

SERVICES DECK

# BlueEC mms

Communication solutions for the Blue Economy

2024

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[WWW.BLUESHIFTCONSULTING.COM.AU](http://WWW.BLUESHIFTCONSULTING.COM.AU)



# The Mission

To deliver **clear, impactful messaging** that facilitates understanding, generates value, and fuels industry growth across the Blue Economy.



# Guiding Principles

Education &  
understanding

Knowledge  
transfer

Impact

Storytelling



# THE CHALLENGE

The Blue Economy is an **information-rich sector** fuelled by scientific nuance, data-driven insight and technical language.

This level of complexity demands **innovative approaches to communication**. Yet, current efforts seem to be missing the mark. Important information often gets **lost in translation**, leaving audiences **misinformed** or **disengaged**.

*Enter* BlueC<sup>©</sup>mms !!





# THE SOLUTION?

We've launched BlueComms to provide a range of **practical, cost-effective** communication solutions to clients across industry, government, and academia.

## What sets us apart?

- 1** Deep understanding of industry-specific opportunities and challenges
- 2** A multidisciplinary team that blends scientific expertise with a passion for design
- 3** Expertise in interpreting, synthesising and translating complex information into clear, accessible outputs
- 4** A tailored, results-driven approach focused on measurable impact



# BlueComms



# THE WHY

1

## Leverage the power of storytelling

A well-crafted story has the power to **breathe life into an idea** by crafting narratives which feel memorable and relatable. Effective storytelling captures attention, enhances understanding and inspires action. It is a **vital tool** for businesses that wish to **distinguish** themselves in today's competitive market.

2

## Stay ahead of the game

The Blue Economy is **evolving rapidly**, with new technologies, shifting regulations, and emerging markets reshaping the sector. Developing a successful comms strategy is essential to **maintaining a competitive edge** and **staying ahead**.



# THE WHY

## 3

### Capture 3-second attention spans

In a world inundated with information and 3-second attention spans, the ability to **communicate effectively** is more important than ever. You want to ensure your message stands out and captures your audience in those **first crucial moments**.

## 4

### Bridge knowledge gaps

Science can often get **lost in translation**, leaving audiences overwhelmed and disengaged. Communication plays a vital role in **bridging the gap** between information and understanding. With the right approach, you can educate your audience on even the most complex concepts.

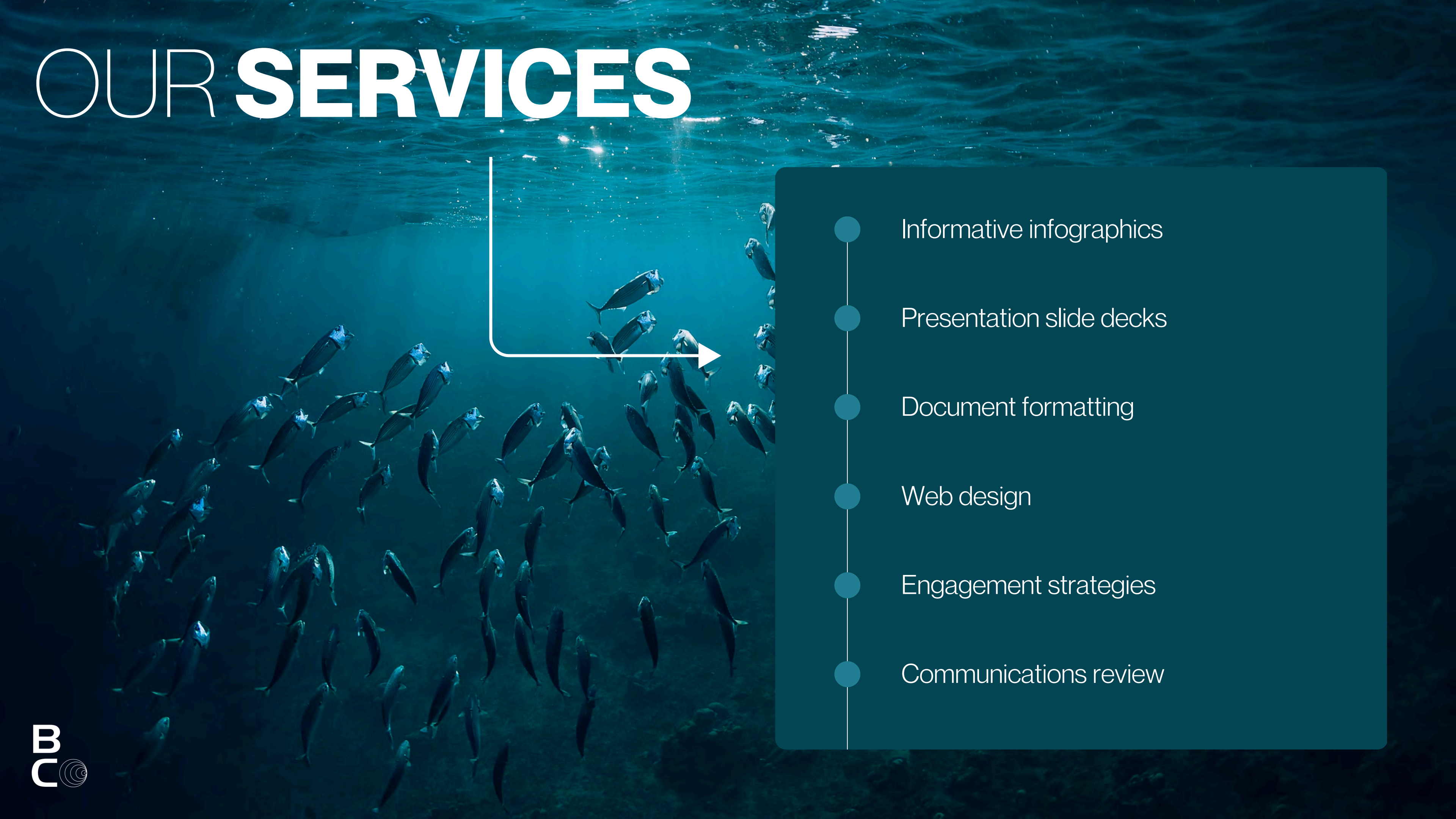


# THE HOW

BlueComms offers a range of communication services designed to **generate value** across the Blue Economy. Each service is tailored to meet your unique needs, ensuring your message **reaches those who matter most.**



# OUR SERVICES

- 
- Informative infographics
  - Presentation slide decks
  - Document formatting
  - Web design
  - Engagement strategies
  - Communications review



# INFOGRAPHICS

*Bridging the gap between*

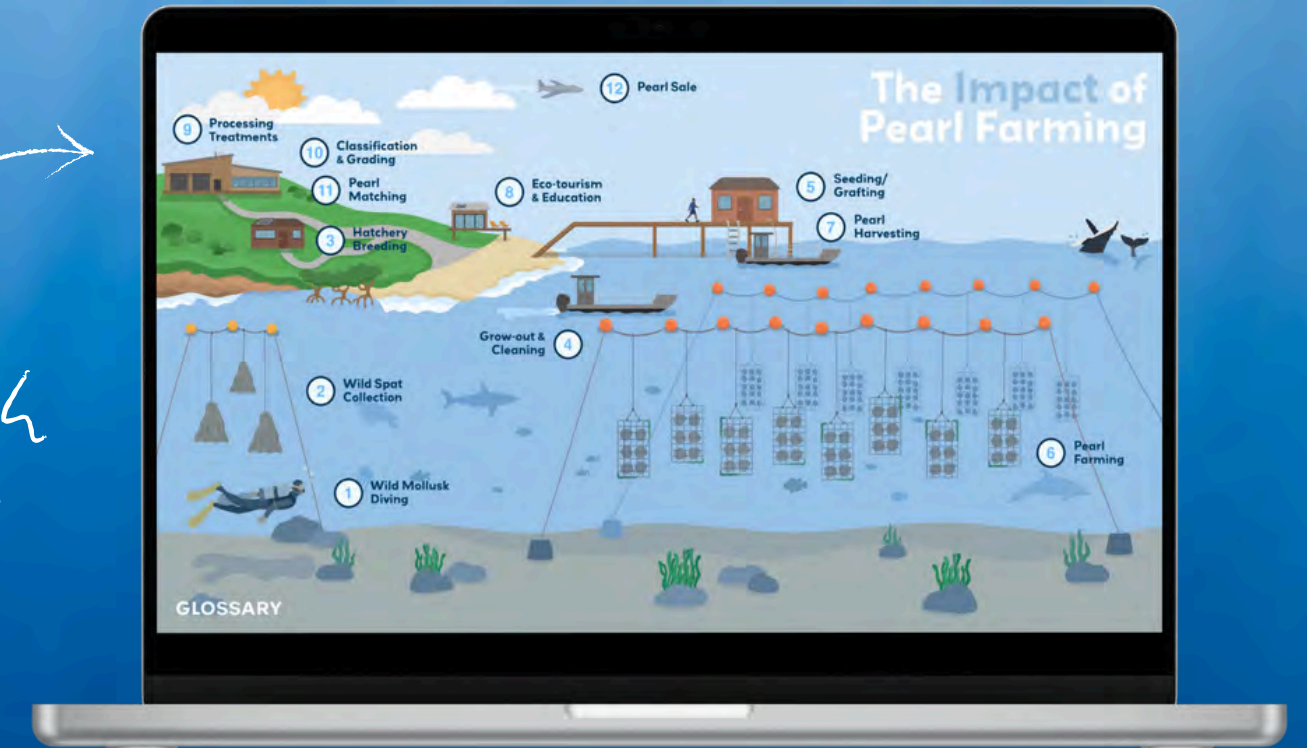
**Information**      **Understanding**

When communicating technical information, choosing the right **delivery method** is vital. Traditional approaches can often make complex concepts difficult to access, resulting in missed opportunities for connection and impact.

Blending science with design, we create infographics that translate ideas into **accessible** and **memorable** visuals.

Our design process delivers an end product which ensures your audience comes away **educated** and **engaged**.

*Cuts through complexity*



*Interactive or printable*

**Practical Recommendations for PEARLING OPERATIONS**

- 1. Reduce fuel use**  
Invest in solar, wind, hydropower and hybrid systems.  
Switch to biofuels and electric vehicles and vessels.
- 2. Manage data efficiently**  
Split discrete activities: eco-tourism, education and conservancy programmes etc.  
Align information systems to capture productivity and sustainability data simultaneously.
- 3. Operate at scale**  
Optimise stocking rate to match farm capacity.  
Streamline processes and focus on quality output.
- 4. Rethink waste**  
Consider durable equipment and submerged infrastructure.  
Use bio-based materials.  
Explore circular and blue economy concepts.

**REDUCING THE CARBON FOOTPRINT OF THE AUSTRALIAN PRAWN FARMING INDUSTRY**

**INPUTS**

Intensity	100%
Fuel	10%
Religiosity	1%
Applied R&D	1%

**Carbon Footprint (meat)**  
9.69kg CO<sub>2</sub>-e per kg (range = 8.7 - 12.7)

**CARBON REDUCTION PROCESSES: COST VS. BENEFIT**

1. Remediation pond	2. Cheap if space	3. Slow
2. Blue carbon	4. Co-benefits	5. Inadequate legislation
3. Co-culture	6. Self standing	7. Location critical
4. Restorative aquaculture	8. Optics	9. Emerging

**SEAWEED ENVIRONMENTAL CREDITS**  
Potential pathways to generating credits in seaweed mariculture

**Carbon**

- Emissions abatement: Bioplastics, Biofuels
- Long-life seaweed products: Building materials, Seaweed biochar
- Onshore seaweed aquaculture: Using waste CO<sub>2</sub>
- Sinking & deep-sea burial

**Nutrients**

- Wastewater treatment
- Bioremediation of eutrophic water bodies: Moringa & salubrine environments
- Ecosystem restoration
- Food web support



# SLIDE DECKS

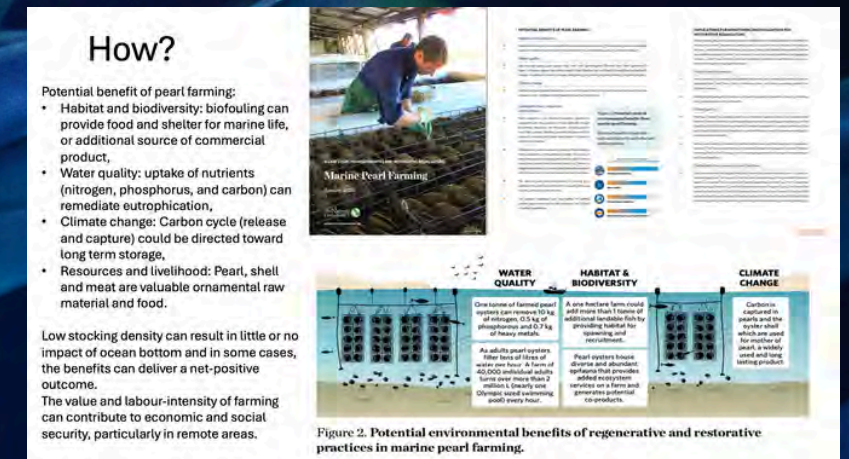
**Problem:** audiences are left **uninspired** by dull presentations where messages are buried in text-heavy, cluttered slides.

**The BlueComms Solution:** we create slide decks which provide strong visual support for your presentations. Each slide is designed to keep your audience **focused** and help deliver **maximum impact**.

- Polished and professional design
- Concise messaging
- Supported by engaging visuals
- Alignment with your branding

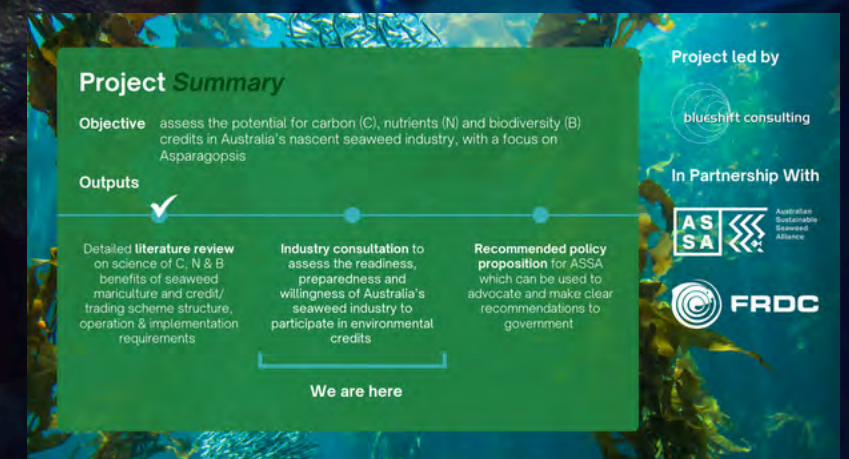
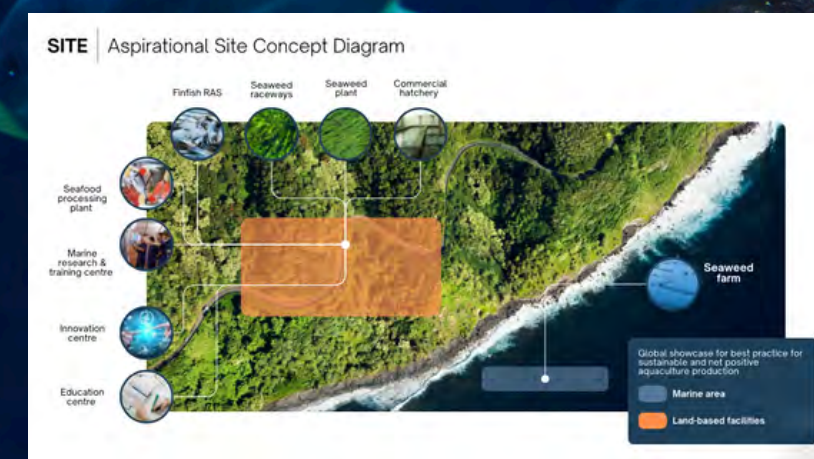
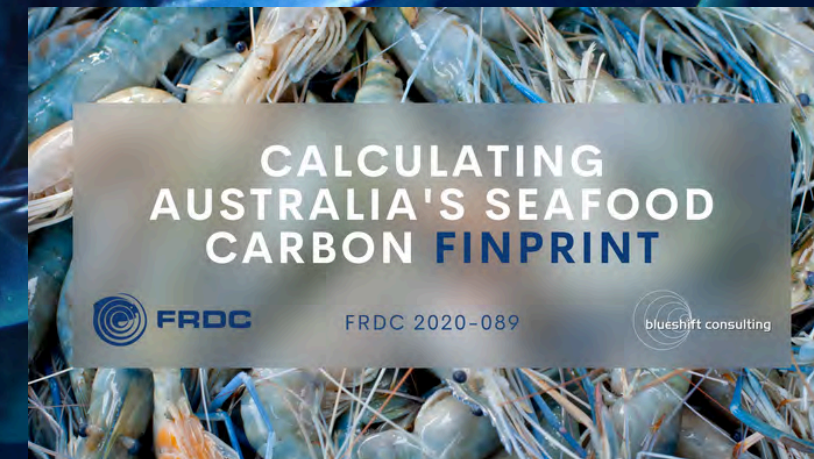


Transform your presentations from this...



To this...

*Uninspiring, text-heavy, bland*



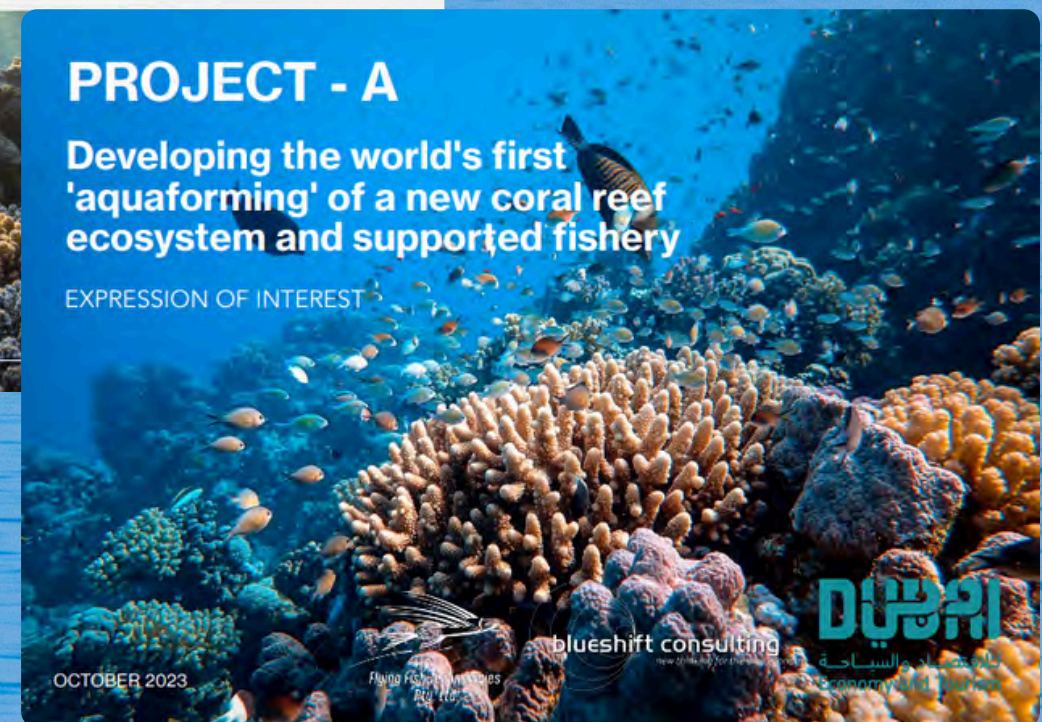
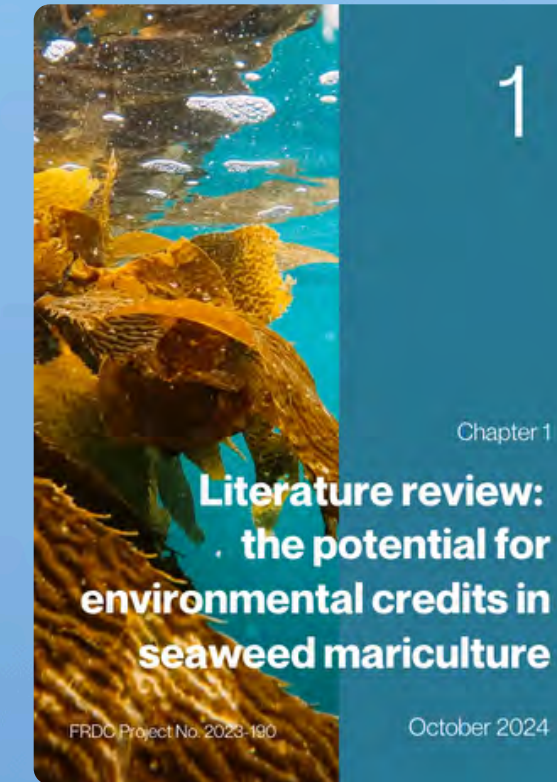


# DOC FORMATTING

We are all too familiar with the struggle of reading bland, lifeless documents...

We bring documents to life with **polished layouts, high-quality visuals** and **professional formatting**. Our design-focused approach transforms written communications into impactful tools which capture your reader's attention until the last page.

- Internal reports
- EOIs
- Business plans
- Project proposals
- Annual reports
- Guide books





# WEB DESIGN

A **well-crafted website** should do more than just look good, it should narrate the story behind your business. Our design process blends aesthetics with purpose, crafting websites that leave your audience inspired to take action.

**The result?** A memorable online experience that helps you stand out in today's competitive digital market

## Service Standouts

- SEO optimisation
- E-commerce solutions
- Functional layouts
- Ongoing support
- User-friendly navigation
- Responsive mobile design





# ENGAGEMENT STRATEGIES

At BlueComms, effective engagement means reaching the **right people**



in the **right way**

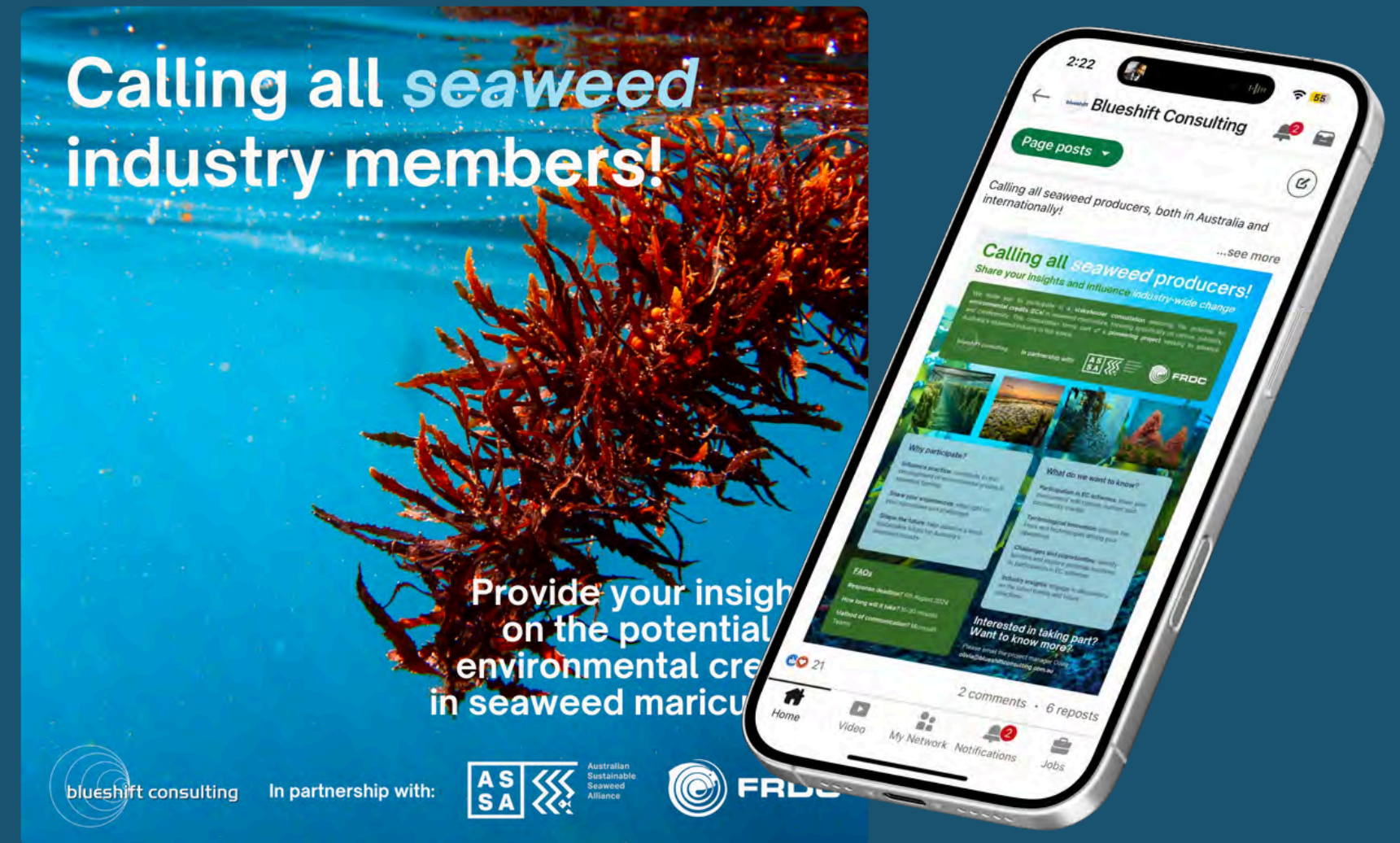


at the **right time**



We develop engagement strategies which **amplify the impact and influence** your work, making sure it reaches those **who matter most**.

Aligned with your specific goals, these strategies are crafted to keep your audience **invested and engaged** over time. We use a **multifaceted** approach, employing a range of tools from scroll-stopping social media content to meaningful stakeholder consultations.





# COMMS REVIEW

Not sure where to start or what tools you need?

Communication can often be **overwhelming** and knowing where to start isn't always easy, especially when working with limited time and resources.

With our BlueComms advisory service, we take a look at your approach, reveal what's working and identify where there's room for improvement.

We provide you with **tailored, actionable advice** to help elevate your comms and make a **stronger, longer-lasting impact.**





# THE OUTCOME

Partnering with BlueComms offers **numerous advantages**, all designed to amplify impact and create lasting value through **clear, effective communication**.

- Share knowledge
- Educate audiences
- Increase visibility
- Influence decisions
- Secure funding
- Gain public support
- Build trust
- Inspire action



Design is the intermediary between  
**information** and **understanding**

- Hans Hoffman



KEEN TO **FIND  
OUT MORE?**

BOOK A **FREE** 15 MIN  
**DISCOVERY** CALL



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