐ _____
- ☐ _____

☐ Investors in blue carbon

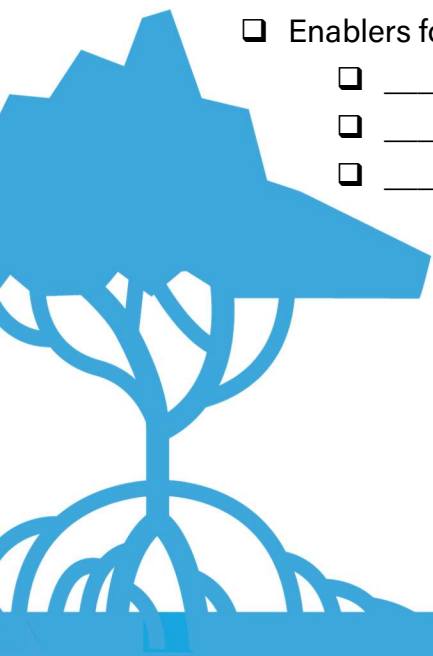
- ☐ _____
- ☐ _____
- ☐ _____

☐ Producers of blue carbon

- ☐ _____
- ☐ _____
- ☐ _____

☐ Enablers for blue carbon (governments, NGOs, technical partners, academia, etc.)


- ☐ _____
- ☐ _____
- ☐ _____







Suggested Socials Posts

Feel free to adapt these posts to suit the tone and style of your organization or platform. Including relevant visuals, such as images or infographics, can also enhance the engagement of these social media posts.




Post 1:


 Exciting News! 🌱 We're thrilled to announce our commitment as an adopter of the High-quality Blue Carbon Principles and Guidance, a game-changer for sustainable practices. Dive in with us as we explore the principles that ensure our efforts in harnessing the carbon-sequestering power of coastal ecosystems are top-notch. 🌱🌍

 High-Quality Blue Carbon Initiatives 

🌱 #BlueCarbon #ClimateAction #OceanProtection  



Post 1 (alternative):

  Unlock the Power of Blue Carbon  🌱


Join us as we dive into the world of Blue Carbon! Discover the principles and guidance for harnessing high-quality in blue carbon projects that can help protect our oceans, combat climate change, and empower communities! 🌍  Join us in championing these principles and be a part of the movement for a healthier, more sustainable planet!


🌍 #BlueCarbon #ClimateAction #HighQualityBlueCarbon 

Post 2:

🌱 The Coastal Guardians: Mangroves, Seagrasses, and Salt Marshes  

Nature's carbon capture champions! 🌍👉 Principle 1 for High-Quality Blue Carbon: Safeguard Nature - mangroves, seagrasses, and salt marshes play a crucial role in sequestering carbon, but they also protect coasts, harbour biodiversity, and provide food.

 Let's ensure that all blue carbon projects safeguard and enhance biodiversity.

🌍🌱 #HighQualityBlueCarbon #NatureBasedSolutions #MangroveRestoration  🌱

Post 3:

🌍 Communities & Blue Carbon: A Win-Win Solution 🤝💙 Presenting Principle 2 for High-Quality Blue Carbon: Empower People. Most blue carbon projects take place where people live and work. The highest quality projects are ones with the community in a leadership and decision-making role. 🏡👥 Join us on this journey towards a more empowered and sustainable future! 💙 #CoastalCommunities #ClimateAction #HighQualityBlueCarbon 🌍😊

Post 4:

📊 Knowledge is power! 💡 Principle 3 for High-Quality Blue Carbon: Employ the best information, interventions, and carbon accounting practices. 🧪📈🔍 Ensure transparency and effectiveness in Blue Carbon projects! 🌱📊 Discover how traditional ecological knowledge and rigorous scientific monitoring are the cornerstones of successful Blue Carbon initiatives. Let's make every ton of carbon count! 💡🌍 🧐 #ScienceInConservation #HighQualityBlueCarbon #ClimateAction 🌐🌍

Post 5:

🌍 Think globally, act locally! 🤝 Principle 4 for High-Quality Blue Carbon: Operate Locally and Contextually. Our impact starts at home. Let's ensure that projects are tailored to the unique needs of the local community and ecosystems. 🏡 #LocalAction #HighQualityBlueCarbon

Post 6:

💰 Investing in a sustainable future! 🌱 Principle 5 for High-Quality Blue Carbon: Mobilise high-integrity capital. Let's channel our resources into initiatives that align with our commitment to blue carbon and environmental integrity. Explore innovative financing mechanisms that support the long-term sustainability of Blue Carbon projects and ensure a brighter, greener future for all. 🤝🌐 Together, we can make a lasting impact! 💰 #SustainableInvesting #HighQualityBlueCarbon #NatureBasedSolutions 🌍🌱

Post 7:

Spread the word about high-quality Blue Carbon principles and guidance! Together, we can protect our oceans, combat climate change, and create a more sustainable future for all. 🌍💙 #BlueCarbon #ClimateAction #HighQualityBlueCarbon 🐦

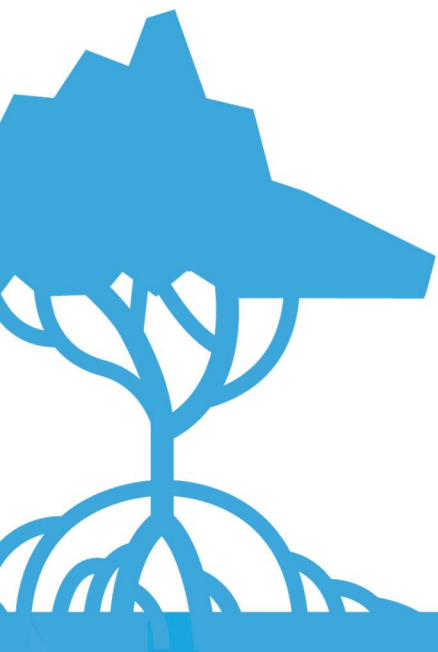
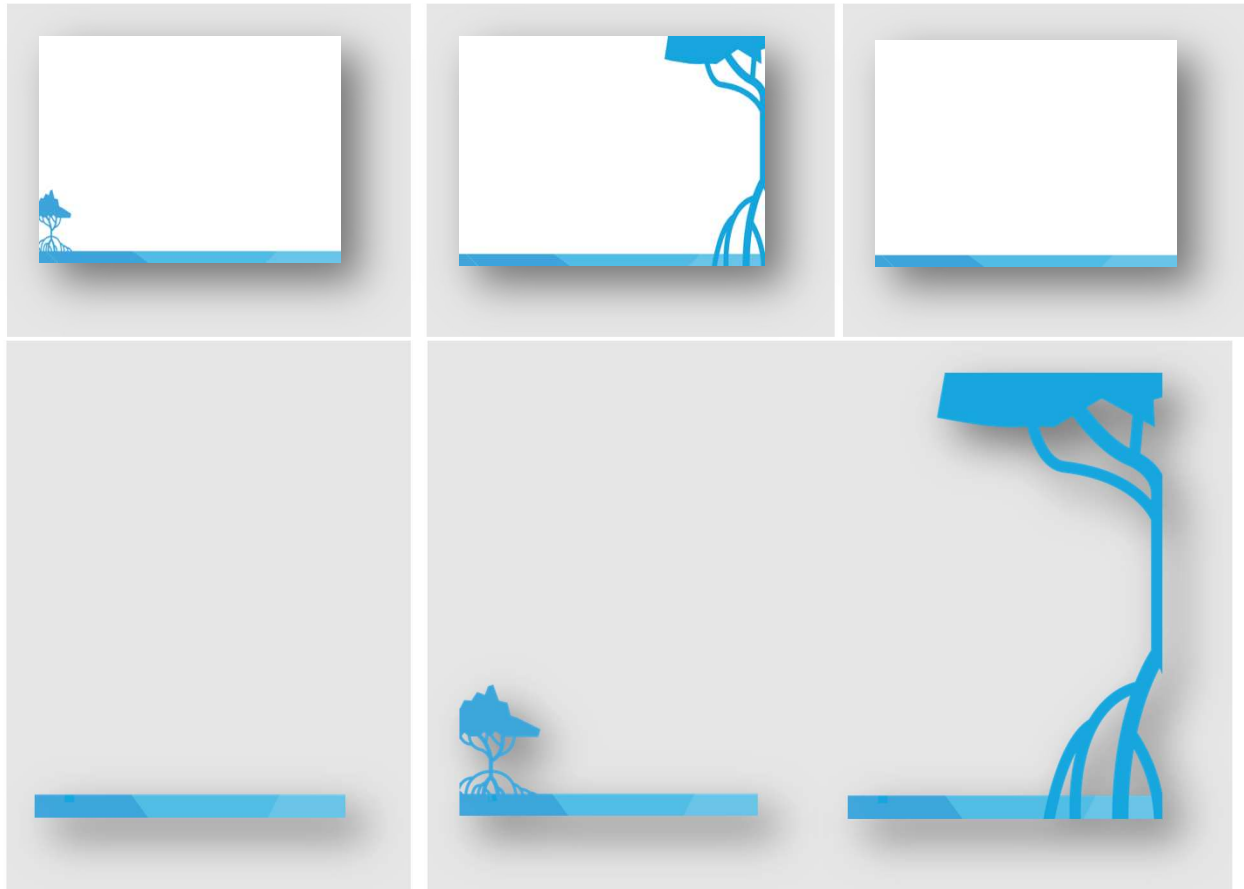
Suggested Hashtags

#HighQualityBlueCarbon
#bluecarbon
#CoastalCommunities
#NatureBasedSolutions
#SustainableInvesting

Feel free to mix and match these hashtags or modify them to suit your specific communication needs. Using a combination of these hashtags can help create a comprehensive and recognisable presence for *The High-Quality Blue Carbon Principles and Guidance* document across social media platforms.









Frames for Social Posts (see separate attachment in Communication Tools)



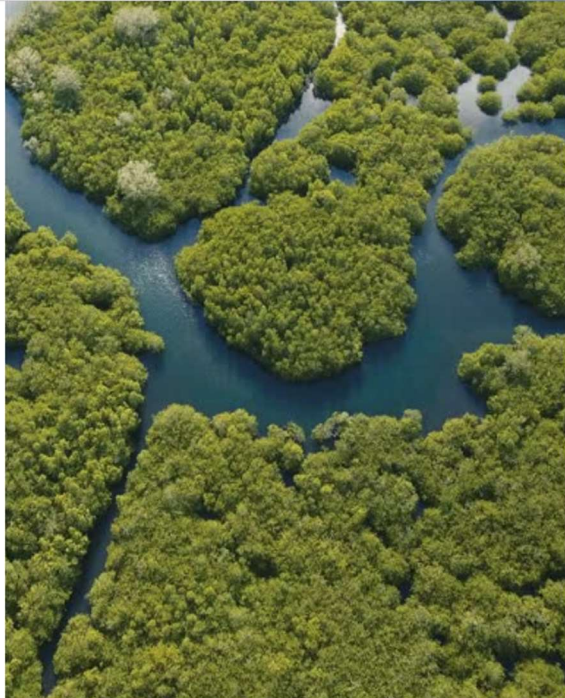
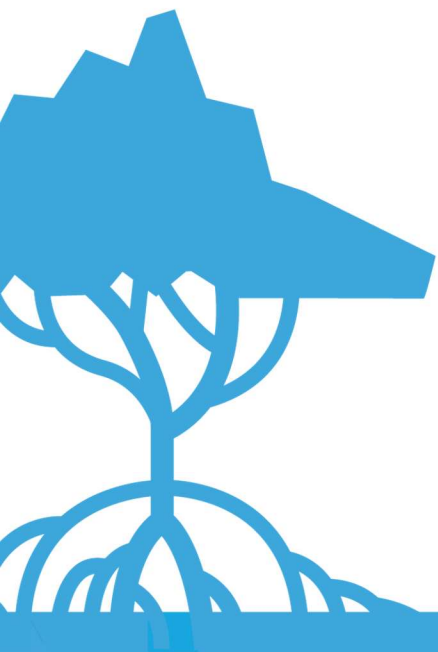
Events - Slide Deck (see separate attachment in Communication Tools)

Use this slide deck to help you promote the principles and guidance at events and conferences. Add context by explaining how you have applied the principles and guidance within your organization and/or share case studies featuring the challenges, opportunities, and learnings you have experienced while attempting to implement one or more of the principles.

HIGH-QUALITY BLUE CARBON PRINCIPLES AND GUIDANCE

A TRIPLE-BENEFIT
INVESTMENT FOR PEOPLE,
NATURE, AND CLIMATE

Infographics and Visual Aids (see separate attachment in Communication Tools)

Create your own graphics and visuals to help promote the principles. Share these on social media, at events and with partners. Feel free to use graphics from the slide deck or pdf. You are welcome to use this poster, created for a conference.

DO YOU WANT TO UNLOCK ALL THE BENEFITS OF BLUE CARBON?

JOIN US...

Demand for blue carbon is increasing and while the global voluntary carbon market is still in its infancy, it is growing quickly (US\$50 billion by 2030 projected).

IN ADOPTING THESE INTERNATIONALLY ENDORSED PRINCIPLES

Help ensure that all blue carbon projects are high-quality and maximise benefits for people and nature.

PRINCIPLES OF HIGH-QUALITY BLUE CARBON

- MOBILIZE HIGH-INTEGRITY CAPITAL
- SAFEGUARD NATURE
- EMPOWER PEOPLE
- EMPLOY THE BEST INFORMATION, INTERVENTIONS, AND CARBON ACCOUNTING PRACTICES
- OPERATE LOCALLY AND CONTEXTUALLY

CO-BENEFITS OF BLUE CARBON

In addition to carbon credits blue carbon can also contribute to:

- Sustainable ocean finance
- Climate adaptation & disaster risk reduction
- International commitments:
 - Nationally Determined Contributions
 - National Adaptation Plans
 - Biodiversity commitments (NBSAPs)
 - 30 x 30 commitments
- Taskforce on Nature-related Financial Disclosures (TNFD) goals

ACTIONS FOR GOVERNMENTS:

- ✓ Accelerate public investment in blue carbon.
- ✓ Strengthen protection for blue carbon ecosystems.
- ✓ Build national capacity to develop investable projects.
- ✓ Provide technical assistance.
- ✓ Develop blue carbon policies and regulations based on the principles and guidance.
- ✓ Clarify land and carbon tenure issues to expedite project development.

ACTIONS FOR SUPPLIERS AND PROJECT DEVELOPERS:

- ✓ Apply these principles and guidance in project design, implementation (RFPs & contracts), and assessment.
- ✓ Create holistic budgets and invest in high-quality long-term relationships.
- ✓ Develop toolkits and guides to enable practitioners to adhere to the principles and guidance.
- ✓ Publish case studies to demonstrate what the principles look like in practice.

ACTIONS FOR INVESTORS AND BUYERS:

- ✓ Use principles and guidance to select and design high-quality projects.
- ✓ Monitor projects to ensure that planning and implementation are consistent with this guidance.
- ✓ Set science-based emissions reduction targets and make progress toward decarbonization in your operations and supply chains.
- ✓ Prepare for the higher cost of quality credits and support the market to maintain the highest standards.
- ✓ Provide philanthropic finance to develop and trial blue carbon methodologies, collect baseline data, and build project development capacity.

DOWNLOAD THE GUIDELINES

HIGH-QUALITY BLUE CARBON PRINCIPLES AND GUIDANCE