

World Oceans Day



Amber Henderson



Benjamin Cowburn



FXTM

ANNUAL REPORT

00

1

2

3



Siriphat Phathakul



Subhajit Mukherjee

Introduction

Thanks to the participation of hundreds of organizations, including aquariums and zoos, private businesses and public agencies, schools and youth groups, and many more, World Oceans Day 2018 became the biggest and most impactful yet! Millions of people celebrated and took action in 140 countries at over 1,500 events. World Oceans Day continues to evolve into an increasingly essential annual rallying point for the celebration and conservation of our ocean.

Since 2002, The Ocean Project has led the coordination of World Oceans Day. Each year, we collaborate with organizations and individuals around the world to provide guidance and promotional tools aimed at reaching, educating, and engaging youth and advancing conservation. This year, both conservation initiatives and youth engagement reached new heights as 36% of events included activities for youth and 57% of events focused on preventing plastic pollution and encouraging solutions for a healthy ocean.

Olivia Taylor, Youth Advisory Council member from South Africa, summarizes the power of World Oceans Day by saying, "World Oceans Day is an incredibly special event. It connects people of diverse demographics, age, culture, and gender to collaborate in conserving something that is essential to every life on the planet. This day transcends religion and politics and encourages all to partake in standing up for what they believe in."

The Ocean Project team looks forward to continuing to collaboratively grow World Oceans Day with you and others to unite the world for positive change in June each year and through continued engagement year-round!



World Oceans Day 2018 at a Glance



1,500+ Events
140 Countries

5.55 billion

Impressions **#WorldOceansDay** developed on Twitter & Instagram in the month leading up to June 8, 2018

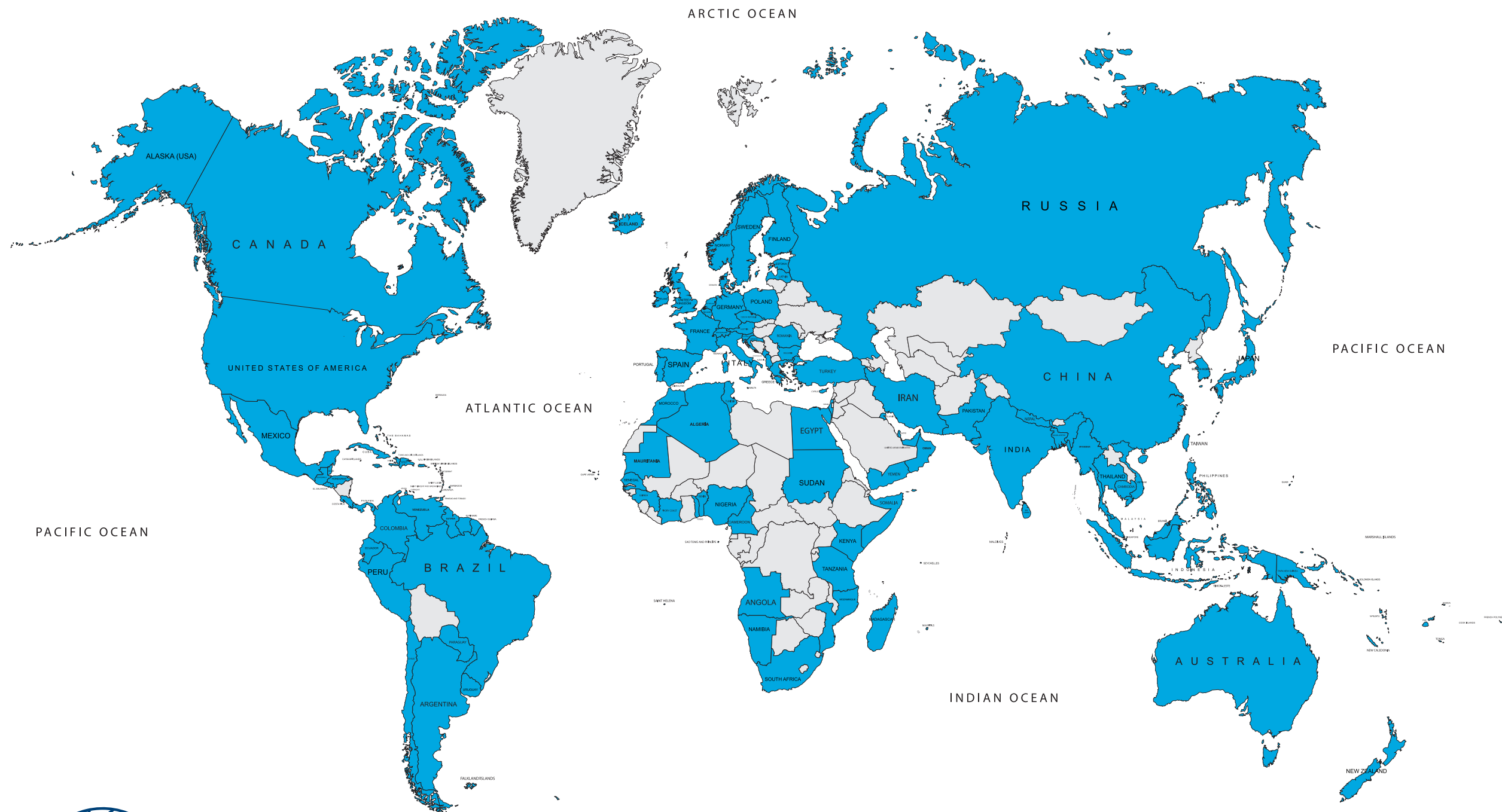
10,000+ 
Commitments made on social media to stop using **single-use plastics** in honor of World Oceans Day



17 countries represented by the **20** Youth Advisory Council members

Resources available in 17 languages on **WorldOceansDay.org**





World Oceans Day continues dramatic growth with 1,500+ events in 140 countries

2018 was a record-breaking year with over 1,500 events in 140 countries registered at WorldOceansDay.org! A diverse array of events took place around 8 June including celebrations, community cleanups, film screenings, festivals, concerts, conferences, and much more. From action on plastics, to dive, surf, and sail events, to runs, and yoga sessions, many communities around the world were active both online and offline this World Oceans Day.

Online events continued to gain popularity with multiple online competitions, live-streamed events, and social media challenges to engage the digital world. A number of monumental events took place in cities around the world including the inaugural March for the Ocean, the first ever International Ocean Week in Cameroon, and an announcement that Bonaire will become the world's first "Blue Destination."

The Ocean Project was pleased to continue collaboration with its network of hundreds of organizations and welcomed over 900 new organizations who celebrated this year. For World Oceans Day 2019, The Ocean Project is excited to work with new and continuing partners to create a true wave for change!



140
Countries



1,500+
Events



900+
New Organizations
Celebrating



36%
Youth Events

57%
Plastic Pollution
Focused Events



Youth Advisory Council leads global celebration and action

The World Oceans Day Youth Advisory Council helps lead the growth and development of World Oceans Day. Currently comprised of 20 amazing young people from 17 countries, these inspiring leaders represent diverse backgrounds and provide new and unique perspectives, ideas, and recommendations to achieve real conservation outcomes.

With the 2018 conservation action focus on preventing plastic pollution and encouraging solutions for a healthy ocean, Council members collaborated and prepared a youth-focused and action-oriented Plastic Pollution Lesson Plan. They encouraged local organizations to get involved and planned their own events such as workshops, coastal cleanups, films screenings, and a live Twitter dialogue about plastic pollution prevention. A unique event this year was a human chain that symbolized solidarity against plastic pollution.

Council members represented the youth voice at high level conferences and events all over the world, including the Annual Global Issues Network International Conference, EAT Stockholm Food Forum, the 6th International Marine Debris Conference, and UN High Level Political Forums, among others. As part of The Ocean Project's partnership with Procter & Gamble, two Council members, Baylee Ritter and Gabriella Schaubert, hosted sessions at Sustainable Brands 2018, in Vancouver, where they engaged industry leaders about the plastic pollution crisis facing our ocean.

The Ocean Project is committed to the continued growth of the youth movement, with plans to expand the Council to 25 members in 2019 and grow a larger global youth network.



Youth Advisory Council

- Anna Zaske, Denmark
- Baylee Ritter, USA
- Brandon Koots, Curaçao
- Cade Terada, USA
- Caitlin Philipps, Australia
- Eugénia Barroca, Portugal
- Gabriella Schaubert, Canada
- Gabrielle Tan, Malaysia
- Ibrahi Rodriguez, Ecuador
- Kehkashan Basu, Canada
- La Tisha Parkinson, Trinidad & Tobago
- Melati Wijzen, Indonesia
- Mohammed Wahabi, Morocco
- Nehara Pandey, India
- Olivia Taylor, South Africa
- Patricia Zanella, Brazil
- Rufai Balogun, Nigeria
- Sang-Jin Kim, Germany
- Sofia El-Rass, Denmark
- Wenqin Zhang, China

“ Being a part of the Youth Advisory Council for World Oceans Day empowers and reminds me that there is an entire movement around standing up for the ocean, we are not alone. It is truly exciting to work with other like-minded young people who have so much energy and positivity; for us it’s not a matter of ‘if’ we’re going to make a difference it’s ‘when’ and ‘how’.”

- Melati Wijzen

Sea Youth Rise Up unites young conservation leaders

The Sea Youth Rise Up annual campaign brings together a delegation of young leaders, ages 21 and under, who share a passion for ocean conservation. During the campaign, the delegation increases awareness of the issues facing our ocean by sharing their conservation work with a global audience and advocating for policy improvements. Each year, this delegation of youth demonstrates the value of engaging youth in decision-making processes to world leaders. Sea Youth Rise Up was launched on World Oceans Day 2016 by Big Blue & You, the Youth Ocean Conservation Summit, and The Ocean Project.

Sea Youth Rise Up 2018 took place in Washington, DC, and included meetings with the U.S. Senate Oceans Caucus, a live broadcast on Facebook with over 2,400 views, and a Social for the Sea which was co-hosted by the United Nations Environment Programme on World Oceans Day at the Smithsonian Museum of Natural History. The social included 50 invited youth and adult ocean leaders and mentors. To cap off the 2018 campaign, the delegates received a VIP tour of the Ocean Plastics Lab on the National Mall and spoke at the inaugural March for the Ocean rally. Sea Youth Rise Up mobilizes the passion, idealism, and energy of young people and will expand to include more international delegates for World Oceans Day 2019.



Collaborating for plastic pollution prevention and solutions

For World Oceans Day, The Ocean Project developed the conservation action theme to address the plastic crisis facing our ocean. The Ocean Project provided event organizers with a curated set of actionable resources to help them engage their audiences for positive change. We aligned efforts with World Environment Day (5 June), and the related #BeatPlasticPollution campaign. Combined with extensive news coverage of images and videos of severely harmed or dead animals and polluted coastlines, the entire month of June was filled with events, campaigns and coverage that expanded attention to this critical issue.

With nearly two-thirds of events registered on WorldOceansDay.org addressing plastic issues in a variety of innovative and impactful ways, engagement in 2018 surpassed all preceding years. Events included the opening of a new exhibition on plastic pollution in the Galapagos, a contest in Italy for students to share solutions, film screenings focusing on the problem and solutions throughout the world, meetings in cities throughout Guyana to push for a ban on single-use plastics, and commitments to reduce plastic footprints by stopping the use of single-use plastics. One of these commitments included more than 100 restaurants and 28 grade schools in Hong Kong, following the lead of the Ocean Park Conservation Foundation Hong Kong, which committed to stop using plastic straws.

Since 2002, The Ocean Project has placed a strong emphasis on encouraging event organizers to include conservation action in their celebrations. This action-oriented approach has brought a surge in meaningful and impactful events and activities that have helped tackle not only the problem of plastic pollution, but also global warming, sustainable seafood, the protection of special coastal and ocean habitats, and much more.

Thousands commit to taking action on social media

One of the resources The Ocean Project annually provides event organizers with is a social media campaign designed to engage their audiences. The 2018 campaign also engaged more than 122,000+ @WorldOceansDay followers. This year's campaign used the polling feature on Facebook, Twitter, and Instagram to capture social media users' commitments to reduce their use of single-use plastics. The ask was simple: Will you stop using single-use plastic bags, bottles, and straws to help our ocean? The response garnered over 10,000 people voting "Yes." Many users and partner organizations also shared the polls and challenged their own followers to make the same commitment in honor of World Oceans Day.



Plastic pollution lesson plan developed

To help event organizers engage with their audiences and tackle the ocean plastic pollution crisis, The Ocean Project developed a Plastic Pollution Lesson Plan to inform youth and community members about plastic pollution and inspire them to act with solutions and activities. Based on input from the Youth Advisory Council and external advisors, the Plastic Pollution Lesson Plan condenses the best content from existing lesson plans and educational resources into a concise and easy to follow plan. After its release, over 1,300 people in 100 countries signed up to download the lesson plan. It is currently available in English, Spanish, and Chinese, and will be continually updated and translated into additional languages as part of the World Oceans Day+ year-round engagement strategy.



Movement Against Plastic Pollution - Ilocos Norte



JCI Atlantic



Sea Shepherd NYC Beach Cleanup



National Oceanography Centre UK



Keiko Conservation



Marine & Coastal Resources Administration Office 6 Songkhla, Thailand

Billions engaged on social media

#WorldOceansDay impressions on Instagram & Twitter on June 8

2016 553 million

2017 2.8 billion

2018 4.3 billion

Instagram photos tagged #WorldOceansDay

164K

@WorldOceansDay Twitter impressions

1.1 million

@WorldOceansDay followers

122K+

#WorldOceansDay Top 10 Influencers

Individuals

- Ellen DeGeneres
- Kourtney Kardashian
- Leonardo DiCaprio
- Raisa Andriana
- Chris Hemsworth
- Richard Branson
- Candice Swanepoel
- Will Smith
- Cody Simpson
- Draya Michele

Organizations

- National Geographic
- CNN
- NASA
- Google
- Forbes
- Sephora
- GoPro
- The Associated Press
- China Xinhua News
- NDTV

World Oceans Day in the media

There were numerous creative and informative stories and reports throughout mainstream media on World Oceans Day 2018. CNN, CBS News, BBC, Newsweek, The Times of India, BuzzFeed, the Los Angeles Times, The Washington Post, and Yahoo Finance were just some of the top media and news outlets covering this year's action. The official World Oceans Day press release was used by a variety of broadcast media, newspapers, and online news organizations, with an audience reach of approximately 80 million people.



WorldOceansDay.org

WorldOceansDay.org was developed in 2003 to serve as a central coordinating platform for World Oceans Day. Based on feedback, The Ocean Project improved the website to make it more user-friendly, including fresh event ideas, a simplified registration form, and added search options on the global event map that makes it easier for interested people and the media to find events - especially youth and plastic pollution focused celebrations. A variety of resources were also added including a newly developed Plastic Pollution Resources for Action page featuring some of the best resources from around the world, promotional materials available in 17 languages, and fun, new resources for children provided by Splash & Bubbles and the Octonauts. Stay tuned for some major improvements coming in 2019, including many more resources for diverse audiences worldwide!



Get ready for World Oceans Day 2019!

As we prepare for World Oceans Day 2019, The Ocean Project looks forward to collaborating with our partners, new and old, from all sectors to reach new audiences and advance conservation activities and outcomes. Engaging and empowering young people worldwide will continue to be The Ocean Project's main focus, helping young change makers become leaders both locally and internationally. As a part of our World Oceans Day+ strategy – rallying the planet on 8 June and growing engagement year-round – we are working closely with the Youth Advisory Council to make this unique opportunity even more impactful. The Ocean Project will continue to develop additional multilingual and culturally appropriate resources and tools to better activate people of all nationalities and backgrounds in conservation action.

Every year, World Oceans Day provides a unique opportunity to not only celebrate our ocean, but also enhance the efforts of all organizations striving to create a healthier ocean and better future. The Ocean Project looks forward to collaborating with you for even more impactful outcomes for World Oceans Day 2019!



Thank You to Our Supporters!



THE CURTIS & EDITH MUNSON FOUNDATION



The Ocean Foundation serves as our fiscal sponsor