

Sea Grant 50th Anniversary

December Communications Plan: Sustainable Development

Key communications tools

- Key messages and metrics
- Prezi online presentation. This visually engaging tour across the U.S. was produced by Maryland Sea Grant. The presentation can be embedded in or linked to from the websites of state SG programs. It combines text, photos, and links to highlighted state SG programs showing how Sea Grant promotes sustainable development in different ways. Summary national figures are also included.
- One-page fact sheet
- Hashtags for social media
- Feature stories on NSGO website

Key messages about SG's work in sustainable development

Sea Grant promotes sustainable development by helping coastal and Great Lakes communities preserve their natural resources and marine economies for future generations. We work in a variety of ways, including assisting communities to sustain and build:

- Resilience and adaptations to storm surges and other coastal hazards
- Healthy coastal ecosystems by improving water quality
- Jobs and businesses in aquaculture and seafood

Sea Grant programs advance progress in these areas by supporting research, education, extension, and outreach. For example, we advise local communities, planners, and leaders how to improve land use planning and collaborations with citizens.

Key metrics (national summary figures, 2016)

- 20,770 jobs created or sustained
- 534 communities implemented sustainable development practices / policies
- 4,033 resource managers used ecosystem-based management tools
- 40,243 fishers adopted responsible harvesting techniques

Prezi – instructions for displaying online

Here are two ways to share this online Prezi presentation with your online readers.

