

A decorative graphic at the top of the slide featuring a dark blue background with a lighter blue wave-like shape. The wave is composed of several overlapping, curved lines in shades of blue and teal, creating a sense of movement and depth.

# Blue Wave

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# Concept / Idea

Aquatic ecosystems comprise of both freshwater and marine ecosystems. They are the most threatened ecosystems and are under pressure due to pollution and habitat degradation. They provide us with several services such as drinking water, food (fishes), cultural and recreational pleasures.

The idea is to improve awareness of the general public on these issues which is very essential for conservation and preservation of this threatened habitat.

# Objectives

1. To sensitize public through awareness on threats to aquatic ecosystems.
2. To raise awareness on importance of aquatic ecosystem conservation.
3. To crowd source the data on biodiversity and threats to aquatic ecosystems by public participation through social media.

# Approach

Face book and twitter will be used for this campaign.

1. Public will be asked to upload any news/ article/ information that they find in regional and national newspapers/ online news or by direct visual sighting; relating to freshwater and marine pollution, threats, killing/ poaching, etc.
2. Participants' information will be used to develop spatial maps to identify the regions of high threats.
3. Weekly, the participant collating most information will be mentioned on the page and awarded the title of “Aquatic ambassador of the week ”
4. Quizzes, facts and questionnaires will be uploaded frequently.

# Outputs

1. Sensitising more than 1000 people about the aquatic ecosystem
2. A large wave of information generated and mapped using Google map. It will be made available on the India Biodiversity Portal.
3. Around 3 to 5 areas that need most urgent attention would be highlighted.

# Outcomes

- People at local and regional levels understand the values of and threats to aquatic ecosystem
- Public participation will increase in information collection and management