



**World
Ocean
Day**

• In-Person
& virtual! •

2022 Event Planning Toolkit

8 June | WorldOceanDay.org

World Ocean Day Event Planning Toolkit

World Ocean Day provides a unique opportunity for a wide array of organizations, schools, businesses, and communities to honor and celebrate the ocean that connects us all! By uniting together, and with a special emphasis on engaging and connecting youth, we can significantly increase awareness and action, and generate the political will needed to create a healthier ocean and a better future.

Whether you live on the coast or far inland, we all need a healthy ocean to survive and thrive. The ocean generates most of the oxygen we breathe, helps feed us, cleans the water we drink, and regulates our climate. By protecting our ocean, we also protect our climate, and our future.

World leaders are making critical decisions this year, including whether to protect 30% of our lands, waters, and ocean by 2030, also known as “30x30.” To help these efforts succeed, there will need to be a strong show of support, and you can help!

Download logo and promotional materials at WorldOceanDay.org



The 2022 Conservation Action Focus: Protect 30% of our blue planet for a healthy ocean and climate.

In consultation with the [World Ocean Day Youth Advisory Council](#), World Ocean Day 2022 is centered on expanding awareness and generating continued public support for a global commitment to the 30x30 goal.

This toolkit will help you integrate the 2022 [Conservation Action Focus](#) into your activities and events - whether large or small, in-person or online. It provides ideas, suggestions, tips, and tools so you can plan out your own unique event or activity to protect our ocean and climate!



Sign up to express your interest in planning your own event!



List your event on the World Ocean Day Events Calendar & World Map!



Subscribe to the World Ocean Day email list and receive a monthly update!

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Take action now!

Ask your nation's leader(s) to support the 30x30 goal

Sign the 2022 30x30 petition here:

WorldOceanDay.org/30x30





photo credit: Erik Lukas

Conservation Action Focus:

Protect at least 30% of our lands, waters, and ocean by 2030 to create a healthy ocean with abundant wildlife and stabilize the climate

By supporting 30x30, we can protect our planet's life support systems – by recognizing and preserving the interconnected relationship between our ocean, climate, and biodiversity. With your help, and the efforts of hundreds of other organizations worldwide, together we will promote and grow the global 30x30 movement by spreading awareness and gathering public support.

Include an ask to take action!

Whatever type of event you have planned for World Ocean Day, include an ask for all participants to sign the petition in support of 30x30.

● **Sign this year's 30x30**

petition here:

WorldOceanDay.org/30x30

The problem and opportunity...

Currently, less than 17% of land worldwide and less than 8% of the ocean is protected.

2022 is a critical time for action!

The global pandemic put a lot of big decisions on hold, but our world leaders will soon convene for the long-delayed COP-15 Biodiversity Summit in Kunming, China where a global commitment to the 30x30 goal is a possible outcome.

Making progress...

The World Ocean Day network has been prioritizing 30x30 for the last two years and we're making progress: Over 41,000 individuals and 1,100 organizations from 84 countries across the globe signed in support of 30x30.

This support helped convince leaders in over 80 countries to pledge their support of a 30x30 goal!

Event Guidance

Already, people are planning hundreds of celebrations, activities, and actions around the world. Organizers are choosing to hold either in-person or virtual events based on preferences and what is appropriate and accessible for their community. Ideas for events are limitless and whatever you do, you can make an impact, especially if you integrate the Conservation Action Focus.

•Public Health Reminder•

Make sure your celebration plans are safe for everyone!

Follow local government guidance on gatherings and in-person activities.

Including a call for action to sign the 30x30 petition is an easy way to incorporate the Conservation Action Focus. Doing so helps everyone feel more empowered and connected to a global community acting for our shared ocean in June and year-round.

To help your celebrations, activities, and other events be even more impactful, we recommend the following tips:

- Keep it fun, positive, and solutions-focused with ways for everyone to help
- Include youth (teens and young adults) in a variety of ways, such as having them help plan activities or including youth-oriented educational activities
- Engage your participants by utilizing educational materials found on the website
- Incorporate an action-oriented activity that makes a direct impact
- Partner with other organizations in your community, including youth-oriented organizations, schools, your local aquarium or zoo, or like-minded businesses
- Invite your local media outlets to amplify your event through radio, television, newspaper, and social media coverage
- Take photographs and share them on social media to further amplify your efforts
- Use the World Ocean Day logo ([download here!](#)) to connect your community efforts to the united global efforts to protect our blue planet
- [List your event](#) so we can share your activities with the world on the [Events Calendar](#) and [World Map](#) on the [WorldOceanDay.org](#) website



photo credit: The Ocean Agency

Event Ideas: In Person



Develop Interactive Presentations

- Have a touch tank with ocean creatures or, if you're close to the ocean, host guided coastal tours or sustainable fishing demonstrations
- Sponsor a sustainable seafood event by inviting local chefs to give demonstrations and food tastings, check online for 'sustainable seafood chefs' in your area

Create Activity Stations

- Create a festival or set up a space for ocean-themed activities at an existing festival. Set up a workstation for people of all ages to learn more about the ocean and 30x30 while creating ocean art with paint, chalk, discarded plastics, and more!
- Set up simple ocean science experiments for demonstrations or as an activity

Coordinate Entertainment

- Invite local musicians to play, host a dance (to ocean-themed music), or put on a short theater or improv performance with an ocean conservation message
- Host an ocean-related film screening with movies, cartoons or documentaries, invite the creators of the film for a question-and-answer session about ocean conservation

Host Readings/ Book Signings

- Work with local authors who have written about the ocean and conservation, contact your local bookstore to co-host and for authors to invite

Organize a Coastal or Inland Cleanup

- Host a community, beach, river, wetland, or underwater cleanup
- Contact local outdoor and ocean recreational shops to help organize and spread the word. Recruit volunteers through social media, news outlets, or local youth groups
- Download the "Coastal and Inland Cleanup Guide" and other plastic pollution prevention resources on our website to help you plan and execute a great event!

Create a Mural

- Create a mural in a public place in honor of the ocean. Invite a group of local artists to paint a public wall or the wall of a local business (TIP: obtain permission!)
- Along with paint, consider using collected materials like glass or even pieces of recovered plastic and trash to reduce litter and show solutions to ocean pollution

Event Ideas: Online



Host a Guest Lecturer/ Webinar

- Sponsor a public lecture about the ocean by an environmental leader, educator, or scientist. Focus the lecture topic around the Conservation Action Focus: protecting 30% of our lands, waters, and ocean by 2030 and/or a specific local issue of interest
- Incorporate trivia and a question-and-answer section after the lecture to encourage audience participation, keep the questions focused on ocean solutions!

Go LIVE

- Have a livestream for your followers on social media! Set up a 360 video of the inside of an exhibit at a museum, aquarium, zoo, or at the beach; or give an online tour of what you are doing for World Ocean Day to include those who tune-in from home
- Showcase a musician or artist performing or displaying their artistic interpretation of ocean conservation. Post their art online or live-stream their performance

Offer Prizes and Raffles

- Set up an online raffle or drawing to spread awareness and generate participation on social media (TIP: check rules and regulations related to raffles). Hand out ocean-theme prizes such as kayaking rental passes, tickets to your local aquarium, ocean conservation apparel, or a sustainable and locally-sourced dinner
- Bonus: get a celebrity involved to increase reach and excitement!

Host a Fundraiser

- Create an online fundraiser for ocean protection and spread the word on social media!
- Include fundraising benchmarks or goals and provide updates on progress leading up to 8 June to encourage involvement. Spread the word to friends, family, and colleagues.

Launch a Competition

- Create a virtual photography, video, art, or TikTok competition and use social media to ask your followers to vote for their favorite submission
- Make 30x30 the theme of the competition and showcase marine protected areas

HOW-TO GUIDE: INCORPORATING THE 30X30 CONSERVATION ACTION FOCUS INTO YOUR EVENTS AND ACTIVITIES

Whether your World Ocean Day event or activity is a cleanup, a virtual educational panel, an exhibition, or a festival, you can invite your participants to take action for our shared blue planet!

If you're still in the planning stages, [check out ideas here](#) on how you can incorporate an action-oriented component to your event by asking specific speakers or guests who can speak to the 30x30 goal or other conservation issue to participate.

These tips below will help you easily and seamlessly incorporate an action-oriented component. The resources included will help you specifically collect signatures in support of a global commitment to 30x30. Learn more at WorldOceanDay.org/30x30

If your event or activity includes:	You can...
An educational panel, documentary screening, art exhibit, or live performance (in-person or virtual)	<ul style="list-style-type: none">*Have the emcee use the sample announcement during the event*Hang the poster at the entrance for in-person events*Have staff/volunteers pass out flyers to attendees as they enter for in-person events*Incorporate the PowerPoint slide for a virtual event
Volunteers checking in at a registration booth in-person or signing up online	<ul style="list-style-type: none">*Include a poster or flyer at your welcome table for volunteers*Have the staff/volunteers running the registration table use the sample announcement when they greet volunteers*Include the sample email language in the confirmation for registering
People viewing a livestream of an event	<ul style="list-style-type: none">*Include the WorldOceanDay.org/30x30 website and sample social media post in the “about” sections or text of your posts
People attending a festival, recreational day of fun, in-person activity stations	<ul style="list-style-type: none">*Include a poster or flyer at the main entrance or at each station*Have staff/volunteers use the sample announcement to invite participants to sign the petition
Viewing a prerecorded video or presentation on their own time	<ul style="list-style-type: none">*Include social media graphics and sample posts about the campaign at the beginning or end of your recording
Includes a press release, announcement, or recognition of a conservation commitment	<ul style="list-style-type: none">*Include the sample social media graphics and post text in the written announcements

Event Registration Guidance

How to List Your Event:

To register your event in the World Ocean Day database, visit the 'list your event' page [here](#). After you complete the form on the website with as much information as possible. When your event is approved, it will be added to the [Events Calendar](#) and [World Map](#) on the World Ocean Day website!

Benefits of Listing Your Event:

Join with hundreds of other organizations coordinating celebrations, activities, and actions.

Promote your event:

The [Events Calendar](#) and [World Map](#) on the World Ocean Day website are how others can learn about your celebration and sign-up to participate. Share your event link to amplify your impact and we will promote your event through the World Ocean Day social media platforms and email list.



Receive resources and reminders:

When you register, you'll be added to the World Ocean Day network email list and will receive the latest information and resources to help you plan and promote your event.



Registering Your Event includes:

- Event title and description
- Event time and date
- Link to a website or social media page for your event or group
- Uploading an image for your event
- Your contact information
- The group affiliated with the event
- Country where event is happening
- Checklist: Is your event or activity...
 - Taking place virtually
 - Taking place in person
 - Open to the public
 - Youth-oriented
 - Incorporating the 30x30 ask
- Specific address (used to list your event on our world map)

List your event or activity here!

Messaging Guidance

These tips are based on more than 20 years of research and shared experiences and includes a specific emphasis on communication about 30x30. Utilize these guidelines in your outreach on your website, social media, and during events!

Messaging "Dos and Don'ts":

Do include a conservation-related ask for attendees

*Including a conservation-related ask (30x30 for example) helps the ocean and improves the experience of your audience.

Do emphasize the solution and stay focused on the positive

*People respond well to a positive message that specifically invites them to be part of the solution.

Do highlight specific animals and particular places

*People can easily connect with the idea of helping a specific animal or place. You can help them connect that feeling to the 30x30 goal and protecting the ocean as a whole.

Do emphasize popular support

*Describing the momentum around 30x30 proves that it is a popular solution and will inspire more support from people.

Do engage younger audiences

*Research shows that people in their teens and twenties tend to be more interested, engaged and likely to take action.

Do speak to the potential for global impact

*The 30x30 goal has the potential to bring solutions to scale. Share the progress to date and the need and possibility for a global commitment that will make tangible solutions possible!

Don't assume familiarity with marine protected areas (MPA)

*Describing how special places in our ocean can be protected just like land is protected in a national park helps explain "MPA".

Don't expect people to know ocean conservation and climate change are connected

*Emphasize and explain the interconnectedness between a healthy ocean and a healthy climate whenever possible.

Don't overwhelm people with information on the process

*Most people are unlikely to be concerned about the specifics of the processes or plans for 30x30. Keep it simple!

Don't exclude people from the vision of the future

*While you talk about how protected places will be closed to destructive activities, be sure to emphasize that they can remain open for people's enjoyment like ecotourism and recreation.



Hashtags to Use:

#WorldOceanDay

- Use this hashtag in all of your posts leading up to and related to World Ocean Day!

#30x30

- Use this hashtag in your posts promoting the global 30x30 movement and share the petition: WorldOceanDay.org/30x30

#OceanClimateAction

- Use this hashtag in your posts about the ocean-climate connection and climate change!

Amplification Opportunities

Be sure to follow @WorldOceanDay on social media platforms to stay informed about World Ocean Day.

We post year-round about all the efforts to protect our blue planet. Look out for a big social media push beginning in May and throughout June when most activities will take place!



We will be seek out organizations and activities to repost and share to the World Ocean Day network! Be sure to use the hashtags shown to the left so we can find you and feel free to DM @WorldOceanDay directly to ask for amplification of your efforts!

To coordinate in-kind social amplification in the weeks leading up, please contact the World Ocean Day Community Engagement Manager:

Kate Sutter
ksutter@worldoceanday.org

“ Sample Social Media Posts ”

Customize these sample social media posts and use them across various social platforms as a way to promote your event and advance conservation!

For high quality ocean photos that are freely available for commercial and noncommercial use, check out [Pexels](#)!



Spotlight 30x30:

This #WorldOceanDay, join [@\[yourorganization\]](#) and people around the world by signing in support of protecting 30% of our lands, waters, and ocean by 2030. One Ocean, One Climate, One Future – Together! <http://WorldOceanDay.org/30x30> #OceanClimateAction #30x30

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Just like national parks help protect habitats and animals on land, marine protected areas help safeguard habitats and animals in the ocean. For #WorldOceanDay join [@\[yourorganization\]](#) to protect at least 30% of our lands, waters, and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30> #OceanClimateAction

.....

#DYK only 7% of our ocean is currently protected, yet scientists say we need to safeguard at least 30%? This #WorldOceanDay help [@\[yourorganization\]](#) grow the global movement to protect 30% of lands, waters, and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30>

.....

Right now, world leaders are making decisions about the future blue planet - they need to hear from us! This #WorldOceanDay [@\[yourorganization\]](#) in protecting at least 30% of our lands, wa and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30> #OceanClimateAction

66 Sample Social Media Posts 99 continued

Emphasize the Ocean-Climate Connection:

A healthy ocean is a critical part of the solution to #climatechange and the environmental crises we face. By supporting #30x30, we can protect our planet's life support systems! For #WorldOceanDay join [@\[yourorganization\]](#) to protect at least 30% of our lands, waters, and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30> #OceanClimateAction

.....

Protecting and restoring wetlands and mangroves is an important part of the climate solution. This #WorldOceanDay join [@\[yourorganization\]](#) to protect at least 30% of our lands, waters, and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30> #OceanClimateAction

Connect Back to Humans:

Even when at home you can still celebrate the ocean and help ocean animals have a safe home! Get ready for #WorldOceanDay by joining with [@\[yourorganization\]](#) to protect at least 30% of our lands, waters, and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30> #OceanClimateAction

.....

Saving nature saves humans too! We must protect the places on land and in the ocean that are essential to our health and well being. This #WorldOceanDay join [@\[yourorganization\]](#) to protect at least 30% of our lands, waters, and ocean by 2030. Sign in support of #30x30 at <http://WorldOceanDay.org/30x30> #OceanClimateAction

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TIP: coordinate these posts with posts publicizing your World Ocean Day event or activity to increase awareness and encourage participation. BONUS: include a registration link to your event!

Resources

These resources are completely free and available to use, whether on your website, over social media or in person. Click [here](#) to explore the complete collection of resources on the World Ocean Day website.

Logos

The World Ocean Day logo is free to use on your promotional materials! See the [brand guidelines](#) to help you promote your ocean protection efforts on 8 June and year-round.

[**Download Here**](#)



Event Posters & Banners

These World Ocean Day posters are available in 20 different languages and customizable. Add your organization's logo and edit for your event or celebration! [**Download Here**](#)



Campaign Posters

Use these posters to support the 30x30 campaign! [**Download Here**](#)



Resources Continued

Social Media Graphics and Guidance

Post on Twitter, Instagram, LinkedIn, and more! Tag @WorldOceanDay to have your post amplified and shared with our network of networks.

Include these hashtags:

#WorldOceanDay

#30x30

#OceanClimateAction

Download graphics and the social media toolkit [here!](#)

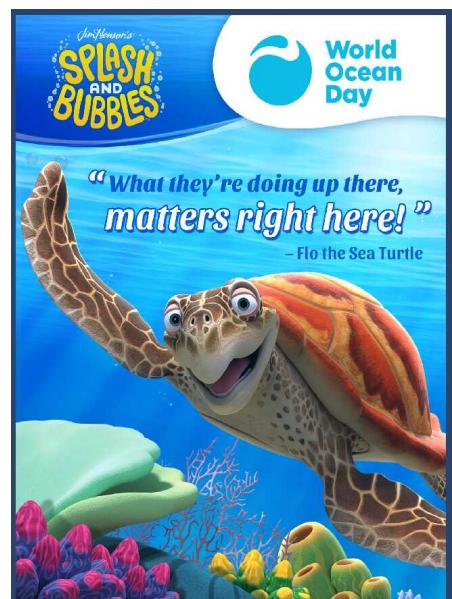


Fun posters and resources to engage young kids

Find fun posters, social media posts, and engaging activities to help educate young kids about ocean protection efforts



[Download Here](#)





Science Behind 30x30

The five guiding principles of 30x30:

1. Support locally led conservation
2. Work toward a more equitable and inclusive vision for nature conservation
3. Honor the sovereignty of tribal nations
4. Support private conservation
5. Be guided by science

Check out these resources from our collaborating partner, Campaign for Nature, which provide scientific background and explain the many environmental and economic benefits of the global 30x30 movement.



[Why 30%?](#)



[The Importance of Biodiversity](#)



[Cost/Benefits of 30x30](#)

Follow World Ocean Day on social media and join the fast-growing global network!

