

Event manager UNOC Blue March 2025

Terms of Reference

Objective

The aim of this collaboration is to organise a public demonstration on World Ocean Day – the “Blue March”. It will take place in Nice, France, on 8 June 2025 – the day before the opening of the UN Oceans Conference.

Background

The [United Nations Ocean Conference \(UNOC\)](#) will take place in Nice, France, from 9-13 June 2025 in a “blue zone” at [Port Lympia](#), accessible only with official accreditation. This 3rd UNOC, following New York (2017) and Lisbon (2022) will be an important milestone to shape the future of the ocean, in line with [SDG14 “Life below water”](#) under the title “Accelerating action and mobilising all actors to conserve and sustainably use the ocean”.

In addition to the UN conference, there will be a number of other activities, including a [One Ocean Science Congress](#) (4-6 June in Nice), a [Blue Economy and Finance Forum](#) (7-8 June in Monaco), the [Ocean Rise & Coastal Resilience Coalition meeting](#) (7 June in Nice) and the greater public and civil society focussed “Green Zone”, called “La Baleine” (the Whale) from 28 May to 13 June, at [Palexpo](#), Nice.

World Ocean Day on Sunday, 8 June 2025, will be the main day for outreach, featuring a number of festive, public facing events, such as a mass bath and paddle action, public conferences and a boat parade, possibly including arrival of heads of state. The official UN motto for [World Ocean Day 2025](#) is “Wonder - sustaining what sustains us”.

The Blue March will be a main opportunity for citizens to raise their voices for an ambitious ocean agenda, and ocean protection in particular. It will build on the experience of the UNOC 2022 Blue March in Lisbon, that attracted high media (traditional and online) attention, despite being attended by only a few hundred people. At Nice, we aim to mobilize several 1000 participants.

The Blue March 2025 is organised by a steering group, composed of French or international NGOs: Bloom, FNE PACA, Greenpeace France, LPO, Seas At Risk, Surfrider, WWF France. [Seas At Risk](#), the European umbrella of marine NGOs, coordinates and will be contractor and main interlocutor for this assignment.

Tasks

- Manage and organise logistics of the Blue March: Permissions, security requirements, route and timing, in dialogue with the competent local authorities.
- Contribute to organising programme elements: speaking opportunities (including local procurement, e.g. truck with sound system), coordination with various groups proposing particular contributions (music, circus, stunts...)
- Liaise with and mobilise local NGOs, activists and citizens to amplify outreach and mobilisation
- Set up and update a simple Blue March website, featuring the “Blue March Manifesto” (under development)
- Help with the development and production of communication material, such as the main demonstration banner
- Coordinate media contacts and journalists, in collaboration with the steering group
- Make sure all necessary permissions are obtained in time

- Make sure that all logistical needs for this event are covered
- Identify and coordinate needed services and service providers
- Prepare and check service contracts
- Contribute to budget management by providing up to date cost estimates and quotes for local procurement and expenses
- Be on site in Nice to oversee set up and logistical arrangements
- Provide updated information on the organisation of the Blue March to the steering group, including through participation in calls, if indicated.

Deliverables

- Obtain necessary permissions
- Prepare and review contracts with service providers
- Contribute to the Blue March concept note and programme, especially through a logistics angle
- Manage the development and updates of the Blue March website and other promotion material (e.g. flyers) in cooperation with and supported by the Blue March steering group

Requirements

- Experience with the organisation of public events, ideally including demonstrations
- Experience with public outreach such as setting up an event website, public relations and media work
- Being based in Nice or the region
- Ideally being well connection to local civil society and activists
- Fluency in French and English

Indicative timeline

1 April 2025: Deadline for submission of proposals
 4 April 2025: Contracting, start of the assignment
 8 June 2025: Blue March
 19 June 2025: Debrief
 30 June 2025: Contract ends

Budget

The indicative maximum budget allocated for this assignment is 8.000 EUR net (VAT excluded). Cost effectiveness will be considered in the evaluation of the offers.

Application process and contracting

Candidates are invited to share their interest in this consultancy by sending an offer and relevant references (e.g. website, CV) to Tobias Troll, Marine Policy Director at Seas At Risk (ttroll@seas-at-risk.org) by 1 April 2025.

We aim to contract the successful consultant by 4 April 2025.