



Host your own screening of

# BLUE



SCREENING AND DISCUSSION GUIDE



**PG** Mild themes

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#OCEANGUARDIAN BLUETHFILM.ORG



## ABOUT BLUE

1.1/ About BLUE The Film .....	4
1.2/ An interview with BLUE Director, Karina Holden .....	5
1.3/ BLUE's Ocean Guardians .....	6

## THE BLUE IMPACT CAMPAIGN

2.1/ A message from the Blue team .....	9
2.2/ The Blue Truth .....	10
2.3/ The Blue Impact Campaign .....	12

## TIME FOR ACTION

3.1/ Arm yourself for action .....	13
3.2/ Make a commitment .....	13
3.3/ Campaigns needing your support .....	15

## PLAN YOUR SCREENING

4.1/ Planning ahead .....	16
4.2/ Promoting your screening .....	16
4.3/ On the day .....	17
4.4/ Following up .....	17

## POST-SCREENING DISCUSSION

5.1/ Running the discussion .....	19
5.2/ Discussion questions .....	20
5.3/ Open-ended questions .....	20
5.4/ Expert panel questions .....	21



*“BLUE is a cinematic song for our oceans; beautiful, intimate and grand. Fearlessly truth-telling, yet passionately hopeful. See this film and you will want to rise up with the waves.”*

— GREENPEACE AUSTRALIA

*“An unforgettable and galvanizing experience”*

— VANCOUVER INTERNATIONAL FILM FESTIVAL

*“A Love Letter to the Ocean”*

— BROADSHEET

*“A passionate plea for the marine environment. 4 Stars.”*

— DAVID STRATTON

*“Nuance and complexity sets BLUE apart as an environmental documentary. It resists sugar-coating but communicates hope; it simultaneously privileges the scientific and the romantic, the individual and the collective. The images of the ocean’s decay stun us, but so do the many images of its beauty – and these factors become change-making forces in BLUE”*

- THE BIG ISSUE



## 1.1/ ABOUT BLUE THE FILM

BLUE has been called “one of the most significant environmental films of our time”. It comes at a critical moment in our history when the state of our ocean has reached crisis point.

Filmed around the world, BLUE tells the story about the changes that are happening to our ocean and its marine life. It follows the lives of ordinary people doing extraordinary work to protect our ocean. Beautifully crafted, BLUE is deeply moving with a message that’s very clear: we need to act NOW to protect our most precious resource. The film is a call to arms focusing on people power.

Along with the film is a global campaign to create advocacy and behaviour change. The #oceanguardian campaign launched in 2017 has grown into a global movement with individuals signing up and pledging to do what they can towards protecting the ocean. After having its premiere at the General Assembly of the United Nations and having its theatrical release in cinemas, the film is now being screened amongst community groups and schools with our education outreach.



## GOOD PITCH AUSTRALIA

BLUE was one of six films selected as part of Good Pitch<sup>2</sup> Australia in 2015. Good Pitch<sup>2</sup> brings film makers together with philanthropists, NGOs, foundations, policymakers and key players in the film industry, to form powerful coalitions and campaigns around significant social and environmental issues.

## 1.2/ AN INTERVIEW WITH DIRECTOR, KARINA HOLDEN

### **After producing BLUE, what is your outlook on the future of our oceans?**

It's hard not to be saddened by the loss that is happening. But after you've stared down these difficult truths it's important not to be discouraged. We know we can help the recovery of our marine life and ocean. We need to take our wretchedness and turn it into rage – turn it into action.

### **How did you approach the film from a cinematic perspective?**

To tell this story, it was critical for the aesthetics of the film to be captivating. I wanted there to be beauty in the imagery and the music to be understated, despite the subject. This allows the audience to discover their own emotions about what they are seeing, without leading them. A lot of people have commented the film is both powerful and yet gentle because of this approach. It makes it a film everyone can watch. I've been in cinemas where the youngest audience member was 5 and the oldest was 92!

### **BLUE has been called an 'Impact Film' - what does that mean?**

Television broadcasters are sometimes scared the audience will tune out if they don't portray positive stories. But if we pretend our oceans are still pristine and keep our heads in the sand, we're more likely to lose species and see habitats reach a point where they cannot recover. It was vital in the storytelling of BLUE to have an honest conversation with the audiences and give people the tools to get involved and mobilise.

### **Why did you choose to tell the story via the seven ocean guardians?**

BLUE tells the ocean's story through every-day people who are passionate about saving the ocean and are doing something about it. In them we see the people we strive to be. They represent the best part of ourselves and remind us to live as that better person is entirely achievable.



*Director Karina Holden*

### **Given Australia's infamous ocean/beach culture, have you ever felt there's a global expectation for us to lead the way in ocean conservation?**

We should!! Why not be a leader? We have such magnificent coastlines and are surrounded by three ocean basins. We have so much privilege in Australia with prosperity, peace and a small population. We just need the political and social will to make the environment a priority.

### **In your opinion, what is the most urgent change we – as humans -- need to make to help our oceans recover?**

We need to embrace the mindset where we see ourselves as part of Nature, not separate from it. When we love something, we feel more impassioned to respect it and if necessary, fight for it.



## LUCAS HANDLEY

Lucas spent his childhood barefoot on a farm in the Byron Bay hinterland in Eastern Australia. Now as a marine biologist, underwater photographer and freedive instructor, Lucas is more likely to be found underwater than above water, diving to depths of 55m on one breath of air. Able to hold his breath for six minutes, the ocean is his spiritual home. Lucas works with Scuba for Change, an organisation that invests in Pacific Island communities and their sustainable future. He is helping villagers in the Solomon Islands and the Philippines keep their reefs intact by developing their own ecotourism enterprises.

Instagram: [lucas\\_handley](#)



## MADISON STEWART

To others Madison Stewart is a passionate young conservationist, activist and shark advocate. But Madison Stewart (aka Shark Girl), self described, is just a person who refuses to believe sharks will lose their home in her lifetime, at the hands of governments and worldwide neglect. As an underwater filmmaker she wants to show the world what is being destroyed. Over 73 million sharks are taken for the shark fin trade alone each year. She uses her camera and social media as tools to grow public awareness about the plight of sharks, with the ultimate goal of getting governments around the world to take action to protect sharks.

Instagram: [sharkgirlmadison](#)

Facebook: [Shark Girl](#)



## PHILLIP MANGO

Phillip Mango grew up on Cape York peninsular and now works as a Senior Nanum Wungthim Land and Sea Ranger. The Nanum Wungthim Rangers operate a highly successful sea turtle rescue operation and manage one of the regions hotspots for ghost nets. Working with Ghostnets Australia, Phillip leads a team of six hardworking rangers all of whom are passionate about their coastline, rescuing injured marine life and removing ghost nets from their coastline each year.

## JENNIFER LAVERS

Jennifer is a marine eco-toxicologist with expertise in seabird ecology, plastic pollution, invasive species management, and fisheries by-catch. The long term monitoring of sea bird colonies has taken her to remote locations around the globe. She has worked for the Royal Society for the Protection of Birds and the US Fish and Wildlife Service in Hawaii and the Canadian Sub-Arctic. Jennifer currently works as a research scientist at the Institute of Marine and Antarctic Studies at the University of Tasmania and lives in Launceston.

Website: [www.jenniferlavers.org](http://www.jenniferlavers.org)

Twitter: [SeabirdSentinel](https://twitter.com/SeabirdSentinel)



## TIM SILVERWOOD

Environmentalist, plastics campaigner, sustainability advocate and surfer, Tim Silverwood is a self described ordinary guy who somehow found himself at the forefront of a global movement. Tim cofounded 'Take 3 - a Clean Beach Initiative' that asks everyone to simply take 3 pieces of rubbish when they leave the beach, waterway or... anywhere. Take 3 takes the issue of marine plastic pollution into schools, surf lifesaving clubs, and the broader community. Take 3 has set a goal to remove 3 million pieces of plastic from the ocean over next 3 years.

Instagram: [timsilverwood](https://www.instagram.com/timsilverwood)

Instagram: [Take3fortheSea](https://www.instagram.com/Take3fortheSea)



## MARK DIA


Mark Dia has a long history with Greenpeace that dates back over 20 years when he climbed onboard the MV Greenpeace as one of the very first Greenpeace volunteers in South East Asia. Now the Regional Oceans campaigner for Greenpeace South East Asia. Mark has uncovered illegal fishing practices, corruption and labour abuses within the seafood industry, and is fighting hard for global sustainable fishing practices.



## VALERIE TAYLOR AM

Valerie Taylor is a pioneering diver, shark advocate and conservationist. Through her campaigning efforts she prevented oil exploration in Ningaloo Marine Park, overturned mining rights on Coral Sea Islands, won protection for many places on the Great Barrier Reef before it was given World Heritage status and lobbied for the maintenance of sanctuary zones in South Australia. In 2003 Valerie was awarded the Order of Australia for her conservation efforts.





*We need many things to make  
the world a better place.  
But, nothing else will matter if  
we fail to protect the ocean. Our  
fate and the ocean's are one*

- SYLVIA EARLE





## 2.1/ A MESSAGE FROM THE BLUE TEAM

When we started making this film with the support of Good Pitch<sup>2</sup> we didn't realize how big the story was about to become. Within a few weeks of commencing production, WWF released the [Living Blue Planet](#) report stating half of all marine life has been lost in the last 40 years. And by 2050 there would be more plastic in the sea than fish. The biggest coral bleaching event known in human history kicked off and threatened to wipe out 38% of reefs worldwide.

For this reason – we knew we had to go big and had to go global. Our small crew set off on a series of targeted shoots – spending time on location in Indonesia, the Philippines, Hawaii and Australia to capture stories that best illustrate the critical issues.

During the making of the film, urgent action started to take place. Countries began banning single use plastics. In the final weeks of our edit, marine parks were announced in the Southern Ocean and in Hawaii – creating some of the largest protected areas on Earth.

There's now a global movement underway to save our oceans. We hope BLUE will be the film to galvanize these vital efforts. We can't ignore the issues. The ocean is not a commodity, it is a key life force that needs our protection.

The best way you can help is to become informed and spread the word. Mother Ocean will thank you for it. We thank you for it!

Oceans of love,  
The BLUE team

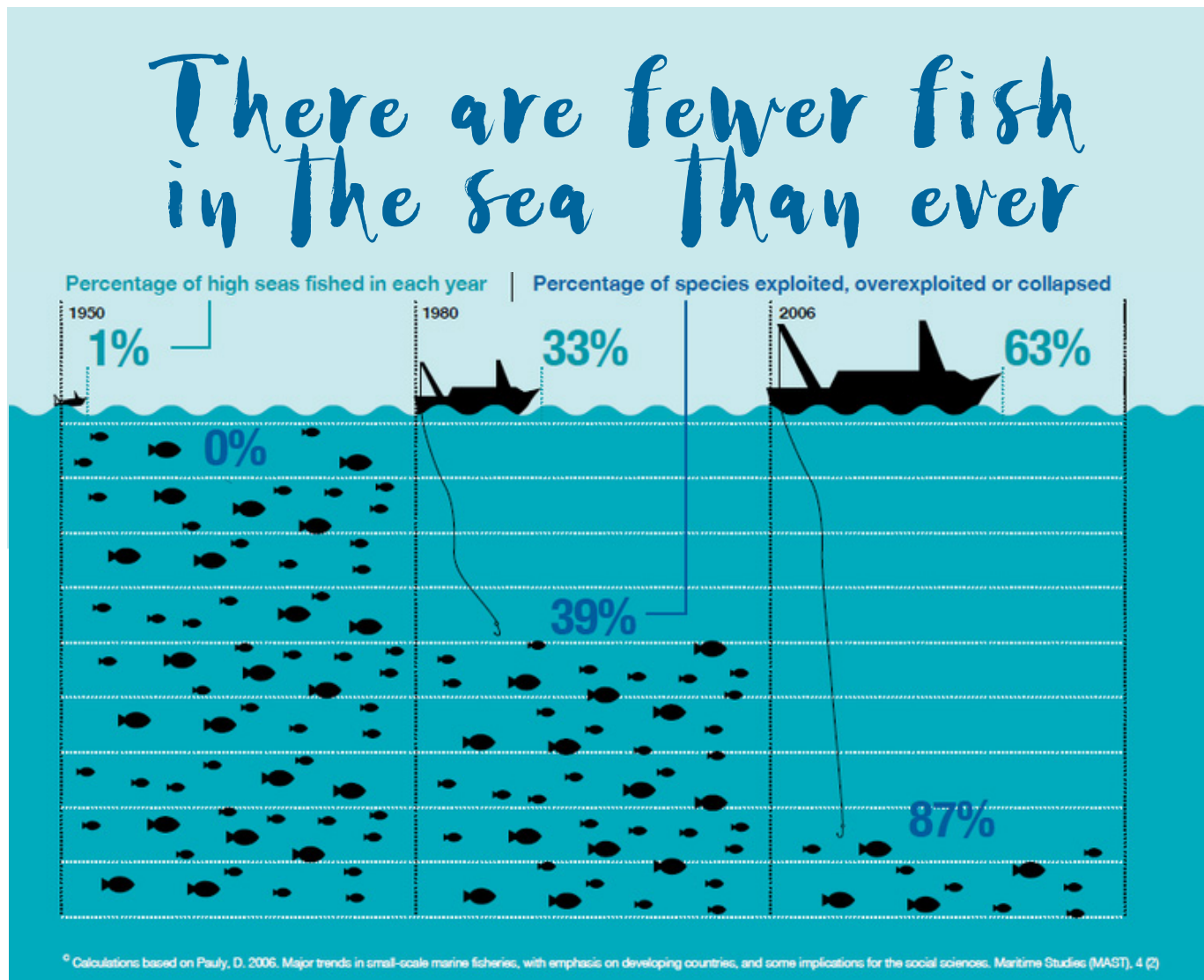


Become an ocean guardian at  
[www.bluethefilm.org/take-action](http://www.bluethefilm.org/take-action)

## 2.2/ THE BLUE TRUTH

The ocean drives climate, stabilizes temperature, supplies most of our oxygen and shapes the earth's chemistry. She provides the fish we eat, the air we breathe, the water we drink and cleans our atmosphere.

In turn, we have pulled unsustainable levels of fish from the seas, polluted our waterways, exploited our coastlines with irresponsible developments and changed our climate by pumping fossil fuels into the atmosphere. The results are alarming.



## The Blue Truth about...



Water quality has deteriorated everywhere. Toxic chemicals find their way into waterways; down drains from industry and down rivers we find fertilizers and contaminated topsoil from agriculture. We are finding sea turtles with a cocktail of industrial compounds in their blood: the chemicals we use as flame retardants, for cleaning, washing and waterproofing.

# The Blue Truth about...



## Plastic Pollution

It's been predicted in three decades there will be more plastic in the sea than fish<sup>1</sup>. 90% of all seabird species; 22% of large marine mammals; all sea turtle species; and a growing list of fish species have been documented with plastic in their bodies<sup>2</sup>. Microplastics are making the way up the food chain so that we too, are eating plastic.



## Threatening our species

Human behaviour is putting species at risk. In the last forty years half of all marine life has disappeared<sup>5</sup>. One third of the world's open ocean sharks and rays are threatened with extinction<sup>6</sup>. Nearly every species of sea turtle is listed as endangered<sup>7</sup>. Species are disappearing because of the destruction of marine habitats through pollution and coastal development. Up to 20% of the planet's mangrove cover was lost between 1980 and 2005. Seagrass has declined by 30% globally over the last century<sup>8</sup>.



## Over-fishing

Too many fish are being pulled from our seas. More than 80% of the World's fish stocks are already fully exploited<sup>3</sup>. Industrial scale methods used to catch the fish are destroying habitats and devastating marine life. A huge amount of by-catch (unwanted species such as endangered sharks, turtles and dolphins) are thrown back into the sea – dying or dead. Large-scale fish farms are creating 'dead zones' in our harbours and bays<sup>4</sup>.



## Climate Change

Oceans are becoming warmer, sea levels are rising and the increase in carbon dioxide has started a process of acidification in our ocean. By absorbing carbon dioxide and heat to protect us, the ocean is destroying itself. Changes in sea temperature affect habitats and the behaviour of marine life as they are forced to adapt or die. We have lost 27% of the world's coral reefs<sup>9</sup>. If present rates of degradation continue, it may be too warm for coral reefs to exist in the future.

<sup>1</sup> World Economic Forum, *The New Plastics Economy: Rethinking the future of plastics*, January 2016 Report, <[http://www3.weforum.org/docs/WEF\\_The\\_New\\_Plastics\\_Economy.pdf](http://www3.weforum.org/docs/WEF_The_New_Plastics_Economy.pdf)>

<sup>2</sup> Greenpeace, *Plastic Debris in the World's Oceans*, 2006 Report, <[http://www.greenpeace.org/austria/Global/austria/dokumente/Studien/meere\\_Plastic\\_Debris\\_Study\\_2006.pdf](http://www.greenpeace.org/austria/Global/austria/dokumente/Studien/meere_Plastic_Debris_Study_2006.pdf)>

<sup>3</sup> United Nations, *Report: Resumed Review Conference on the Agreement Relating to the Conservation and Management of Straddling Fish Stocks and Highly Migratory Fish Stocks*, May 2010, <[http://www.un.org/depts/los/convention\\_agreements/reviewconf/FishStocks\\_EN\\_A.pdf](http://www.un.org/depts/los/convention_agreements/reviewconf/FishStocks_EN_A.pdf)>

<sup>4</sup> Environment Tasmania, Collection: Tassal in Macquarie Harbour <[https://www.et.org.au/clean\\_up\\_fish\\_farms](https://www.et.org.au/clean_up_fish_farms)>

<sup>5</sup> WWF, *Living Blue Planet Report 2015*, <<https://www.worldwildlife.org/publications/living-blue-planet-report-2015>>

<sup>6</sup> International Union for Conservation of Nature, *The Conservation Status of Pelagic Sharks and Rays: Report of the IUCN Shark Specialist Group Pelagic Shark Red List Workshop*, June 2009 <<https://www.iucn.org/content/third-open-ocean-sharks-threatened-extinction>>

<sup>7</sup> WWF, Sea Turtles, <<https://www.worldwildlife.org/species/sea-turtle>>

<sup>8</sup> Waycott et al., *Accelerating loss of seagrasses across the globe threatens coastal ecosystems*, May 2009, <<http://www.pnas.org/content/106/30/12377>>

<sup>9</sup> NASA Earth Observatory, *Mapping the decline of coral reefs*, <<https://earthobservatory.nasa.gov/Features/Coral/>>

“We can save  
our oceans,  
but it requires  
action”



## 2.3/ BLUE IMPACT CAMPAIGN

**The BLUE Impact Campaign aims to:**

- Inspire Australians to value our marine environment and become active in its protection.
- Grow awareness of the impact we have as individuals on the marine environment.
- Pressure the Government to stop unsustainable development of infrastructure projects in sensitive marine areas.
- Advocate for Federal and State Government support of the legislation that supports Marine Reserves.
- Campaign for legislative and policy changes managing commercial fisheries; shark, orange roughy, supertrawlers.
- Encourage the public to replace disposable living with re-useable living.
- Educate consumers about sustainable seafood.
- Demand restaurants, shops and supermarkets to only sell sustainable seafood and proper labelling on seafood products.
- Pressure remaining State Governments to ban plastic bags.
- Campaign for 10 cent refund on bottles and cans to reduce litter.
- Educate corporations and consumers on the effects of plastics/micro-plastics on the ocean.
- Launch discussion amongst community on the importance of marine conservation for our livelihood.



## 3.1/ ARM YOURSELF FOR ACTION

The good news is change is possible! There are practical ways to sustain our ocean with small choices you make every day. Whether you want information on things you can do as an individual, actions to inspire those around you or ways to call on our leaders to make policy changes – we have the facts for you!

Log onto [the BLUE website](#) for 'Living BLUE' ideas and ocean conservation information. Anyone who signs up as an Ocean Guardian will receive our newsletter where we share BLUE tips and ideas on a monthly basis.

Ocean Guardians are encouraged to follow us on social media and share their own environmental stories. We need to spread the BLUE Truth to the world. This is the easiest way Ocean Guardians to help out. As a community we can make a difference!

[www.instagram.com/bluethemfilm2017](https://www.instagram.com/bluethemfilm2017)

[www.facebook.com/bluethemfilm2017](https://www.facebook.com/bluethemfilm2017)

<https://twitter.com/bluethemfilm2017>

## 3.2/ MAKE A COMMITMENT

Create real change as an individual with the following pledge.

### I commit to:

- Stop eating unsustainable fish
- Avoid cosmetics with microbeads
- Pick up 3 pieces of litter every time I visit the beach
- Bring my own cup
- Not buying bottled water
- Refuse plastic bags
- Ask restaurants to switch from plastic cutlery, straws, plates
- Demand less plastic packaging
- Investing in ethical companies
- Call for the protection of sharks
- Support marine sanctuary campaigns
- Change to renewable energy
- Minimise my carbon footprint
- Vote for leaders who prioritise nature
- Respect the ocean

[www.bluethemfilm.org/take-action](http://www.bluethemfilm.org/take-action)



# RESOURCES

Download the fish graphic and much more on the [resources page](#) of our website

Other useful links:



[press kit](#)



[screening invite template](#)



[poster](#)



[living blue guides](#)



[screening & discussion guide](#)

## 3.3/ CAMPAIGNS NEEDING YOUR SUPPORT

There are many organisations campaigning and working to protect our Ocean around the globe. Here are a number of groups you can get involved with. Every voice counts!



[#BanTheBead](#) encourages policy change to make micro-plastics in products illegal.

[Boomerang Bags](#) make re-useable bags out of recycled material and make them freely available at supermarkets to borrow and bring back.

[Label My Fish](#) demands accurate labelling so consumers know what they are eating, where it's from and how it was caught.

[Greenpeace](#) has many worthy campaigns such as fighting to protect the Great Barrier Reef from the coal mining industry and a petition to ban the plastic bag in Australia.

[Australian Marine Conservation Society](#) campaign on everything ocean related, from plastics to marine parks and saving the Great Barrier Reef. They also produce a free sustainable seafood guide.

### Organisations working to stop the wildlife trade in endangered marine species:



### Beach clean-ups groups around Australia:





Thank you for hosting a screening of BLUE. Below are some ways to help you plan your screening, whether it's in cinemas, or a community, educational or workplace event. We know you'll have fun!

## 4.1/ PLANNING AHEAD

### Guests

Who will come to your screening? Your target audience will help determine the type of screening you are hosting. The number of people you invite will depend on your venue, budget, and the type of screening you are hosting. Invite key community groups and individuals involved in the issues. These people could act as co-hosts, specialists or panellists if needed.

### Format

What format will the night be? Will you show the film and host a post-screening discussion? Will you organise a panel of experts? Or will you hold a more relaxed discussion between a moderator and the audience? Will you create an action for your audience to take part in? Think about getting people to sign up to a cause or petition. And make sure you document the event with photographs you can share and promote.

### Venue

Choose a venue that is accessible by public and private transport. Is it accessible for people with a disability? Think about seating and technical arrangements. Will you screen the film using a projector or TV/DVD player? Will you need Speakers? Microphone? Where will viewers sit to watch the film? Where will panellists sit for the discussion? Do you need chairs? Tables?

### Date

Consider a date that corresponds with an environmental theme such as Earth Hour, Sea Week, Clean Up Australia Day or World Oceans Day. Choose a date that doesn't clash with other events your target audience might be attending. Consider what time and day is most appropriate for your audience.

## 4.2/ PROMOTING YOUR SCREENING

The team at Demand Films can provide you with access to a digital marketing kit, which includes an invitation flyer, posters, and key logos.

You can also find more resources on the BLUE website: [www.bluethefilm.org/resources](http://www.bluethefilm.org/resources)

### Use these materials to:

- Invite people via email.
- Make a Facebook event.
- Use twitter to spread the news.
- Share the details with the BLUE team so we can help publicise it.
- Post notices around the workplace, shops, cafes, and community centres.
- Inform your local radio.
- Publicise it on your website.
- Reach out to key partners, such as community groups involved in environmental issues who can spread news of your screening around their networks.





The team from BLUE has written a comprehensive take home booklet you can provide to your audience called The Living Blue Guide. This 64-page colour booklet has tips and information about how to live in harmony with the ocean. You can order these in advance of your screening as an add-on to your event at \$10 each. Please allow 3-weeks for printing and delivery.

## 4.3/ ON THE DAY

- Do a technical check.
- Before guests arrive make sure the film is playing and the sound is working.
- Set up a table with flyers, information, and a sign-up sheet
- Remember to get consent of participants if you intend to publish photos or post on them social media.

### Introduce the film

Use information from this screening guide to give the audience some background and set the scene before showing the film.

### Show the film!

### After the film.

You might allow a small break before hosting your post-screening discussion. If you are planning on running a formal discussion, see the next section for tips and ideas about discussion questions.

## 4.4/ FOLLOWING UP

Thank guests by email or social media including any photos you might have taken. Remind them to become Ocean Guardians, directing them to the Take Action page of the website: [www.bluethefilm.org/take-action](http://www.bluethefilm.org/take-action)

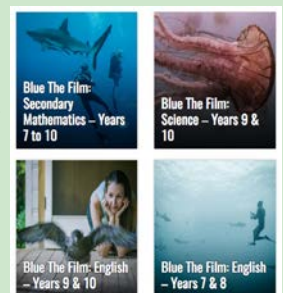
We would love to get your feedback on how the screening went. Having the audience participate in a short 3 minute online survey gives us valuable feedback on the impact of the film. Please forward this survey on to your audience after the event: [www.bluethefilm.org/impact-survey](http://www.bluethefilm.org/impact-survey)

Post event news on your social media accounts and don't forget to share them with us! Use the hashtags **#bluethefilm** and **#oceanguardian** and tag us at @bluethefilm2017

If you have any questions about hosting your screening contact us directly at [info@bluethefilm.org](mailto:info@bluethefilm.org)

### How are younger generations responding to the ocean crisis?

We have also created free BLUE curricular for schools, to teach ocean conservation. Materials are available for early learning to Year 10. So far 6,500 schools have signed up to use the 60 free lesson plans we've created through our education partner Cool Australia. Let your audience know about this resource.





# Become an Ocean Guardian

Sign up by pledging to do what you can towards protecting the ocean and to make personal behaviour changes. By becoming an *#oceanguardian* you will be joining a global movement that recognizes the ocean is in trouble and needs action.

Find out more at:

[BLUETHEFILM.ORG/TAKE-ACTION](https://bluethefilm.org/take-action)



## 5.1/ RUNNING THE DISCUSSION

Tips for running your film discussion, from a formal panel to an informal group discussion, follow.

Having a welcome to country by a local indigenous elder is a powerful way to acknowledge the traditional custodians of the land and our ongoing role as guardians of the ocean and nature.

### Formal Panel with moderator

- Invite your panellists and confirm them well in advance.
- Select an appropriate moderator.
- Decide on your questions and write a small piece to introduce each panellist.
- Decide if you will open up the floor for audience members to ask questions.
- Set up the space to suit the panel, thinking about tables, chairs and microphones.

### Informal audience discussion with moderator

- Choose your moderator.
- Decide on questions to discuss.
- Arrange seating so people can see and talk to one another.

### Your moderator

Your moderator is the most important element in ensuring the discussion goes smoothly. The best moderator will be well informed, a confident public speaker, and able to mediate the discussion. They could be anyone from a friend to a professional.

Let your moderator know how active you want them to be. Are they going to run the discussion from start to end, or take more of a back seat? How long will the discussion go on? Encourage them to move the discussion along if it is getting stuck or too heated.

### Your panellists

Three to four panellists work the best. Think about choosing panellists who will be interesting, knowledgeable and passionate about the ocean. Consider people from environmental groups, academics or other experts; community leaders; people who have direct experience with the issues; commercial fishermen, divers, anyone who is passionate and vocal about protecting the ocean.

Be diverse in your panel. A mix of ages, races, political orientation and genders will create a more interesting debate.

Invite your panellists well in advance. Tell them about the film, your event and what you need from them. Include the where and when details of the event and a deadline for them to respond by.

### Your audience

BLUE is an emotive film. Give your audience a chance to get involved in the discussion and allow for free time at the end of the night where people can mingle and meet, inspiring each other to act. These discussions are often very productive. Perhaps attendees will discuss organising a beach clean-up together or a petition for your local café to go plastic free. We have seen screening events where the audience have become active guardians of their seacoast and created snorkelling clubs and environmental themed film nights.

## 5.2/ DISCUSSION QUESTIONS

Below are suggested questions about BLUE and the issues it raises. The quotes and statistics can be used to stimulate the conversation or for you to create your own questions. The questions are separated into more open-ended questions suitable for a more relaxed discussion and more technical questions if you're hosting a panel of experts.



## 5.3/ OPEN-ENDED QUESTIONS

### Plastics; the juggernaut of ocean environmental disasters

Half of the plastic we use, is used just once and thrown away. Each piece of plastic ever created still exists on the planet today. A plastic bag has an average “working life” of 15 minutes. Currently only 5% of single-use plastics are recycled. How shocked are you by these facts? What will it take to stop using so much?

### A neglected ocean

Approximately only 5% of the ocean surface is classified as Marine Park despite scientists believing 30% is necessary. We have many national parks on land. Why don't we have them in the oceans?

Ocean vegetation can absorb four times more carbon than forests. BLUE carbon sinks - mangroves, saltmarshes, seagrasses and estuaries - capture 1 billion metric tons of carbon every year. Why are we more interested in saving the rainforests than our marine vegetation?

### Human behaviour

In the 1960s people ate, on average, 9kg a fish a year. Now we eat over 17kg a year. How responsible is our diet for depletion of the fish stocks? Is the answer as simple as, eat less fish?

Do people have a right to continue cultural traditions such as the serving of Shark Fin soup?

### Ethical issues

Sharks kill humans. Should we really care about sharks dying?

### Film-making as an agent for change

What will you change about your behaviour now you've seen the film?



## 5.4/ EXPERT PANEL QUESTIONS

### **Coral reefs**

Scientists estimate there could be another 1 to 8 million undiscovered species of organisms living in and around coral reefs. How important is biodiversity?

### **Fishing**

40 % of global catch is discarded. Is by-catch an inevitable result of fishing or is there a better way?

### **Global action**

How do we address Marine Parks in areas of international waters?

What can we do to put pressure on countries (like Japan, Iceland and Norway) who ignore the moratorium on whaling?

### **Plastics**

Turtles and dolphins confuse plastic bags for jellyfish; plastic pellets look like floating fish eggs and kill fish; filter feeders gobble up microplastic particles on the seabed. Even corals and plankton are eating plastic. Can we clean up the plastic already in the sea? How do we stop it from entering the ocean altogether?

Microplastics are moving through the food chain so that we are now eating plastic in our food. Does that matter? What does plastic do to us?

The problem with many 'eco-friendly' plastic products is that, in order to biodegrade, plastics need to be placed into the end-of-life environment for which they were designed. Should we bother recycling at all?

### **Climate change**

The ocean soaks up carbon dioxide caused by burning fossil fuels and has absorbed most of the extra heat produced by elevated atmospheric carbon dioxide levels. Why can't the ocean just keep doing this? What impact is this having on the PH levels of our ocean?

### **Big business**

What role does development and industry play in threatening areas like the Great Barrier Reef?

### **Our Impact**

Do you agree we can make a difference if we act now – or is it already too late?

# BLUE HOPE

ALL AROUND THE WORLD, PEOPLE ARE MAKING THE DECISION TO PROTECT OUR OCEAN. COUNTRIES, BIG AND SMALL, ARE SETTING ASIDE PLACES IN THE OCEAN DEDICATED TO PROVIDING A REFUGE FOR MARINE LIFE. GLOBAL LEADERS ARE HEEDING THE CALL. BARACK OBAMA CREATED THE LARGEST FULLY PROTECTED MARINE SANCTUARY IN THE PACIFIC, IN HAWAII IN 2016. THE FIRST MARINE PARK IN INTERNATIONAL WATERS HAS BEEN CREATED. LEADERS FROM 24 COUNTRIES AND THE EU, BROKERED A DEAL TO PROTECT THE ROSS SEA, ANTARCTICA IN 2016. GOVERNMENTS OF VENEZUELA, COLOMBIA, ECUADOR, PERU AND BOLIVIA ARE DEVELOPING SIX CONSERVATION CORRIDORS ON LAND AND SEA, STRETCHING ACROSS INTERNATIONAL BOUNDARIES TO LINK CORE PROTECTED AREAS. ENTERPRISING ORGANISATIONS ARE DEVELOPING NEW USES FOR PLASTIC; TURNING PLASTIC BOUND FOR LANDFILL INTO ENERGY OR RECYCLING IT INTO NEW PRODUCTS FROM FASHION TO BUILDING MATERIALS. RENEWABLE ENERGY IS NO LONGER A PIPE DREAM. AUSTRALIA CAN BUILD AN AFFORDABLE, SECURE ELECTRICAL NETWORK WITH 100 % RENEWABLE ENERGY, USING EXISTING TECHNOLOGIES. IF OUR LEADERS SUPPORT THIS CHANGE, THE PRICE OF ELECTRICITY WOULD DROP FROM \$93 A MEGAWATT HOUR IN 2016 TO \$75 A MEGAWATT HOUR IN THE 2020'S. WILDLIFE CAN MAKE A COMEBACK WHEN THEY ARE PROTECTED BY US. THE MAJORITY OF WHALES ARE NOW OFF THE ENDANGERED LIST. HUMPBACK WHALE NUMBERS HAVE REBOUNDED TO NEARLY 80,000 FROM 10,000-15,000 SINCE COMMERCIAL WHALING WAS BANNED IN THE 1970'S. MORE PEOPLE ARE SIGNING UP TO CONSERVATION ORGANISATIONS THAN EVER BEFORE.



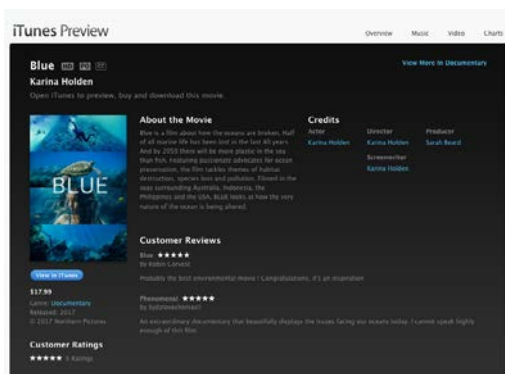
**BLUE HAS BEEN MADE WITH THE GENEROUS SUPPORT AND FINANCING OF**  
 GOODPITCH<sup>2</sup> AUSTRALIA, DOCUMENTARY AUSTRALIA FOUNDATION AND SCREEN AUSTRALIA



**WITH THANKS TO OUR PARTNERS**

The Paradise Family Foundation, The Caledonia Foundation, Yulgilbar Foundation, Will and Jane Vicars, Ian and Min Darling, Rebel Penfold-Russell & Family, Cool Australia, The Ivory Foundation, Antoinette, Emily and Anna Albert, Dumbo Feather, Debbie Dadon AM, Anonymous, Gretel Packer, Thyne Reid Foundation, Graeme Wood Foundation, Ryan Cooper Family Foundation, Doc Ross Foundation, Ross Knowles Foundation, Mim and Michael Bartlett, Phillip Cornwell, Berry Liberman and Danny Almagor, Nicola Norris, Marguerite Grey, Greenpeace, Australian Marine Conservation Society, The Pew Charitable Trusts, WildAid Australia, Australian Conservation Foundation, Boomerang Alliance, Patagonia, Australian Museum, Surfrider Foundation Australia, Foundation for Young Australians, Ocean Ark Alliance, WWF, Australian Progress, Taronga Zoo, 1 Million Women, Take 3.

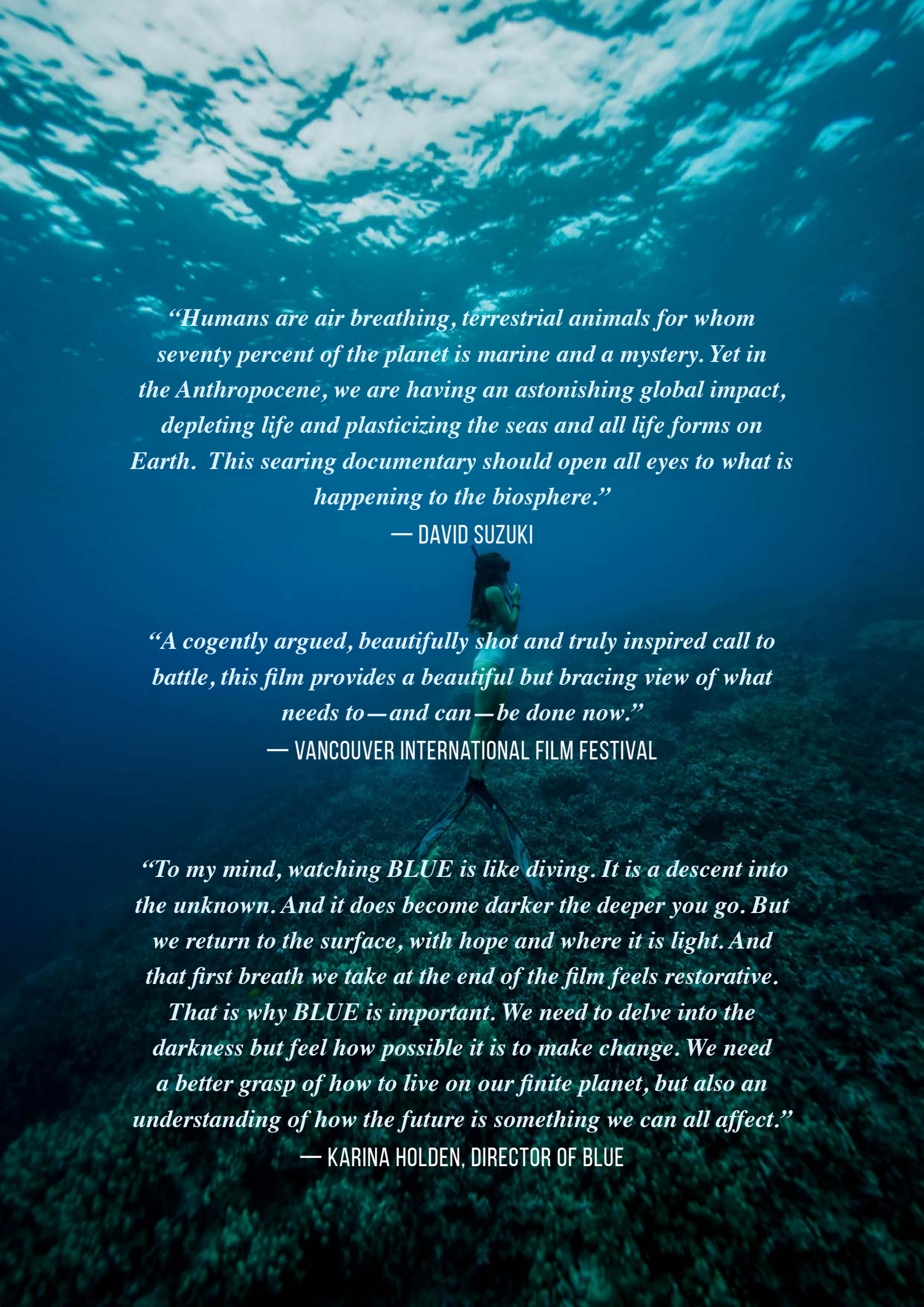
*Where to buy the film:*  
**ITUNES** **DVD**



Search suggestion: "Blue Karina Holden"



Available through Madman Entertainment and various local retailers e.g. JB Hifi

An underwater scene with a diver in the center, looking upwards. The water is a deep blue-green color, and the surface is visible at the top with light filtering through. The diver is wearing a dark wetsuit and a mask, and is holding a camera. The overall mood is serene and contemplative.

*“Humans are air breathing, terrestrial animals for whom seventy percent of the planet is marine and a mystery. Yet in the Anthropocene, we are having an astonishing global impact, depleting life and plasticizing the seas and all life forms on Earth. This searing documentary should open all eyes to what is happening to the biosphere.”*

— DAVID SUZUKI

*“A cogently argued, beautifully shot and truly inspired call to battle, this film provides a beautiful but bracing view of what needs to—and can—be done now.”*

— VANCOUVER INTERNATIONAL FILM FESTIVAL

*“To my mind, watching BLUE is like diving. It is a descent into the unknown. And it does become darker the deeper you go. But we return to the surface, with hope and where it is light. And that first breath we take at the end of the film feels restorative.*

*That is why BLUE is important. We need to delve into the darkness but feel how possible it is to make change. We need a better grasp of how to live on our finite planet, but also an understanding of how the future is something we can all affect.”*

— KARINA HOLDEN, DIRECTOR OF BLUE