

SCIENTIFIC MEDIATION SOLUTION

With over 40 years of experience

in filmmaking and the production of educational materials, communicating to the public worldwide has long been Cousteau Society's expertise.

Captain Cousteau, an eminent scientist and explorer, understood early on the importance of knowledge in promoting the protection of our blue planet. Following in his footsteps, we continue to produce data that can be understood by all.

Our credo in speaking of the stakes and dangers of the environment is simple.

We emphasize the breathtaking beauty of nature because this is the reason why we protect it. Then, we show the threats to nature in order to understand the risks of the situation, and ultimately, we propose a solution that opens up ways to act and implement change. Our approach has always been and always will be to remain positive.

"If we were logical, indeed the future would be bleak. But we are more than logical. We are human beings, we have faith, we have hope and we can work hard."

J.Y. Cousteau

You are

a scientific group
a charity
a company
a research group
a university
a commission or
an international organization?

Have you collected

a significant amount of environmental data related to oceans, water or climate change during a scientific research project, a field analysis or an impact study?

Are these data too technical and difficult to understand for the general public and decision-makers? Do you want to valorize your results differently and on a larger scale?

Would you like to apply for funding for a research project (student, early career or fully establish scientist) dealing with issues related to the oceans, water or climate change, but your "information dissemination" component lacks solidity?

Are you about to complete a research project and would you like to widely disseminate your main findings in an original format that everyone can understand?

Would you like your results to have a broad impact beyond the world of research?

Captain Cousteau and his divers

We bring you a complete solution!

Details of the solutions provided by the Cousteau Society

INFOGRAPHICS

Nowadays, **infographics** are an essential medium for wide, simple but accurate communication. Data visualization is a flexible but impactful and visually attractive method to present and disseminate complex scientific results. The digital format is easily adaptable for social networks and computer reading, while also suitable for a printed format for exhibitions or scientific events.

Working closely with you, we offer to review your work and discuss with you to select the most relevant and interesting results to illustrate.

Our common goal is to reach a wide audience and deliver a clear message! We strive to find the best and clearest visualization for your own data.

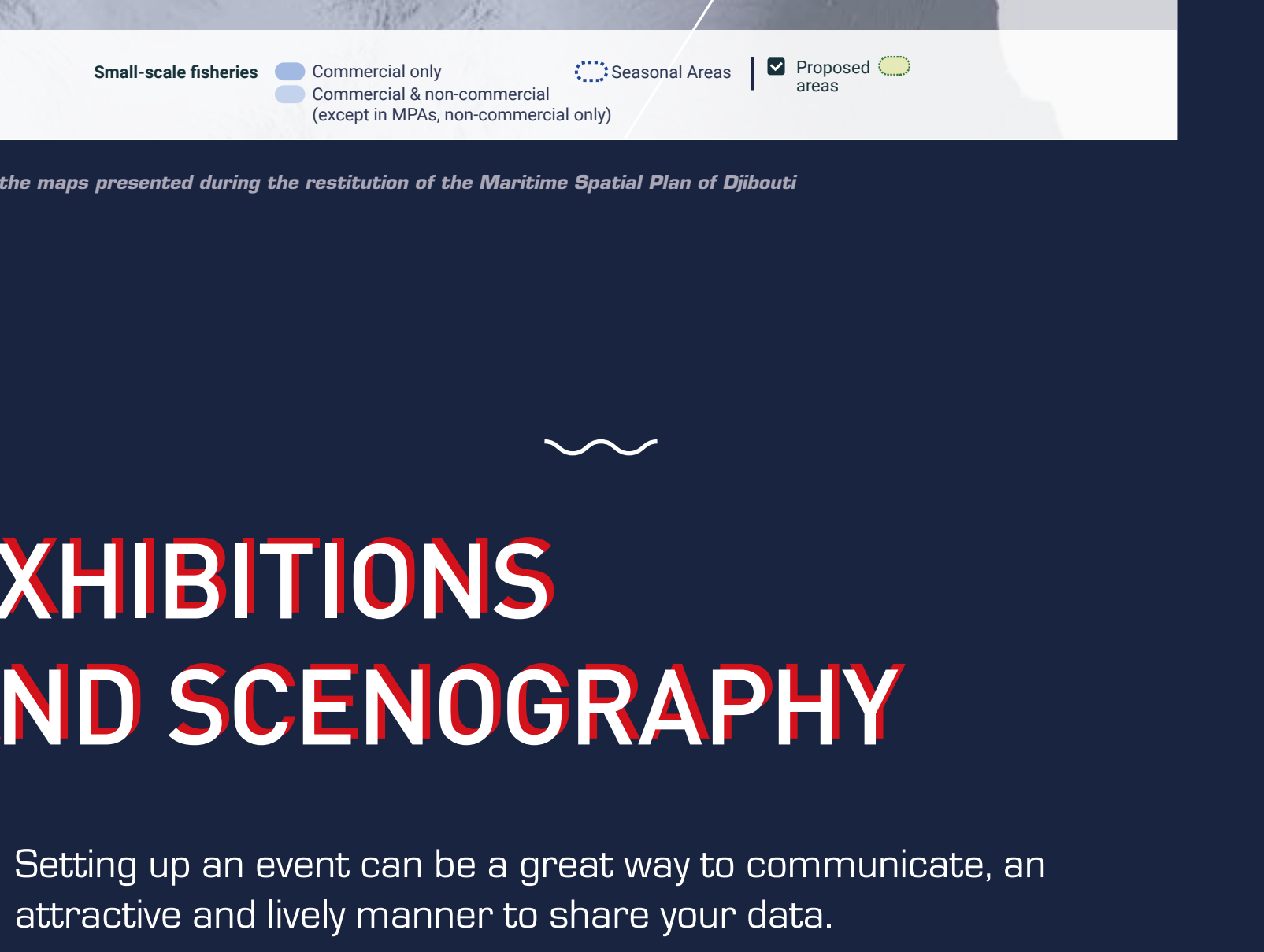
In the past few years, the Cousteau Society has developed many infographics, some of which are listed below:



Infographic from the series «Ocean at the heart of climate change»



Infographic from the series «Sounds of the Silent World»



Infographic from the Black Sea series, produced jointly with EMBLAS project

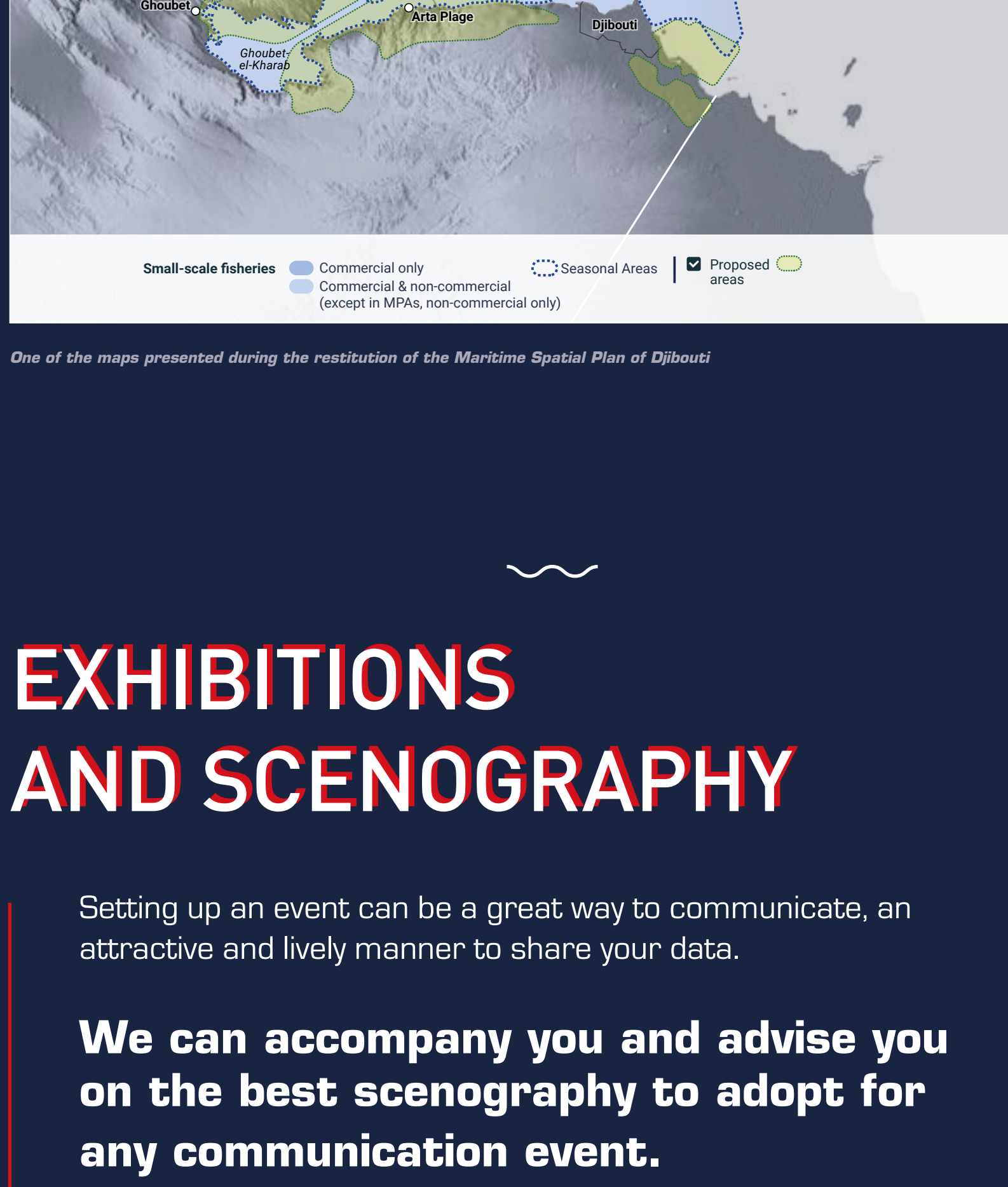
COMPUTER CARTOGRAPHY GIS VISUALIZATION

Geographic Information Systems (GIS) are powerful tools for creating high-resolution maps. Information is integrated in successive layers to highlight data or indicate key elements of a given area. It is the most efficient way to represent cartographic data.

We offer our help to produce digital maps based on your results to communicate and disseminate your geographical observations.

The Cousteau Society has an extensive experience in mapping marine areas. Ecological issues are always complex and require a wide diversity of variables. GIS enable a clear and intuitive presentation of these variables. This entirely computerized format can be easily adapted to both physical and digital media.

Here is an example of a map developed by the Cousteau Society during one of our projects:



One of the maps presented during the restitution of the Maritime Spatial Plan of Djibouti

EXHIBITIONS AND SCENOGRAPHY

Setting up an event can be a great way to communicate, an attractive and lively manner to share your data.

We can accompany you and advise you on the best scenography to adopt for any communication event.

For more than 40 years, the Cousteau Society has been inspiring the public with its achievements and magical images brought back from the bottom of the oceans. We offer you this expertise to communicate your own results and observations. Touch your audience by setting up an original and immersive exhibition (infographics, photos, sound and lights).

Here is an example of an exhibition we set up :



Overview of the exhibition «Sounds of the Silent World» at UNESCO



Closer view of the exhibition «Sounds of the Silent World» at UNESCO

INTERNATIONAL PROMOTION VIA OUR NETWORKS

By partnering with the Cousteau Society, you can take advantage of a great international visibility to disseminate the results of your projects to a large audience.

Thanks to Captain Cousteau's expeditions, we are known and followed all over the world.

We benefit from a very large and strong network with over 10K donors around the world and more than 180 K followers on social networks and visitors on our website.

We have a tremendous potential for sharing and dissemination of information.

Give your results the boost they deserve and reach as many people as possible! We offer to support and promote your project on all our communication networks.

To be associated with the Cousteau Society is to be linked to an organization founded in 1973, who has been and will always be a fervent custodian of the seas, fighting for a better future, both for the planet and for humanity.

Diver from Cousteau Society accompanying two dolphins.

"We love what we admire and we protect what we love."

J.Y. Cousteau

Summary of services offered

Infographics

Opt for a different, high-impact format to present your results to the general public and decision-makers.

GIS Mapping

Benefit from modern and attractive maps to clearly present your geographical data.

Exhibition and scenography

Present your results in an innovative and original way by taking your audience on a journey through an unforgettable presentation.

International promotion via our networks

Benefit from a superb international showcase by being relayed on all our networks and to all our members throughout the world.

Are you interested?
Would you like more information?

Contact us at:

k.lesiourd@cousteau.org

JOIN THE CREW FOR
NEW ADVENTURES